



Shelburne Falls Trolley Museum

News

April 1996

The Ultimate Trolley Museum Letter

By A.H. Jewell

Dear Friends and Fellow Members,

This is the letter to end all letters, the mother of all trolley museum letters. In this communication, I will: 1) Give you a little bit of news, 2) Beg you to rejoin, 3) Invite you to dinner, and 4) Beg you to make a huge financial donation or loan.

Are you excited yet???? Well, let's get going.



The News

*Big E Railroad Show
is biggest ever*

*ISTEA funding approved
for car restoration*

First the news.

In February, under the generalship of Al Barten, a group of volunteers including Tony Jewell, Brian Carr, Peter Johnson, Bob Coliskey, and Ida and Ernest Sloan managed our booth at the annual Big E Railroad Show sponsored by the Amherst Railway Society. With help from a break in the winter storms and a mass outbreak of cabin fever in the region, the show was a huge success, setting a new attendance record and unleashing a consumption-minded railfan public on the waiting vendors. We got to see a lot of our members there, evangelize to potential members, and sell a variety of items.

In mid-March, the Intermodal Surface Transportation Efficiency Act (ISTEA) grant process rolled along at a faster pace and we received the much-talked-about-but-seldom-seen contract with the state. It is the necessary meal ticket for the car restoration and should be signed by the time you read this. Our restoration work force is going to be a combination of paid employees and unpaid volunteers initially headed up by Ed Brady with able consulting tutelage from Kinsley Goodrich and the folks at the Seashore Trolley Museum in Kennebunkport, Maine. We expect to start work on our building in the yard by May 1st. This building, designed by architect Joseph Mattei, will house the car during restoration. On a similar note, or should I say geographic note, it appears that we will be leasing the former B&M Railroad's Shelburne Falls freight house for at least the car restoration project's duration and will be painting it in its original B&M maroon and cream colors. The building will provide space for the project office, side work area, and restroom facilities.

New library shelving

Also in mid-March, Brian Carr, our bionic man extraordinaire, completed phase 2 of the John Keep Memorial Library when he constructed enough shelves to hold our collection, such as it was on March first. Al Barten, who simply hates to see a completed project, brought in four bundles of magazines right after Brian finished, so now we're going to need some more shelves. Thanks a lot Al! [*Any time, Tony—ed.*]

Annual board meeting

We held our annual Board of Directors meeting on March 31st. The board includes Al Barten (Vice President), Peter Johnson (Secretary), David Bartlett, Mike Fontanella (Treasurer), Brian Carr, Jim Richardson, Dan Moscato, Jim Bragdon, and our Emeritus Director, Marvin Shippee. This year we voted to double the director's salaries, which I am sure you will agree is totally in order since we got nothing last year. We also blessed the restoration contract and set up our annual membership dinner date.

Here endeth the News.



Membership Drive

And now, for the Membership Drive. That's right trolley sports fans, it's the annual Shelburne Falls Trolley Museum Membership Drive. Start your Motors!!

This year we are going to have a brand new Pass for all membership levels from Basic right up through Patron.

That's right. SFTM is an equal opportunity, nonsexist, nonclassist organization. One person's \$25 gets the same treatment as another person's \$100. Which helps to explain why a lot of you send in dues and get virtually no recognition for 3 months or more.

New membership rates

Getting back to our Pass, it is going to be as near a copy of an original 1910 SF&C St. Ry. pass as E. A. Hall can make.

Our memberships are, however, going to be structured a little differently this year. The Basic membership is going to be \$15, the Family membership \$25, the Friend membership \$35, and the Patron membership still \$100.

Why the change?? Well it's easy folks. We need the money. With the variety of projects undertaken, we've outstripped our budget by nearly \$4000. All of which means we had to borrow. And, with the car restoration project starting up now, we're going to need even more. Whereas in the past we were in what you might call the developmental stage, we are now at the start of our real mission, and that—in case any of you forgot—is the restoration of number ten and the creation of a bona fide operating museum.

But let's just suppose that some of you, maybe all of you, don't like these changes. You're hopping mad about them and you want to tell the big guy and his cohorts just what the aitch you think about this rotten operation. You want a forum to let off some steam!!!!

The Mother of All Membership Funding Forms

Name & address

My/Our Name is: _____

Our Address is: _____

Membership

You couldn't stop me/us from continuing my/our membership as:

Basic \$15: _____

Family \$25: _____

Friend \$35: _____

Patron \$100: _____

Note: The expiration date of your current membership is on the mailing label attached to this newsletter.

Annual dinner

Please stuff me/us with that wholesome Shelburne Grange Roast Turkey at the Annual Membership Dinner on May 25th:

Adult (age 15-115) at \$20 each: _____

Couples—That means two of you!! @ \$35: _____

Children Under 15 years at \$8: _____

Hold the phone, Turkey, I'm a Vegetarian: _____

Stock purchase I/we'll never have enough of that Genuine Trolley Museum Car Restoration Stock at \$25 per share:

Preferred (i.e., donation) in multiples of \$25:

Guaranteed (i.e., loan) in multiples of \$25:

Volunteer help While I'm/we're at it, it sure looks like you folks are going to need some help. I'm just dying to work (Volunteer) at:

_____ Fund Raising

_____ The Library

_____ The Museum/Gift Shop

_____ Rail Yard

_____ Library

_____ Car Restoration

_____ Other _____

Checks Please make all checks payable to:

The Shelburne Falls Trolley Museum, Inc.

Total amount of money enclosed:

*The Shelburne Falls Trolley Museum is a 501 (c) 3 nonprofit organization.
Gifts and membership dues are tax-deductible.*

Annual Dinner

...with entertainment!

Well, we've got just the place and time. The Annual Membership Dinner is going to be held at The Grange Hall off route 2 in Shelburne on Saturday, May 25th, from 4:30 p.m. to 9:00 p.m. The meal, which is lovingly served by the Shelburne Grange, is going to be Roast Turkey (in honor of your President) with all the trimmings. We're going to have live entertainment, music by the Franklin County Barbershop Chorus. We expect to have a slide show, raffle, and other surprises.

Costs will be \$20 per single person, \$35 per couple, and \$8 per child under the age of 15.

While you're still salivating over the roast turkey dinner, I thought I might bring up something really important for you to digest: Restoration Fund Raising.



\$\$\$ Help Needed

Stock offering

With the start of the car restoration we are going to need a lot of money. At least \$100,000, as in one hundred thousand bucks. This "Grant" is designed to be used by towns that have treasuries. In other words, this is a *reimbursement* grant. What in God's name is a reimbursement grant??? Well, the state reimburses us for every dollar we spend on the car restoration out of our treasury up through \$200,000. We are going to need some money to prime the pump, to start the cash flow. Then, once the car is finished, we're going to need some sort of sustaining fund to keep the car maintained.

So, have I told you about our Number Ten Stock Sale yet??

Like Prudential, we're going to be selling a piece of the Rock, or in our case two pieces of rock—two types of stock to prime our pump and keep it running.

The first type of stock is going to be Preferred (The Museum prefers it) and this stock will be sold in denominations of \$25 and up.

The second type of stock is going to be Guaranteed. We'll guarantee to repay you, after project completion, plus supply you with a letter indicating the amount of interest you donated to a 501(c)3 nonprofit organization. The Guaranteed Stock will also be sold in denominations of \$25 and up.

Whether your stock is Preferred or Guaranteed or both, you will receive a genuine stock certificate with a picture of our favorite trolley on it, suitable for framing, naturally; and your name or a name of your choice will be entered on a special plaque that will be kept in the car.

As they used to say, "Now is the time for all good persons to come to the aid of their trolley." If you've been with us so far you must realize that "our" project has arrived. With all of us working together, it's a shoo-in for success.

Very trolley yours,

Your President, *Tony*

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