



2017 Fall Conference  
October 5-7, 2017  
Minneapolis, Minnesota



(Seminars with a Brand Building emphasis are underlined)

**Thursday Oct. 5**

**8:30 AM North Loop**

**Who Are You? Building Your Brand**

Examining and defining your brand. Need to find a local branding professional; may have to offer an honorarium. Tim Brunelle

**8:30 AM Bryn Mawr**

**FRA regulation—the latest:**

Learn the latest about FRA regulation from Mike Ramsey, of the FRA and Bob Opal, HeritageRail Alliance's representative to the FRA.

**8:30 AM Kenwood**

**Canadian Council for Railway Heritage:**

In 2016 the CCRH voted to become part of the HeritageRail Alliance. This is an opportunity for Canadian museums and tourist railroads to meet and discuss common concerns. Chaired by Don Evans of West Coast Railway Association.

**8:30 AM Loring**

**Parts meeting:**

Looking for parts to complete a restoration? Have surplus parts that need a home? For decades the HRA Parts List has provided a much-needed forum for museums and tourist railroads to exchange parts and expertise. Chaired by Rod Fishburn of Orange Empire Railway Museum.

**9:45 AM North Loop**

**Public Relations-Promoting and Protecting Your Brand**

From a local public relations professional, tips on using press releases, promotional materials, and free media to promote your operations. Also, dos and don'ts on dealing with issues – within your organization and without. Glenn Karwoski

**9:45 AM Bryn Mawr**

**Restoring Winona Streetcar #10**

This year saw the completion of the 14-year restoration of 1914 Winona, Minnesota streetcar #10 from a stripped body to full operation. Minnesota Streetcar Museum Chief Mechanical Officer Dick Zawacki and Project Manager Howie Melco tell how it was done.



**9:45 AM Kenwood**

***Riding the High Iron, Running a Tourist Railroad on a Class One***

Nick Modders, Minnesota Transportation Museum Railroad Operations Manager tells what it is like to run the all-volunteer Osceola & St. Croix Valley Ry. on the rails of Class One Canadian National.

**9:45 AM Loring**

***Insurance update***

Dan Roddy of HMBD and Tripp Salisbury of McRail describe the latest insurance market trends.

**11:00 AM North Loop**

**Brand Ambassadors: The care and feeding of your volunteers**

Museums and many tourist railroads are heavily dependent on volunteers, and the volunteer coordinator has a pivotal role to play. This panel includes Jean Nierenhausen, Volunteers and Interns Manager at the Minnesota Historical Society, Ronda Maurer (Hamilton) Volunteer Manager at the Science Museum of Minnesota and Pat Cosgrove, Minnesota Streetcar Museum Volunteer Coordinator.

**11:00 AM Bryn Mawr**

**Making Events Special**

Extending and enhancing your brand through events. Rod Eaton, Minnesota Streetcar Museum Special Events Manager

**11:00 AM Kenwood**

***The Wexford depot project,***

Learn how the Pennsylvania Trolley Museum discovered the surviving Wexford interurban depot, moved it to their museum site, restored it and programmed it. Scott Becker, Executive Director, Pennsylvania Trolley Museum.

**11:00 AM Loring**

***Alternative fuels for steam locomotives***

Finding good locomotive coal is getting harder and more expensive, and regulators are less tolerant of pollution. Coalition for Sustainable Rail President Davidson Ward will describe their studies of alternative fuels as part of their project to rebuild Santa Fe 4-6-4 #3463 into a next generation high efficiency locomotive.

**Friday October 6**

**8:30 AM North Loop**

**Tapping the family market online**

Are we really reaching our core market of young families? A panel of women with family activity blogs and websites discuss how to promote your brand through this valuable advertising and PR resource.



### **8:30 AM Bryn Mawr**

#### **Creating an eco-oasis at your site:**

Does your site look like a polluted brownfield? Are you burning money because of inefficient building systems? Upgrade your public image, help the environment and save money while you're doing it. Energy analyst Ross Hammond and landscape architects Rich Harrison and Andrew Novak will show you how.

### **8:30 AM Kenwood**

**Steam Up:** Maintaining and operating Milwaukee Road #261.

For 25 years, North Star Rail and the Friends of the 261 have successfully operated Milwaukee Road 4-8-4 261 and its excursion train. That didn't happen by accident. Executive Director Steve Sandberg tells how it was done.

### **8:30 AM Loring**

#### **Overhauling 1300's trucks**

This year streetcar 1300's 1931-vintage power trucks were removed, disassembled and completely overhauled. They were badly worn and repairing them required a balance between restoration and component replacement. Learn about this complex project from truck rebuilding specialist Rob Mangels and Minnesota Streetcar Museum Mechanical Projects Coordinator Dennis Stephens.

### **9:45 AM North Loop**

#### **New Brand Stories**

A panel of branding success stories: Choo Choo Bob's Train Store (Bob Medcraft), Wild Rumpus Books, Creative Kid Stuff?. **Collette Morgan**

### **9:45 AM Bryn Mawr**

#### **Working with Agencies Dave Peterson??**

Not sure what this one is about yet (Aaron)

### **9:45 AM Kenwood**

#### **IT for museums:**

We may be running the old iron, but electronic technology is essential to managing museums and tourist railways. Learn the many ways this is possible from Minnesota Streetcar Museum Technology Manager Ben Franske

### **9:45 AM Loring**

#### **Recommended Practices for Railway Museums**

The Recommended Practices document is being rewritten and updated. Bob LaPrelle, Executive Director of the Museum of the American Railroad and panel (Don Evans, Kyle Wyatt, Scott Becker) will tell us the latest.

### **11:00 AM North Loop**

#### **Brand Building Through Compelling Stories**

Getting more out of your online presence. Tim Pearson



**11:00 AM Bryn Mawr**

**What's in Store?: Brand Building Through Merchandise**

An open forum for gift shop managers and buyers – product success stories, sourcing, display tricks, etc. Bill and Rose Arends, Minnesota Streetcar Museum Merchandise Managers

**11:00 Kenwood**

***When to hire an executive director:***

Making the leap to professional management can yield major rewards, but there are real risks as well. The panel includes Scott Becker, ED, Pennsylvania Trolley Museum; Richard Anderson, ED, Northwest Railway Museum; Jim Schantz, Board Chair, Seashore Trolley Museum and Peter Gagnon, Orange Empire Railway Museum.

**11:00 Loring**

***Programming a roundhouse***

If you have a large building, the revenue potential often has little to do with it having a railroad theme. Learn about the experience of the Jackson Street Roundhouse from Minnesota Transportation Museum Executive Director Erik Johnson and Programming Manager Kate McDonald.