

DELAWARE SEASIDE RAILROAD CLUB

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Editor - Bill Mixon

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VIEW FROM THE CAB

Okay, so maybe I am starting to show the signs of aging a bit more often than I was previously allowing myself to admit. I was intending to mention the Lewes Historic Railroad Association layout build project to achieve member's approval before formal meetings would commence. The buy-in from members would need to include support from expected volunteers to commit time to travel to Lewes on perhaps six or seven visits to work on the installation of bench work and scenery and anything else that cannot be done on a modular basis at our workshop. So, let this serve as an announcement to the effect that when this program does get a firm commitment from the LHRA, and knowing that the passenger car they want this installed in might not be ready for 1 or 2 years hence, we are going to build them a display depicting the railroads right-of-way into Lewes and will be set up to be easily switched on for the train to run for a prescribed time period. The club will likely be asked to provide the bench work and scenery, and we will negotiate the rest of the layout costs.

We have sent out notices to members about sponsors. Let me give a brief history of how the scheme of sponsorships came about. After our membership voted to sign a lease for the space we occupy in Dagsboro, Doug Hornberger, a founding member and often active fundraiser, went out to about 50 local businesses and convinced many of them to donate \$100 (or more) to have their name mentioned on our web site, and a plague mounted on our wall in thanks for their support. I don't recall the number of those sponsors, but it was over 25 I am sure, and we held a special opening night just for those businesses to come and view our displays and share some refreshment. In following years, Doug also reached out to these businesses and others, contributing greatly to the success of the sponsorship program and obviously we were able to meet financial goals and keep the club house open.

Moving forward, as Doug became unable to continue to make these recruitments himself, Bill Mixon took over the fund-raising committee for about four years. Rick Kresge and then Bob Shadewald were asked to followup on what Doug and Bill started. However, what these gentlemen were asked to do is COORDINATE the Sponsorship program, and provide the materials and support to make sure the sponsors would receive the proper recognition. Recruiting and following up on efforts with our previous sponsors or any new ones requires help from all of us. If each member would agree to visit one former sponsor who has not renewed their support, we would easily meet our budget targets for the year. One-on-one visits to bring a former supporter up to date on our club's weathering the Covid-19 Emergency shut-down, our yard sales in lieu of Roxana Train Shows, and reduced sponsorships will help our supporters understand our continued need for their help. The sponsorship is treated like an advertising part of their budget by most businesses, as we share their company Logo on our Web Site and Facebook page and display their name on our "Wall of Fame".

I regret that this monthly memo is focused on the Sponsorship Program, but I hope that every one makes an attempt to find a local business that they can talk to about becoming a partner with the Delaware Seaside Railroad Club. Contact myself (302-448-5654) or Bob Schadewald (302-933-8111).

I have noted that a number of new people have joined our ranks in the past few months.

Please welcome James Allen, John Bolan, James DePolo, John Dunworth, Michael Karas, Eric McCarthy, Ralf Meier, Robert Peters, Anthony Petralia, and Robert Willoughby.

We are please to see Eric McCarthy who was a junior member has now moved into full membership.

John Hodges



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