

Hudson Berkshire Division

State of the Division
11 January 2019

Agenda

- **Introducing the 2019 Leadership Team**
- **A brief history of the Hudson Berkshire Division**
- **Activities: upcoming and possibilities**
- **The challenges**
- **Financial Report**
- **GTE Report**
- **Closing remarks**
- **John Doehring: Northeastern Region Report**



Leadership Team

- President: Irwin D. Nathanson
- Vice President: Artie Krass *
- Board Member: Paul Hoffman *
- Board Member: Greg Whittle *
- Benjamin Maggi: Treasurer
- Sarah Lauser: Recording Secretary
- James Lauser: GTE Chairman
- Erik Denny: Editor, Form 19 and Webmaster
- Bert Pflagl: Associate Editor, Form 19
- Kevin Surman: Achievement Program Chairman

Red = elected by HBD membership

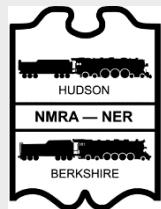
* = former HBD President

Blue = appointed by President

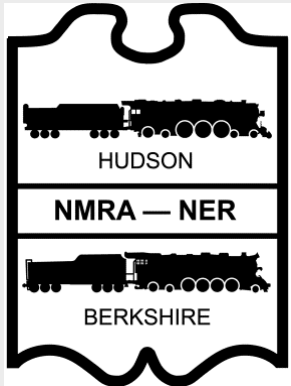
Green = appointed by NER AP Chairman



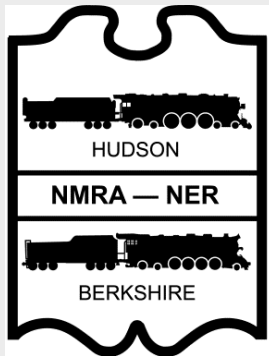
Who We Are



- Founded in December 1966 at Glen Wagner's house by a group of 14 model railroaders
- Original name: Hudson Mohawk Division
- Order Number 1 of the Form 19: December 1967
- Recognized as a Division of the NMRA: March 1968
- Name changed to the Hudson Berkshire Division: September 1968
- We have hosted *six* Northeast Regional Conventions!



- December 2007: we enter into partnership with the Upstate Train Associates (UTA) to help run the Great Train Extravaganza (GTE). We are junior partners, receiving 25% of the net proceeds
- December 2008: we start our annual Toys for Tots fund drive. We deliver 51 train sets to some very happy kids
- August 2010: we achieve Tax Exempt recognition from the IRS as a 501c(4) Public Welfare organization
- December 2012: HBD consists of over 180 NMRA members
- December 2008: we become full GTE partners with UTA, providing the spark that turned this show into a true extravaganza with up to 5,000 visitors. Rich Smith becomes GTE Chairman, providing fantastic leadership for the next 10 years

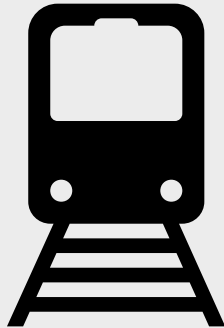


- December 2018: We purchase ownership of GTE from UTA. James Lauser becomes GTE Chairman, partnering with his wife Sarah to run the show, with mentoring from Rich Smith
- We continue to donate train sets to the Toys for Tots campaign every year
- We provide a discounted Bus Trip to the Amherst Railway Society train show each January
- Our annual budget has increased from ~\$350 to well over \$15,000
- The Form 19 has been in continuous publication for 52 years. January 2019 issue is order number 343. Bert Pflagl has done an outstanding job as Editor for the past seven years!

Where Do We Go From Here?



- Continue to grow GTE
- Continue/expand Toys for Tots
- Continue the annual bus trip to Springfield
- Improve/modernize HBD web site
- Publish new HBD Brochure
- Enhance our social media presence
 - Facebook
 - Twitter
 - Others?
- Organize and arrange trips to railroad attractions
 - Cooperstown RR?
 - Steamtown?
 - Mount Washington Cog Railway?
 - Exporail?
 - Elsewhere?
- Host another NER Convention?



- Plan joint activities with neighboring Divisions
 - To the East
 - HUB
 - Nutmeg
 - To the West
 - Central New York
 - Others?
- Encourage/attract some of the “luminaires” of the hobby to present at our events
 - Tony Koester
 - Cody Grivno
 - Others?
- New run of HBD polo shirts? Jackets?
- Grow membership by 10%/year
- Retain *all* existing members
- Develop new and better member benefits
- Continue our stellar Form 19 newsletter
- Place greater emphasis on Achievement Program, including “Modeling With the Masters” hands-on clinics
- Your ideas....

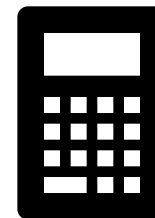
What Are The Challenges?

- Is the National Organization changing fast enough to meet the demands of an aging/shrinking membership base?
- Dues are too high
- Recruiting the next generation of HBD leaders
- How can we make better use of NER support?
- How do we better integrate our geographically far-flung division???
- New layouts and activities...how do we avoid the trap of complacency and doing the “same old same old?”
- How do we better welcome and retain our new members?
- What can we do to improve Form 19 and web site content?



Treasurer's Report

- My Goal: is to insure HBD is financially stable and self-sustaining, not necessarily making a profit
- GTE Payments: we made one payment of \$7,500 in 2018, and will be making another payment in 2019 of \$7,500 for the GTE show. Our savings account reserves (and the GTE profits) are sufficient to protect us from financial problems
- Trips: we have a budget for trips, such as the Essex Steam Train and our bus to Springfield. If you know of a place that might interest others, please let the Leadership Team know!
- Toys for Tots: we donated 35 train sets in 2018!
- Newsletter: if you prefer to have the Form 19 in electronic format instead of paper, please let us know. It does save us some money
- Audit: In 2019, the Leadership Team plans to have an independent audit of our records. Our files are in excellent shape. **Thank you, Jack Cutler. for a job very well done!**



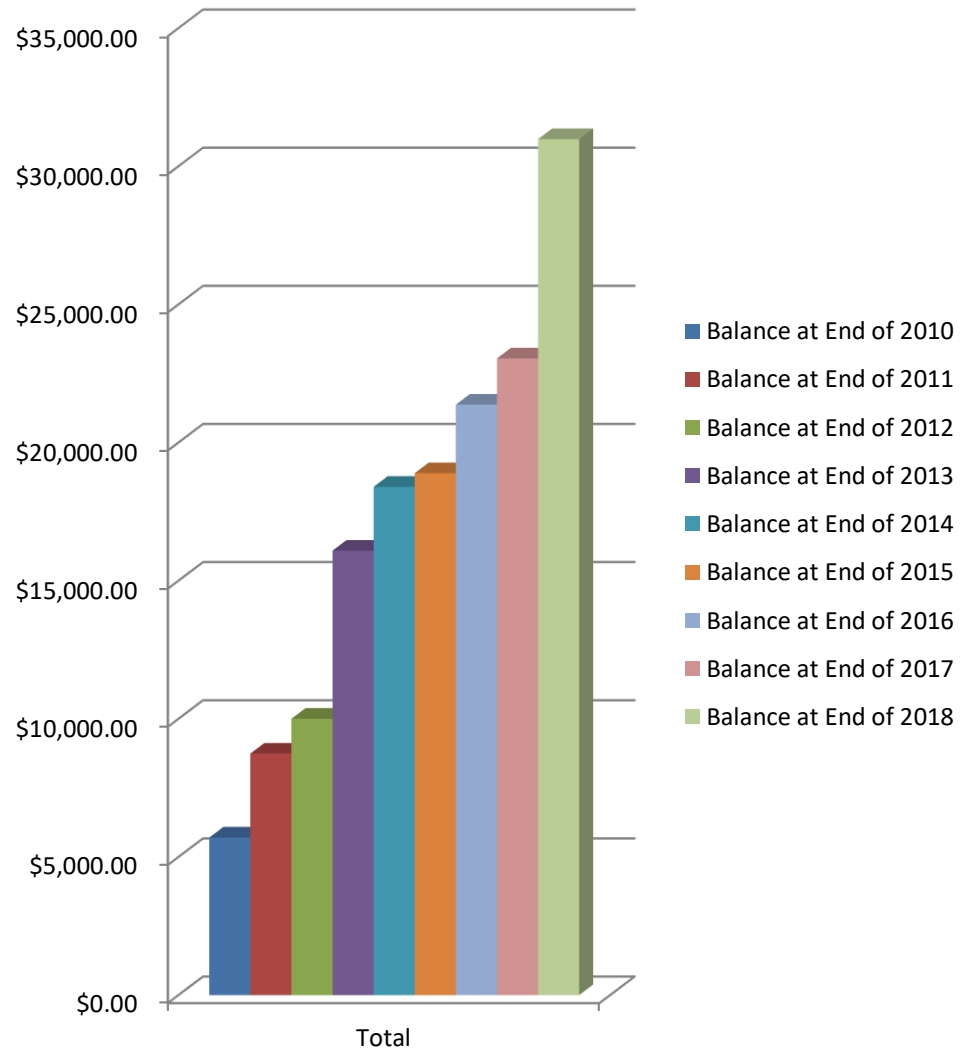
2018 Income

INCOME - 2018	Actual	Budget
Clinics, Events & Trips	\$657	\$1,500
Division Shirts	\$0	\$0
NMRA	\$282	\$530
Toys For Tots	\$611	\$1,200
GTE	\$11,402	\$11,300
Raffle	\$0	\$100
Form 19	\$0	\$0
Other	\$137	\$0
Convention	\$0	
Bank Account Interest	\$18	\$20
Total Income	\$13,107	\$14,650

2018 Expenses

EXPENSES - 2018	Actual	Budget
Events - Clinics	\$197	\$600
Events - Trips	\$1,084	\$2,500
Event Insurance (NMRA)	\$100	\$500
Events - Food	\$86	\$500
Division Shirts	\$0	\$0
Name Tags	\$0	\$200
NMRA - Pass Thru	\$0	\$200
Toys For Tots	\$2,238	\$2,000
GTE	\$15,171	\$7,800
Form 19	\$930	\$1,320
P.O. Box	\$64	\$65
Office Supplies	\$487	\$380
Special Printing	\$0	\$250
Hardware	\$0	\$50
Marketing	\$0	\$100
Bank Fees	\$0	\$0
Taxes - Filing Fee	\$0	\$0
Charity Donation	\$0	\$550
Convention	\$0	\$0
Total Expenses	\$20,057	\$17,015

Account Balances: Combined Checking, Savings, Toys for Tots, & Great Train Extravaganza (preliminary) accounts



GTE Chairman's Report

- 68 Vendors
- 244 Tables
- 13 Exhibitors
- 12 Layouts
- 3,071 Guests
- Up about 10% over last year
- 2,314 Adults
- 757 Children
- 181 Tickets sold online

**Great
Train
Extravaganza**



GTE: The Financials

**Great
Train
Extravaganza**



- Gross revenue: **\$23,751.20**
- Total expenses: **\$15,500.00** (estimated)
- Net profit: **\$8,251.20** (estimated)

GTE: Visitor Survey Results

How did they learn about GTE?		
Repeat visitor	187	50.1%
Plastic road signs	58	15.5%
Local newspapers	36	9.7%
Albany Times Union	26	7.0%
Channel 10	20	5.4%
Model train magazines	17	4.6%
Web sites	13	3.5%
Facebook	11	2.9%
At convention center for other event(s)	5	1.3%
	373	100.0%

**Great
Train
Extravaganza**



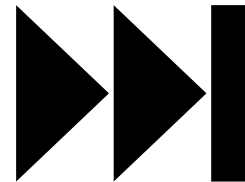
GTE: Take- Aways

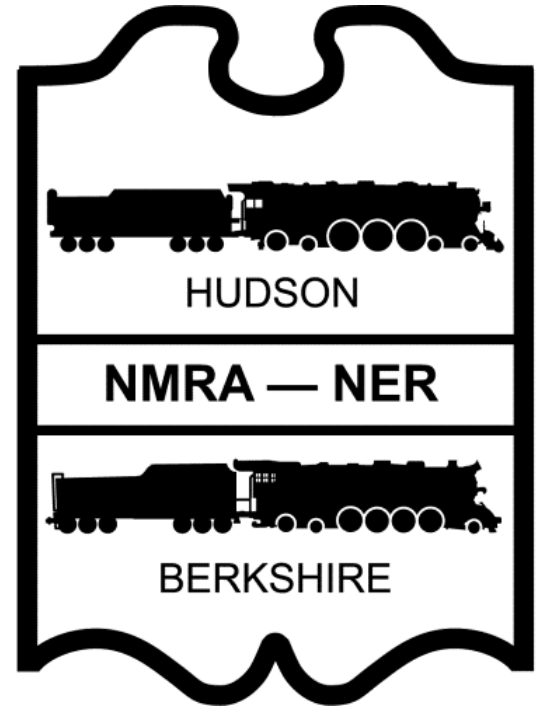
- No problems running GTE without UTA
- Channel 10 coverage was great!
- Advertising we used seems tapped
 - More online
 - More social media?
 - Radio/TV?
- Online sales were OK



Now What?

- Consider how you can help *your* Division
- Volunteer for a committee or leadership post
- Welcome every new member with open arms and attitudes
- If every member recruits just one friend, we would double our size and our access to layouts, ideas, friends and knowledge
- Bring your ideas! HBD needs fresh insights and paradigms
- No one benefits from the “great idea” that is never shared
- Consider giving a clinic, hosting a layout visit, or writing an article for the Form 19 or contributing some photos. All are welcome!





THANK YOU FOR YOUR ATTENTION AND INTEREST!!!
