

2014 Santa Train Report by Debbie Baer

As of Monday January 5, 2015

Project Manager: Steve Habeck

Getting the Word Out:

Donna Mills and Corby Gardner from the Plumas Sierra Rural Electric Cooperative placed the Santa Train event on their marquee during the event. They also featured our event on the front cover of their Ruralite magazine. We did receive positive feedback from members who saw the magazine.

The Eastern Plumas Chamber of Commerce created a website for the Santa Train event and included a link to Google Maps and MapQuest. In addition, Audrey Ellis posted our event and handed out additional flyers at the Chambers expense.

The Portola Rotary club's members Kirk land Dana Lambert placed the clubs flashing sign advertising the Santa Train out on the corner of Highway 70 and Gulling Street. They did this out of an act of kindness without being asked.

Roger Nielsen, advertising specialist for the Portola Reporter, had the Santa Train ad placed on page 3 of the Portola Reporter for high visibility. He also contributed one week of advertising for the Santa Train in all the Feather Publishing newspapers at his expense. Roger was not able to attend the Santa Train event and would like a cab ride in May when the Museum opens again.

Ann Powers wrote a beautiful story about Steve Habeck, his family and the Santa Train connection. Although slightly inaccurate according to Steve, it was a wonderful story. *I emailed Ann the Thank You information and also sent her several photos of the event for a closing story.*

Cinammon Hunter from the Reno Gazette Journal was pleasure to work with. She instructed the art department to revamp our ad and make it "Pop" for maximum attention. She also suggested that we place the first ad in the Black Friday edition of the newspaper for best results to maximize our advertising dollars. Cinammon also spread the good word to various church groups in the Reno area.

Ben Ritter, the yard master for the Union Pacific Railroad in Sparks was helpful by placing our poster in several places in the yard office. Suggestion for next year: Ask the UP Retiree's Club for help collecting canned items and ask Ben again for a monetary contribution.

Ray Breedlove, the yard master for the Union Pacific Railroad in Portola was helpful by placing our poster up in the Portola yard office. Suggestion for next year: Place food collection barrel in the yard office.

Train Sheet gave wrong dates for the event. Suggestion for next year: We need work closely with the editor and submit the story and request for volunteers and donations during the summer so that it will appear in the fall issue.

Other local friends that helped:

Julianna Mark and Joe her electrical specialist were instrumental with our lighting concerns. We picked up the equipment a day early and Juliana loaned us the proper hitch. Her employee Joe helped me with an electrical problem on one of our float entries. This was a tremendous help to the organization and we were able to get the word out by participating in the Parade of Lights on Friday December 5th.

Patricia Ryan and Rich McLaughlin from the Friends of Portola Railroad Days & the Tree Lighting Committee worked closely with me to insure that I had the proper electrical equipment for one of our float entries. Patricia also baked gourmet cookies for the events.

Pat Morton, former city council member also baked cookies for the Santa Train events.

And Jim, the new manager of Leonard's Market, along with Lynn Gamble saved and collected boxes from Leonard's Market. Without their help, transporting and storing the donated canned food items would have been a problem.

Dave Rudolph and Linda Knudson who played Santa and Mrs. Claus donated their time and energies participated in all three weekends that the Santa Train ran. We are truly in debt to these humble friends.

Dink Rife, the supervisor of EPCAN was very grateful for our generous donation of 23 boxes or 1,150 pounds of canned food items. The story is entitled "EPCAN give thanks to those who give". It appeared in the Wednesday, Dec. 31st 2014 edition of the Portola Reporter. And yes we are mentioned. I spoke with Dink on January 2nd. EPCAN's tax id number is 68-0062136 and this donation information may be used on our taxes.

Thank you letters were mailed out on January 5th, 2014. They are:

1. Juliana Mark, "J's Feather River Rentals
2. Roger Nielsen, the Portola Reporter
3. Ann Powers, the Portola Reporter
4. Cinammon Hunter, the Reno Gazette Journal
5. Patricia Ryan, Friends of Portola Railroad Days
6. Rich McLaughlin, Tree Lighting Committee
7. Pat Morton, former city council member
8. Lynn Gamble, Leonard's Market Employee
9. Leonard's Market manager, Jim
10. Portola Rotary's Kirk & Dana Lambert
11. Graeagle Market, Dale Lambert
12. Eastern Plumas Chamber of Commerce, Audrey Ellis
13. Plumas Sierra Rural Electric Cooperative, Donna Mills & Corby Gardner
14. Mrs. Claus, Linda Knudson
15. Santa Claus, Dave Rudolph

Respectfully Submitted,

Debbie Baer

Volunteer