

FEATHER RIVER RAIL SOCIETY

DATE: May 2025
ITEM: New Business 1 – Updates to Museum Brochure and Membership Letter
FROM: Eugene Vicknair

SUMMARY

Due to changes in fares, phone numbers and other data like museum hours, our museum brochures and membership letters are out of date. In addition, there is a desire to redo these items to reduce or eliminate their disposal when something changes, meaning that information that is highly changeable would be eliminated. Finally, in working up these changes, I reformatted the brochure in such a way as to reduce its printing costs substantially.

BROCHURE

The concept brochure attached has been redesigned to remove all pricing information and place pricing and membership application on a separate, paper insert that can be optionally added to the brochure.

As a result the brochure would now be printed on a letter size sheet and tri-folded, not the current legal size, reducing cost and making it less change sensitive.

The insert can be printed 3 to a page on laser printer paper and added and distributed as needed or requested. This would have all the fare info and membership form.

The proposed change would reduce cost about 1/3 from the current brochures. Our usual order is about 2,000 brochures at \$0.29 each. This would reduce the brochure / insert cost to \$0.21 each. Over 2,000 brochure order, that is a savings of \$185 in cost, tax and shipping total. Also would reduce disposal of outdated brochures.

MEMBERSHIP LETTER

As the membership card / letter went through a dramatic cost reduction many years ago, the attached concept mainly cleans up hours, dates and phone numbers.

Currently we are using remaining stocks of brochures and membership letters, with the brochures getting a sticker with the price change. We would not need new printings until later this year or early next.

Requested Action: Provide feedback and approve if acceptable.



Reaching the Museum..

Portola, California is located along State Route 70 - the Feather River Highway. We are 1-hour northwest of Reno via US395 and CA70, 1-hour north of Truckee via CA89 and County Road A23, 3-hours northeast of Sacramento via Interstate 80, CA89 and County Road A23, or 3-hours east of Chico via CA70.

Visiting the Museum..

The WPRM is open Thursday - Sunday from spring through early fall; weather permitting. Visit our website, www.WPLives.org, for open hours, Caboose Train Rides and special events. Call ahead to arrange off-season and large group visits.

Western Pacific Online Store: shop.WPLives.org

Visit our online store to purchase Western Pacific shirts, hats, books, gifts, toys and other items, memberships, *Run-A-Locomotive* gift certificates or to donate.



Western Pacific Railroad Museum

700 Western Pacific Way - P.O. Box 608
 Portola, CA 96122-0608 ph 530.832.4131
 see us on the web at www.WPLives.org



*Experience
 Hands-On History*



Visit the



Experience one of the largest
 railroad museums in North America



Located in the Historic Railroad Town
 of Portola, California

Railroad History up close and personal...
 Home of the World Famous *Run-A-Locomotive*



Owned and operated by the
 Feather River Rail Society

www.WPLives.org



The WESTERN PACIFIC RAILROAD and the FEATHER RIVER RAIL SOCIETY

In December 1982, the last built transcontinental railroad ceased to exist when the Western Pacific Railroad was approved for merger into the massive Union Pacific Railroad system, itself part of the original transcontinental railroad. Always a frugal and innovative operation, the WP pioneered important industry advances still in use today, including diesel power, turbocharging, centralized traffic control, roller bearing-equipped freight cars, computerization and the use of concrete ties, just to name a few.

In 1983, the Feather River Rail Society was formed to preserve the legacy of the Western Pacific. The UP graciously donated many pieces of equipment and granted use of the former WP locomotive facility in the city of Portola. This 37-acre site includes a 16,000 square foot diesel shop in active use from 1954 until 1974 as well as 2-1/2 miles of track.



This facility is now home to the Western Pacific Railroad Museum at Portola. By the late 1990s, the FRRS had assembled what is considered by many to be one of the premier collections of equipment and archival material focusing on a single railroad family. This collection includes over 30 locomotives and 128 pieces of rolling stock, as well as corporate records, artifacts and historic photos and films. Visitors to the museum discover this is a hands-on facility where they are encouraged to climb into the cabs of locomotives and even run a locomotive themselves. The working diesel shop features an exhibit room and a variety of other railroad-related displays are located throughout the building.

Many unique and important items are preserved in the museum's collection, including the first diesel locomotive purchased by the railroad, the last operating locomotive built



to pull the *California Zephyr* passenger train, one of only five remaining WP steam engines, a 200-ton rail mounted crane, a passenger car once used for blood donation service during wartime and many of the WP's surviving corporate records.

The FRRS is a not-for-profit, 501(c)3 volunteer organization. The continued existence of this museum and archives depends upon revenue gathered from memberships, donations, fundraising, admissions and store sales. Please help support our mission to preserve and protect the legacy of the Western Pacific and its people.

Portola offers many accommodations and services for travelers and is the only incorporated city in Plumas County. Located at an elevation of 4,856 feet in the Sierra Nevada Mountains, Portola is 150 miles northeast of Sacramento and 50 miles northwest of Reno.

Please join us and help preserve the WP



Home of the ORIGINAL ***RUN-A-LOCOMOTIVE***

You can operate one of our vintage diesel locomotives with your own private instructor. Our World Famous *Run-A-Locomotive* program allows you to rent a vintage locomotive and operate it on the museum grounds with your own private instructor. A unique experience!

Different locomotive types and power available in blocks of 1, 2 or more hours! Groups welcome.



Gift certificates are available in the Museum Store or online. The *Run-A-Locomotive* program operates spring to early fall, weather permitting.

Locomotive availability subject to change

**Go to www.RunALocomotive.com
or call 530.832.4532 for more information**

VISITING THE MUSEUM

When arriving at the museum, purchase admission and train ride tickets in the Museum Store, located in our Historic Diesel Shop. You can also purchase Locomotive Cab Ride tickets in the Museum Store.

FRRS members and those with guest passes get free admission and train rides.

Run-A-Locomotive includes admission.

GROUP EVENTS AT THE MUSEUM

We welcome special group events! Celebrations, wedding receptions, vehicle clubs, community groups, scouting troops and school field trips. For more info, call us at 530.832.4131 or email at groups@WPLives.org

FRRS Membership

P.O. Box 608, Portola, CA 96122-0608

530.832.4131 - www.WPLives.org

The FRRS is a tax exempt 501c(3) California public benefit corporation. Tax ID number 68-0002774.

- Associate - \$25.00** (\$40 non-US)
- no voting rights
 - receives *The Train Sheet* (does not receive *Headlight*)
- Active - \$50.00** (\$65 non-US)
- voting rights for one
 - receives *The Train Sheet* and *Headlight*
 - 10% discount in museum store (with member card)
 - active and above can volunteer at museum
- Family - \$80.00** (\$95 non-US)
- voting rights for two (receives 2 member cards)
 - receives 1 copy of *The Train Sheet* and *Headlight*
 - 10% discount in museum store (with member card)
 - 2 adults and children 18 and under at same address
- Sustaining - \$150.00** (\$165 non-US)
- voting rights for one
 - receives *The Train Sheet* and *Headlight*
 - 10% discount in museum store (with member card)
 - 8 free tickets for non-member friends and family
 - special recognition pin
 - priority tickets/notice on special museum events
- YES!** I am interested in volunteering!

INSTITUTIONAL memberships are also available
go to <https://membership.WPLives.org>

Checks payable to FEATHER RIVER RAIL SOCIETY
Non-USA members, please pay by credit card.

May be tax deductible, check with your tax advisor.

Dues total \$ _____

Extra donation \$ _____

Total paid \$ _____

Go to <https://membership.WPLives.org> for more details
or to sign up online. Online payments available.
To join by mail, use this form and reverse side of form.

HELP PRESERVE THE WESTERN PACIFIC

Your contributions help tell the story of the Western Pacific and its people. Our members and volunteers also take an active hand in operating the museum, restoring and maintaining our rolling stock and building up our archives.

The Society produces two publications: *The Train Sheet* is the official PDF newsletter concerning current events of the Society received via email and *The Headlight* is a color magazine featuring articles on the history of the WP system.

name

business contact (if Sponsor)

mailing address

street

city

state

zip code

country

phone

eMail

payment by CHECK or CREDIT CARD *please circle one*

card number

card type **MC** **Visa**

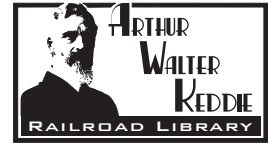
CCV

expiration

2025 ADMISSION and RIDE FARES

Non-Members	Museum Admission	Train Rides	Cab Rides
Adult <small>(19 and over)</small>	\$10.00	\$ 5.00	\$20.00
Senior <small>(65 and up)</small>	\$ 8.00	\$ 5.00	\$20.00
Military <small>(active)</small>	\$ 8.00	\$ 5.00	\$20.00
Youth <small>(5 - 18)</small>	\$ 6.00	\$ 3.00	\$12.00
Child <small>(4 and under)</small>	free	free	
Family <small>(2 adults plus children 18 and under)</small>	\$25.00	\$14.00	

Admission and train rides tickets are valid all day. Cab rides are for one run only.



FEATHER RIVER RAIL SOCIETY

P O Box 608 • Portola, CA 96122 • phone 530.832.4131 • www.WPLives.org

THANK YOU for your membership in the Feather River Rail Society...

As an FRRS member, you make possible many programs and activities at the Western Pacific Railroad Museum.

Benefits of being an FRRS member include...

- ❖ Free Admission to the Western Pacific Railroad Museum at Portola
- ❖ Discounts from the Museum Store
- ❖ Invitations to special Members-only events
- ❖ eMail subscription to *The Train Sheet* PDF newsletter
- ❖ Opportunities to participate in museum sponsored excursions and special events
- ❖ Full voting rights in FRRS elections
(except Associate Level)
- ❖ Discount admission to annual Western Pacific Historical Conventions and related events
- ❖ Subscription to the periodical WP magazine *The Headlight* *(except Associate level)*
- ❖ Free and discount admission to select railroad museums
- ❖ Discounts on special excursions and railtours
- ❖ Opportunities to participate in the operation, restoration and preservation of historic railroad equipment and artifacts

Our Mission - "The Feather River Rail Society is dedicated to the preservation, interpretation and education of the public, as to the history and people of the Western Pacific Railroad."

At the bottom of this letter, you will find your new Membership Card . Tear along the perforations to separate the card from this letter. The card indicates your membership level and expiration date (for non-Life memberships) or enrollment date (for Life memberships). Also attached to this letter is a listing of important information and contacts for the Feather River Rail Society and the Western Pacific Railroad Museum.

When ordering from our Museum Store or On-Line Store, don't forget your member discount!

Any questions concerning your membership should be directed via e-mail to memberships@wplives.org. If you are sending an inquiry by postal mail, please address the letter to FRRS - Membership Department.

More information can be found on the reverse side.

Feather River Rail Society • Important Information

Museum Hours - Daily May through September. Other times weather and staff permitting.
Museum open Thur - Fri 12 noon until 4:00 PM, Sat - Sun 10:00 AM until 5:00 PM.
See website for complete hours, days open and for special events.

Caboose Trains - Operate between Memorial Day through Labor Day weekends every weekend and select holidays, special Trains in Oct and Dec. Check website as times and dates are subject to change.

Contact Information phone - 530.832.4131 email - info@WPLives.org
web - www.WPLives.org and www.RunALocomotive.com

THE FEATHER RIVER RAIL SOCIETY

in good standing, eligible to all rights and privileges thereof

Preserving the spirit of the Western Pacific's "Willing People"

FEATHER RIVER RAIL SOCIETY

P O Box 608 • Portola, CA 96122 • phone 530.832.4131 • www.WPLives.org

The FRRS prides itself on being an active, dynamic organization with many opportunities for members to participate in various projects functions and activities. We invite you to join in any way you wish. Several departments and working groups exist within the FRRS which need your help and input. These include:

❖ Western Pacific Archives Department

Dedicated to the preservation and analysis of the history of the Western Pacific Railroad family. This department maintains and manages the FRRS library, archives and small artifact collection.

❖ Restoration / Preservation Department

This department plans and coordinates restoration projects and provides guidance to those members working on such projects.

❖ Mechanical Department

A dedicated group that keeps out equipment in running order and performs regular maintenance.

❖ Operating Department

Our team that provides crews and crew training for train operations. Often the most public face of the Society for our visitors and guests.

❖ Western Pacific Steam Department

Volunteers working to restore and operate WP 0-6-0 steam locomotive 165.

❖ Facilities and Trackwork

The volunteers who keep our grounds and railway repaired and in operation, and who assist with expansions and improvements to our physical plant.

These are a few of the many departments and projects we have going. We also have numerous special events during the year that you are invited to visit or volunteer for. These include Portola Railroad Days, the Pumpkin Patch Express and Santa Train. All members are invited to visit the museum any time we are open or by special arrangement if the museum is closed. You are always welcome!

A Sampling of Significant Artifacts from the WPRM Rolling Stock Collection

Western Pacific 805A • The last existing WP locomotive from the *California Zephyr* passenger train

Western Pacific 2001 • The first production, 4-axle turbocharged locomotive built by EMD/General Motors

Western Pacific 106 "Charles O. Sweetwood" • Pullman business car used as a rolling Red Cross blood bank during Korean War

Western Pacific dining car "Silver Plate" • A rare stainless steel dining car from the *California Zephyr*

Sacramento Northern 712 • One of the last locomotives in service for this important WP subsidiary

The annual Membership Meeting and Dinner is held on the first Saturday of every June at the museum. Members are encouraged to attend. Check the website and our Facebook page, as well as The Train Sheet, for information.

Should you have any questions, have a change of contact information, or need to contact a Director, Supervisor or Department Head, please send an email to info@wplives.com, call the museum at 530.832.4131, or send a note to FRRS Memberships, P.O. Box 608, Portola, CA 96122. Check the www.WPLives.org website for FAQs and ways to renew your membership or change your contact information. Membership questions can be sent to memberships@wplives.org.

5/25A

The possessor of this card is recognized to be a member in good standing of the Feather River Rail Society. The level and term of membership are stated on the card face and the member is entitled to all rights and privileges thereof so long as the terms of membership are maintained and current.

The forgery of this membership card or the misrepresentation or misuse of the rights and privileges granted its possessor are punishable by law and/or by action of the FRRS.

The Western Pacific Railroad Museum is located in the upper reaches of the Feather River Canyon in the town of Portola in Plumas County.



The museum is located across the Feather River from California State Highway 70, three blocks west of Old Town Portola. About 45 min from Reno, 2 hours from Sacramento.