



**2018 HERITAGERAIL FALL CONFERENCE & ANNUAL MEETING
HOSTED BY CUMBRES & TOLTEC
NOVEMBER 7-11, 2018
TENTATIVE AGENDA**

Monday, November 5, 2018 Optional Pre-Trip

Round trip train ride from Durango to Cascade Canyon. Train departs from the Durango & Silverton Railroad in Durango, CO at 9:30 a.m. **Transportation between Durango & Santa Fe is on your own.**

Tuesday, November 6, 2018 Optional Pre-Trip

Leave La Fonda Hotel at 8:00 a.m., for Rail Runner Express to Albuquerque, NM
See Rail Runner Shops in Albuquerque, NM, Visit #2926 restoration site in Albuquerque, NM, tram to the Top of the Sandia Mountains for lunch. Rail Runner return to La Fonda, Santa Fe, NM

Early conference check-in opens Tuesday evening

Wednesday, November 7, 2018

VENDOR SET-UP BY 6:00 PM

Morning HRA Board Meeting with lunch served at meeting
Afternoon bus to Los Alamos, NM
Bradbury Science Museum, (Manhattan Project/Atomic Energy); Buses return to La Fonda, Santa Fe, NM

6:00 p.m. Annual Meeting & Opening reception (hot hors-d'oeuvres); Vendor Spotlight

Conference check-in opens Wednesday morning

Thursday, November 8, 2018

Breakfast
Alternative/Companion Tour w/ lunch
10:00 a.m.-12:00 p.m. Educational Seminars
12:00 p.m. Conference Lunch
1:30 p.m. – 3:30 p.m. Educational Seminars
Dinner on your own

Friday, November 9, 2018

VENDOR TEAR-DOWN BY 3:00 PM

Breakfast
City Tour Shuttle available to local museums, galleries and shops
10:00 a.m.-12:00 p.m. Educational Seminars
12:00 p.m. Lunch on your own
1:30 p.m. – 3:30 p.m. Educational Seminars
6:00 p.m. Evening Reception with entertainment

Saturday, November 10, 2018

7:30 a.m. – 4:00 p.m. Bus to Chama, NM –
Train ride up to Cumbres Pass then bus to Antonito, CO to visit the #168 restoration, shops, Historic Car restoration; Bus back to La Fonda, Santa Fe, NM.
Breakfast and Lunch included
City Shuttle available to local venues for those not going to Chama
6:00 p.m. Dinner Gala Banquet at La Fonda Hotel, Santa Fe, NM

Sunday, November 11, 2018

Convention Check-out



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SEMINARS & SCHEDULE

Safety

Thursday, November 8, 10:00 am

Thursday, November 8, 2:30 pm

Safety is not just a set of rules, it is a culture that is created, fostered, and improved upon in daily practice. Participate in a discussion of how safety consciousness is imparted and fostered within the heritage railroad industry.

Disaster and Emergency Preparedness

Thursday, November 8, 11:00 am

Friday, November 9, 11:00 am

Invariably, the unexpected will happen. Do not let the unexpected be unplanned. Learn how to develop strategies to solve problems and protect your patrons, staff, and equipment through the case studies of Tennessee Valley Railroad Museum and Cumbres and Toltec's Disaster and Emergency Preparedness Plans, and the perspective of seasoned FRA leaders.

FRA Issues

Thursday, November 8, 1:30 pm

Friday, November 9, 2:30 pm

What are the latest challenges facing operating heritage railroads this year? Bring your questions regarding the latest regulations and upcoming changes or additions to the CFR.

Strategic Planning

Thursday, November 8, 11:00 am

Thursday, November 8, 2:30 pm

Knowing the direction your institution is going is one thing, planning and steering toward a desired outcome is another. Learn more about the process of strategic planning with specific case studies in this panel discussion.

Retail and Gift Shop Management

Thursday, November 8, 10:00 am

Thursday, November 8, 1:30 pm

How many dollars per customer does your retail operation yield? Learn from experts both within and outside of the heritage rail industry what works and what does not so as to effectively serve your patrons and fund your institution.

Historic Car Restoration

Thursday, November 8, 10:00 am

Thursday, November 8, 2:30 pm

From chicken coop to story teller. Historic railroad cars are vehicles that drive narratives and experiences for the public. Participate in a discussion involving novel approaches to the preservation, rehabilitation, and use of cars to build compelling narratives for the public.

Locomotive #168 Restoration

Thursday, November 8, 11:00 am

Thursday, November 8, 1:30 pm

Returning a locomotive to service after many decades of outdoor display presents a number of unique challenges. This seminar will focus on project management, the necessity of skilled evaluation, budgeting, and capital fund raising as critical components of returning a locomotive to service.

Insurance

Thursday, November 8, 10:00 am

Thursday, November 8, 1:30 pm

All heritage railroads and museums are exposed to liability, potential loss, and damage. This panel discussion is intended to highlight how insurance works to limit exposure and properly protect your institution.

SEMINARS & SCHEDULE (CONT)

How to Attract the Movies

Thursday, November 8, 11:00 am

A discussion of ways to attract movie work and how to work with movie companies

Parts Roundtable

Thursday, November 8, 2:30 pm

A discussion of parts needs and availability (i.e., journal pads, brake system parts, etc.)

Managing Social Media

Friday, November 9, 10:00 am

Friday, November 9, 1:30 pm

The power and reach of social media is well established. Yet sometimes the potential is difficult to put into practice. Learn powerful strategies for using social media platforms to your institution's best advantage.

Digital Advertising

Friday, November 9, 11:00 am

Friday, November 9, 2:30 pm

Print media is dead, Radio is dead, Television is almost dead... Ten years after the primacy of the digital revolution, is your institution effectively using digital media to broaden your potential customer pool?

Volunteers

Friday, November 9, 10:00 am

Friday, November 9, 1:30 pm

It is often humbling how much enthusiasm exists for the preservation and operation of historic railroads and artifacts. However, how do you harness enthusiasm and convert it into effective resource management? Learn from one of the most successful volunteer organizations on the continent how they have and continue to succeed.

Fund Raising and the Future

Friday, November 9, 11:00 am

Friday, November 9, 2:30 pm

Heritage and Museum Railroad is a capital intensive and never ending process of restoration, rehabilitation, and maintenance. How can one assure the financial viability of your institution? This panel discussion is intended to provide case studies of campaigns building for the future.

Historic Landmark Status

Friday, November 9, 10:00 am

Friday, November 9, 1:30 pm

When is a heritage railroad or museum more than the sum of its component parts? Investigate the challenges and rewards of seeking historic landmark status through the case study of the Cumbres and Toltec Railroad.

Group Sales

Friday, November 9, 10:00 am

Friday, November 9, 1:30 pm

As the era of the walk-up ticket sale continues to decline, heritage and museum railroads are becoming ever more creative in creating ticket sales. One major source of numbers is the creation and stewardship of group sales. Participate in a discussion with railroad managers, tour operators, and tourist bureaus as to how best to solicit group sales.

Premium Service and Customer Service:

Friday, November 9, 11:00 am

Friday, November 9, 2:30 pm

One of the fastest growing sectors of the heritage and museum railroad industry is premium services. However, with premium service also comes the need for enhanced customer satisfaction. Speak with experts on the topic, and make sure your patrons have the best experience possible.