

# REGISTRATION PACKET

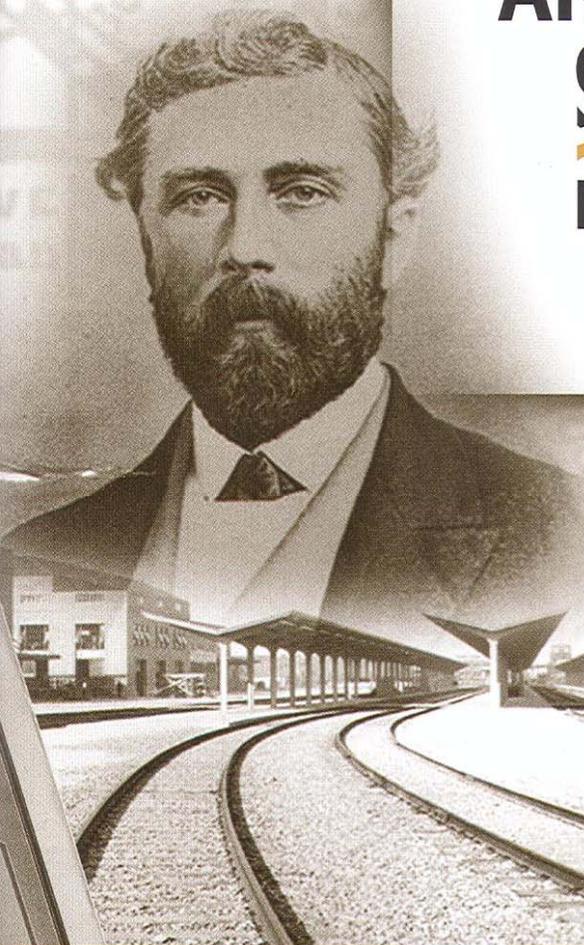
November 8-12, 2006

**CALIFORNIA STATE RAILROAD MUSEUM  
AT OLD SACRAMENTO STATE HISTORIC PARK**

Sacramento, California



## **ARM-TRAIN 2006 SACRAMENTO DISCOVER GOLD**



# ALL ABOARD FOR THE 2006 ARM/TRAIN CONFERENCE!

## WELCOME

Please join us November 8-12 for the 2006 Joint ARM/TRAIN Annual Conference at the California State Railroad Museum in Sacramento! This Joint Conference offers a wonderful opportunity for seeing old friends, making new ones, and networking. There are a number of exciting tours offered and 24 educational sessions planned in four specialty tracks.

California's Capital City offers a refreshing mixture of history and modernity, with plentiful historic architecture, dozens of museums and historic sites, limitless fine dining options, and more. It is located at the confluence of the Sacramento and American Rivers—and the intersection of Interstate Highways 5 and 80, and major north/south and east/west railroads. Sacramento is Northern California's transportation and communications crossroads.

The California State Railroad Museum, one of the city's Top Ten attractions, is centrally located in Old Sacramento State Historic Park, a national historic landmark and part of the revitalized commercial center of the California Gold Rush. Old Sacramento was the western terminus of both the Pony Express & the Transcontinental Railroad, and the starting point for the first railroad west of the Rockies, the Sacramento Valley Railroad. Serving nearly 600,000 guests annually with exhibits and tours, educational programs, special events, and excursion train rides, the California State Railroad Museum is North America's most popular railroad museum.

## REGISTRATION GUIDELINES

To receive the early-bird discounted registration, please postmark your registration by September 15, 2006. After that date, registration fees will increase.

FULL REGISTRATION entitles you access to the Exhibit Hall, continental breakfasts, sessions, tours, the Opening Reception, Western Railroad Museum Dinner and the Saturday Banquet. A special registrant gift is also included when you check in at the conference registration center. *Full registration does NOT include any of the pre- or post-conference tours; those are separately ticketed.*

GUEST REGISTRATION entitles you access to the Exhibit Hall, continental breakfasts, the Opening Reception, Western Railroad Museum Tour & Dinner and the Saturday Banquet. *It does NOT include access to the sessions or other tours. Guest registration does NOT include any of the pre- or post-conference tours; those are separately ticketed.*

INDIVIDUAL TICKETS TO EVENTS may be purchased for the Opening Reception, Tour & Dinner at the Western Railway Museum, and Banquet Dinner at the California State Railroad Museum. Please refer to the tickets available and pricing on the registration form.

CANCELLATION AND REFUND of the registration fee (less a \$50 processing fee) will be granted if cancellation is received by 5:00 p.m., Friday, October 27, 2006. Substitutions are permitted. Cancellations must be submitted in writing and can be faxed to (916) 445-5982, or mailed to CSRM, Attn ARM/TRAIN Registration - 111 "I" Street, Sacramento, CA 95814.

## SPECIAL NEEDS

Conference participants needing special accommodations, please contact: **Beth Wilson at (916) 322-7112 or [bwilson@csrmf.org](mailto:bwilson@csrmf.org).**

## HOTEL INFORMATION

Book your hotel room at the Conference host hotel, the Holiday Inn Capitol Plaza at 300 J Street in Sacramento. Room reservations made by October 15th, 2006, will receive a conference rate of \$109 per night (single & double rooms), plus tax and parking. Be sure to mention the ARM/TRAIN Conference to receive the discounted rate.

The Hotel is located just off Interstate 5 in Downtown Sacramento. This full-service hotel is central to just about everything you'll want or need, including Old Sacramento, the California State Railroad Museum, and the Westfield Downtown Plaza. To make your reservations, call: (916) 446-0100 or 1-800 HOLIDAY.

## EXHIBITOR OPPORTUNITIES

The 2006 ARM/TRAIN Conference offers outstanding opportunities to showcase your organization to hundreds of attendees from throughout the U.S. and Canada. This is an excellent way to increase your visibility and to establish lasting impressions with decision-makers.

To become an exhibitor, please return the enclosed Exhibitor Form. For more information, contact: **Kathy Daigle at (916) 445-0945 or [kdaigle@csrmf.org](mailto:kdaigle@csrmf.org).**

## SPONSORSHIP OPPORTUNITIES

This year you and your organization have the rare opportunity to reach members of both ARM and TRAIN at this Joint Conference—an opportunity that presents itself only every five years! There are a number of exciting, exclusive sponsorship levels and opportunities available, providing a range of possibilities to showcase your company and products. Contact us today to secure your sponsorship and to learn about your options and all the benefits.

If you are interested in sponsorship, please return the enclosed Sponsorship Form. For more information, contact: **Kathy Daigle at (916) 445-0945 or [kdaigle@csrmf.org](mailto:kdaigle@csrmf.org).**

## TRAVEL INFORMATION

The conference hotel is located just 20 minutes from the Sacramento International Airport, which is served by most major carriers. For Super Shuttle Reservations ~ 800-BLUE VAN (800-258-3826).

Several San Francisco Bay Area airports offer connections to Sacramento via BART and Amtrak's Capitol Corridor.

The City's Sacramento Valley Station is three blocks from the Holiday Inn Capitol Plaza, serving Amtrak's *California Zephyr* and *Coast Starlight* long-distance passenger trains plus frequent *Capitol*s to Oakland/San Francisco/San Jose and *San Joaquins* with service to Stockton/Fresno/Bakersfield and Southern California. Sacramento Regional Transit light rail offers nearby service to many areas in the region.

## ATTIRE

Business casual attire and comfortable shoes are recommended. (Closed-toed shoes required for the SP Shops Tour.) Plan your attire appropriately for the varying temperatures in Sacramento in November, from a low of 40 degrees to a high of 70 degrees.

*For a detailed conference schedule, see inside back page.*

## CONFERENCE SCHEDULE

### Tuesday, November 7

Registration	8:00 a.m. – 5:00 p.m.
Pre-Conference Tour Departs Carson City/Portola	8:00 a.m.

### Wednesday, November 8

Pre-Conference Tour Departs Railtown SHP/Columbia SHP	8:00 a.m.
ARM Board Meeting	2:00 p.m. – 3:00 p.m.
Exhibit Hall Open	6:00 p.m. – 8:00 p.m.
Opening Reception	6:00 p.m. – 8:00 p.m.

### Thursday, November 9

Continental Breakfast	7:00 a.m. – 9:00 a.m.
Exhibit Hall Open	7:00 a.m. – 2:00 p.m.
Group 1 Sessions	9:00 a.m. – 10:15 a.m.
Break	10:15 a.m. – 10:30 a.m.
Group 2 Sessions	10:30 a.m. – 11:45 a.m.
Lunch On Your Own	11:45 a.m. – 2:00 p.m.
Buses Depart for Western Railway Museum	2:00 p.m.
Plenary Session	3:30 p.m. – 5:30 p.m.
Cocktails	5:30 p.m. – 6:00 p.m.
Dinner at Western Railway Museum	5:30 p.m. – 7:30 p.m.
Buses Return to Holiday Inn	7:30 p.m.

### Friday, November 10

Continental Breakfast	7:00 a.m. – 9:00 a.m.
Exhibit Hall Open	7:00 a.m. – 2:00 p.m.
Group 3 Sessions	9:00 a.m. – 10:15 a.m.
Break	10:15 a.m. – 10:30 a.m.
Group 4 Sessions	10:30 a.m. – 11:45 a.m.
Lunch On Your Own	11:45 a.m. – 2:00 p.m.
Conference Tour Departures Tours A,B,C,D	1:15 p.m.
Buses Return to Holiday Inn	5:00 p.m.
TRAIN Board Meeting	6:30 p.m. – 9:30 p.m.

### Saturday, November 11

Continental Breakfast	7:00 a.m. – 9:00 a.m.
Exhibit Hall Open	7:00 a.m. – 2:00 p.m.
Group 5 Sessions	9:00 a.m. – 10:15 a.m.
Break	10:15 a.m. – 10:30 a.m.
Group 6 Sessions	10:30 a.m. – 11:45 a.m.
Lunch On Your Own	11:45 a.m. – 2:00 p.m.
Plenary Session	2:00 p.m. – 2:30 p.m.
Tour of the Southern Pacific Shops	2:30 p.m. – 5:00 p.m.
Sacramento Southern Train Ride	5:30 p.m. – 6:30 p.m.
Banquet at Roundhouse, CSRM	6:30 p.m. – 9:30 p.m.

### Sunday, November 12

Optional Post-Conference Tour	TBA
ARM Annual Meeting	9:30 a.m. – 11:00 a.m.
TRAIN Annual Meeting	9:00 a.m. – 11:00 a.m.
ARM Organizational Meeting	11:00 a.m. – 12:00 p.m.

### Monday, November 13

Engineering Standards Committee	9:00 a.m. – 5:00 p.m.
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### Tuesday, November 14

Engineering Standards Committee	9:00 a.m. – 5:00 p.m.
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## SESSIONS AND TOURS

There are 24 sessions scheduled throughout the Conference, placed within four tracks: Operations, Collections, Marketing and Organizational Development.

### Thursday, November 9

#### Group 1: 9:00 a.m. to 10:15 a.m.

Dynamic or Dreadful? *Re-examining Themes & Techniques for Interpretive Tours*

From Uniforms to Seat Covers: *Conserving Textiles & Fabrics*  
Less Dollars & More Sense: *Marketing Toolkits On A Shoestring*  
Found Money or Lost Opportunity? *Grant Writing Techniques*

#### Group 2: 10:30 a.m. to 11:45 a.m.

Mommy, What's a Train? *Engaging 21<sup>st</sup>-Century Audiences*  
Saving Your Stories: *Conserving Archival Materials*  
New Income, New Audiences, New Challenges: *Ins & Outs of Facility Rentals*

From Shoeboxes to Mainframes: *Reservations & Ticketing Systems*

#### TOUR: Western Railway Museum

### Friday, November 10

#### Group 3: 9:00 a.m. to 10:15 a.m.

Too Much, Too Little or Too Late? *On-Board Train Narration for an IPOD Audience*

The Old Grey Mare, She Ain't What She Used To Be: *Operating Wood-Bodied Cars*

At What Cost? *Planning Special Events to Minimize Staff Burnout*  
Nonprofit Accountability & Funding Strategies: *It's More Than Just Keeping Up Appearances*

#### Group 4: 10:30 a.m. to 11:45 a.m.

Couldn't Find It on E-Bay? *Parts Committee Networking*

Build It So They Can Come: *A Transfer Table is Born*

Unique Identities, Common Causes: *Using Partnerships to Support Your Brand*

Preparing for Excellence: *Museum Assessment & Your Museum*

#### TOUR A ~ Union Pacific J.R. Davis Yard – Roseville

#### TOUR B ~ Siemens Production Facility & Sacramento Regional Transit Repair Facility

#### TOUR C ~ California State Railroad Museum Collections Facility

#### TOUR D ~ Sacramento Area Museums – Self Guided, Maps Provided

### Saturday, November 11

#### Group 5: 9:00 a.m. to 10:15 a.m.

Reading, Writing & Railroading: *School Groups & Curriculum*

Casting About for Patterns: *Working with Foundries Today*

Keeping Them Coming Back: *Strategies for Membership Growth & Development*

Restoring a 19<sup>th</sup>-Century Boxcar: *Using 21<sup>st</sup>-Century Project Management Tools*

#### Group 6: 10:30 a.m. to 11:45 a.m.

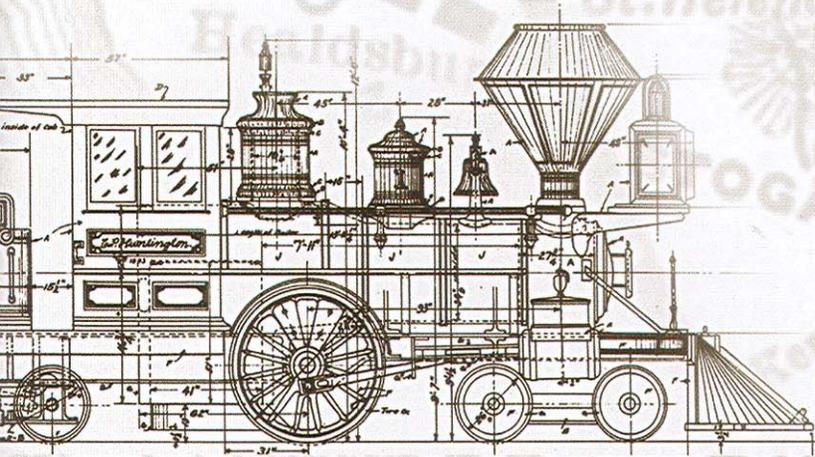
Stop, Look & Listen: *Federal Railroad Regulation Updates*

Heritage Corridors & Historic Sites: *Appreciating & Protecting Your Resources*

Mainline, Shortline & the Bottom Line: *Maximizing Retail Opportunities*

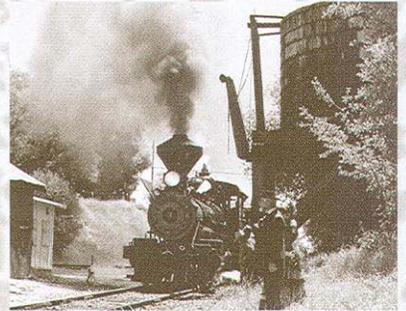
Recommended Practices for Railway Museums, Part 7: *Funding Strategies*

#### TOUR: Railroad Technology Museum and Southern Pacific Shops



**Railtown 1897 State Historic Park and Gold Country Tour (Day Trip) – Nov 8**

Your motor coach will travel from Sacramento to Jamestown via the Gold Country Highway and its many picturesque towns, along the route of California's famed Mother Lode! In Jamestown,



you'll arrive at Railtown 1897 State Historic Park, one of just two operating roundhouses in the U.S. and Canada still equipped with its original steam-era tools and machinery. There, you'll take a 40-minute ride on "The Movie Railroad," and tour the historic Jamestown Shops and Roundhouse of the Sierra Railway. Then, come take a stroll through the streets of Columbia State Historic Park, the best-preserved Gold Rush mining town in all of California. *Lunch included. For more information visit [www.railtown1897.org](http://www.railtown1897.org)*

**PRE-CONFERENCE TOURS**

**Nevada State Railroad Museum & Western Pacific Railroad Museum (Overnight Trip) – Nov 7-8**



Photo by Kyle Wyatt

Your comfortable motor coach will take you from Sacramento, up U.S. Highway 50—route of the famed Pony Express—past stunning Lake Tahoe to Carson City. There, you'll tour the Nevada State Railroad Museum, renowned for its collection of locomotives and rolling stock, artifacts and memorabilia from the fabled Virginia & Truckee Railroad. Late that afternoon, travel to "The Biggest

Little City in the World," Reno—where you'll stay overnight, enjoy dinner on your own, and have the chance to try your hand in the city's numerous casinos. The next morning, travel northwest to Portola, California, high in the Sierra and still a crew change point for Union Pacific crews operating over the former Western Pacific mainline. At Portola, tour the Western Pacific Railroad Museum (formerly known as the Portola Railroad Museum) and its extensive collection of WP locomotives, passenger and freight cars. The trip concludes with a backroad jaunt to Truckee, California, then following Interstate 80 up over the summit of Donner Pass and paralleling the route of the first transcontinental railroad back to Sacramento. *Box lunches served both days.*



Photo by David Epling

For more information visit [www.nsrn-friends.org](http://www.nsrn-friends.org) or [www.wplives.org](http://www.wplives.org).

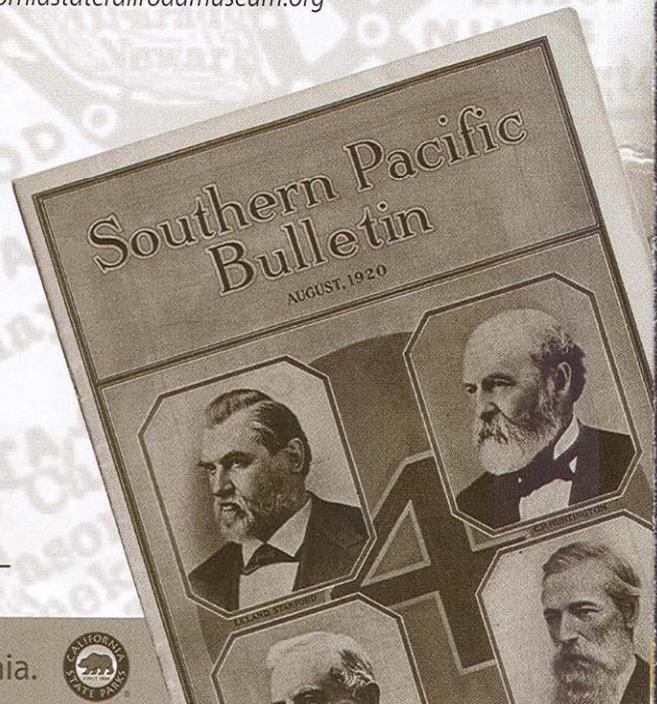
**POST-CONFERENCE TOUR**

**Optional Post-Conference Tour (Day Trip) – Nov 12**

Please watch for news of post-conference tour.

**Visit Our Website For The Latest Information**

Meeting and event information listed in this packet is subject to change. For the most up-to-date information and details on the Joint ARM/TRAIN Conference, visit our website at: [www.californiastaterailroadmuseum.org](http://www.californiastaterailroadmuseum.org)



Discover the many states of California.

