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Kettle Moraine Ballast Scorchers RR Club.

### INNOVATION LEADERS

Atlas Model Railroad Co., Inc.

### FAMILY-RUN CULTURE

Jetco Hiawatha Hobbies.

### MESHING STYLES

Cedar Creek Central Railroad Club.



September

2010

VOLUME 1  
ISSUE 4

# Trainfest Express



## EXPERIENCING FALL VIA TRAIN



## MAJOR IMPACT!

*Kettle Moraine Ballast Scorchers RR Club*

*Founded in 1975*, the Kettle Moraine Ballast Scorchers Railroad Club Inc., West Bend, WI, is a non-profit, educational organization with one primary purpose: to further the hobby of railroading, both model and prototype. This includes collecting, preserving and protecting the history of railroading in the United States, Canada, and Europe.

Early on, the group agreed that one of the best ways to attract members and reach the public was to build layouts for permanent display and modules for show exhibition. As a result, over the years, they created both N Scale (15'x20') and HO Scale (27'x 53') layouts featuring Wisconsin connecting lines and Wisconsin & Illinois Northern, and an N-trak modular which travels extensively. The layouts are 70-85% scenery and primarily 1970's and Modern eras.

*(Major Impact! continued on Page 8)*

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# Trainfest EXPRESS

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(WISE) Division Inc., NMRA

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Trainfest is possible due to the dedication and hard work of our volunteers and board members. If you would like to volunteer for America's largest operating model railroad show, contact us via email: [volunteer@trainfest.com](mailto:volunteer@trainfest.com). Trainfest is sponsored by the Wisconsin Southeastern (WISE) Division, Inc., NMRA



## Crossings

*A Bird's Eye View*

By Ruth Johnson, Editor, Trainfest EXPRESS

**Eclectic Mix.** In interior decorating, that is what occurs when you blend many different styles into one room, which is pretty much what occurs on layouts put together by a group or club of modelers.

This issue features two collaborative layout efforts by two different clubs, Cedar Creek Central (CCC) Railroad Club and the Kettle Moraine Ballast Scorchers Railroad Club.

I really liked what CCC member, Allan Alsberg, had to say about what he originally thought when asked to participate in a group-built modular show layout. Allan said he was worried at first about how the finished layout might look, particularly since there were no parameters and everyone basically did their own thing.

"But, by golly," Allan exclaimed, "when it was all put together, it turned out way better than we expected."

I think that Allan's comments so perfectly describe the real meaning behind a model railroading club – everyone should have the right to follow their own dream and render their own individual vision of this wonderful hobby.

"Live and let live." That has always been one of my favorite sayings and perhaps that is what these layouts really prove. Collectively, these hobbyist voices create a universal harmony.

Please continue to contact me with your feedback or if you would like to gain recognition by contributing your articles, photos or ideas.

Warm wishes,

*Ruth*



## From the Caboose



Comments from  
**John H. Tews**  
MMR, Trainfest® Executive Director

**Curve ahead.** My life has been hectic. About six weeks ago, our Weimaraner, Maggie, was out in our back yard about 9:00 pm. She saw a deer and took off running.

She was so concentrated on the deer invading her domain that she ran into a 90-pound concrete fox figurine, moving it about 6 feet and separating her left front shoulder in the process. She screamed in pain and 45 minutes later we were at the emergency pet hospital.

Because of the way she injured her shoulder, surgery was not possible. She has been wrapped in various ways for about 4 weeks. She can now be walked slowly and is beginning to use her left leg again. Maggie will probably never recover 100%.

In addition to Maggie's injury, we suffered a minor flood caused by the incompetent workmanship of air conditioner installers. The AC failed due to a near lightning strike, which also caused significant damage to many appliances.

We are also in the process of replacing our 40-year old driveway, requiring a great deal of re-landscaping by me.

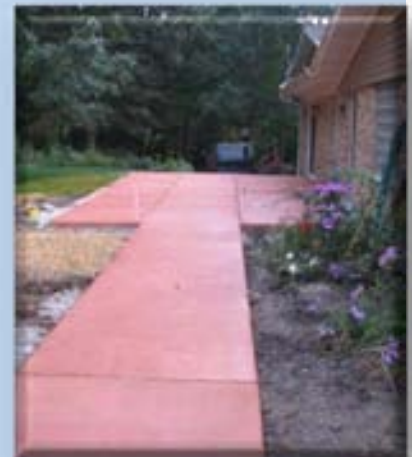
Trainfest is progressing with several new manufacturers and layouts.

Trainfest EXPRESS is sent free via email as a PDF or on the Trainfest website in an interactive, online paging-style format. You can also print out the pages or articles you desire.

We continue to look for your input on articles you would like to see in the EXPRESS. Send them to us at [john@trainfest.com](mailto:john@trainfest.com) or [editor@trainfest.com](mailto:editor@trainfest.com).

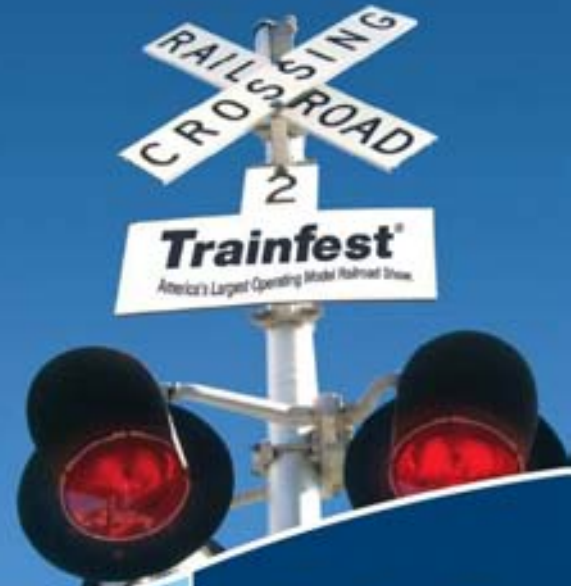
In the spirit  
of Model Railroading  
with clear signals  
always,

*John*



# TRAINFEST

## America's Largest Operating Model Railroad Show



**Saturday & Sunday,  
Nov. 13 & 14, 2010**

9:00 a.m. to 5:30 p.m.

**Wisconsin Expo Center at State Fair Park**

8200 W. Greenfield Ave., West Allis, WI 53214

**More than 50  
amazing layouts**

**Demonstrations  
and "how-to"  
clinics**

Learn **tips and  
techniques** from  
exhibitors and  
operators

See the latest  
in products and  
technology from  
**60 manufacturers**  
and **60 hobby  
dealers**



**Lodging, Show Info & Ticket Details @ [trainfest.com](http://trainfest.com)**

# What is Trainfest?

*A Delight for the Senses!*

**November 13-14, 2010**

**Saturday & Sunday**

**9:00 am-5:30 pm**

**Wisconsin Exposition Center**

**State Fair Park**

**8200 W Greenfield Ave**

**West Allis, WI 53214**

**Admission and Further Details:**

[www.trainfest.com/TicketsShowDetails.html](http://www.trainfest.com/TicketsShowDetails.html)

**An enriching** family experience, Trainfest is America's largest operating model railroad show, 39 years strong!

Every November, tens of thousands of visitors of all generations and lifestyles from North America and other regions of the world fill the Wisconsin Exposition Center, just to connect with the sights and sounds of everything railroad, scaled down to a miniature size.

Over fifty clubs, historic organizations, groups and railroad modelers showcase truly exquisite and fully operational layouts and displays superbly represent the uniqueness of model railroading.

New and vintage trains loop continuously around a myriad of settings and fabulous scenes from train depots to entire cities in intricate detail complete with people, animals, vehicles, equipment, buildings, landscaping, retail shops and more!

120 manufacturer and hobby dealer exhibitors display unique products and services, technology and equipment and consult with visitors on the perfect items and newest releases.

Model railroad historical societies are featured along with 20-25 clinicians and demonstrators plus several manufacturers share their knowledge in Trainfest clinics.

Join us at *Trainfest* 2010 for a wonderfully interactive opportunity to explore this legendary world.

Tour the award-winning layouts, take photos, watch demonstrations, hear the sounds of steam whistles, the clickety-clack of wheels on rails and see the excitement of children of all ages.



Photo by Scott Porinsky

**ADVANCE  
TICKETS  
ON SALE NOW!**

**LINDA SUKUP**  
**Advance Ticket Coordinator**  
**WISE Division Superintendent**

Advance tickets are now available at the seven hobby shops below, located throughout Milwaukee, Green Bay and Madison. Tickets are \$10.00, which is a savings of \$2.00.

Friday Product Showcase tickets are available for \$40.00. This ticket allows you private entry into Trainfest on Friday, normally reserved for dealers who visit the manufacturers that attend Trainfest every year. It is a great chance to meet the professionals in your hobby world. Ticket is also good for Saturday and Sunday entry.

The following hobby shops are selling these advance and special tickets:

**Madison Hobby Stop**  
**6622 Mineral Point Road**  
**Madison, WI**  
**608-829-3820**

**Jetco Hiawatha Hobbies**  
**2026 West Silvernail Road**  
**Waukesha, WI 53072**  
**262-544-4131**

**Engine House Services LLC**  
**2737 N. Packerland Drive, 2H**  
**Green Bay, WI 54303**  
**920-490-4839**

**Walthers (Terminal Hobbies)**  
**5619 West Florist Avenue**  
**Milwaukee, WI 53218**  
**414-461-1050**

**South Side Trains**  
**2633 South Kinnickinnic Ave**  
**Milwaukee, WI 53207**  
**414-482-1566**

**Sommerfeld's Trains**  
**12620 West Hampton Ave**  
**Butler, WI 53007**  
**262-783-7797**

**Greenfield News and Hobbies**  
**6815 West Layton Ave**  
**Greenfield, WI 53220**  
**414-281-1800**



## NYC Steel Box Car, HO

Available in 4 numbered 4-packs and 1 unnumbered, unlettered 4-pack. 8 separately sold cars are also available. There are no overlapping numbers across all cars and packs. These are our most detailed cars to date and they are designed to wow even the most discerning enthusiast!

MSRP: 29.99 / 4-Pack: 99.99



## USRA Mikados, HO

Available in both Light and Heavy configurations. *Numerous new road names.* Dual-Mode DCC, Auto-Pilot and Industry-Best Slow Speed Operation. *\*NOTE: Due to space restraints, this unit does not include smoke.*

MSRP: 249.99

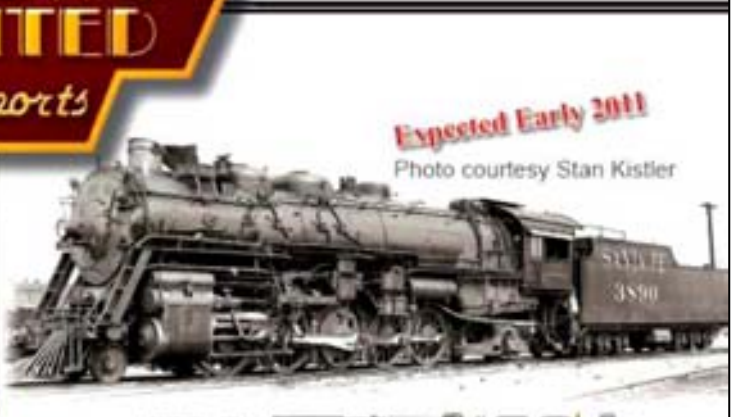


## SP AC-4/AC-5 Cab Forward, HO

Available in black as well as gray boiler configurations. Articulated engine like the prototype locomotive for smaller radius tracking. Dual-Mode DCC Sound, equipped with Puffing Smoke, Auto-Pilot and Industry-Best Slow Speed Operation.



MSRP: 449.99



## ATSF 2-10-2, HO New Modernized Version

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(Major Impact! continued from Page 1)

## INSIDE SCOOP >>>

It's all in the details and the Kettle Moraine Ballast Scorchers RR Club, Inc. delivers them!

According to Daniel Larkee, Vice President, the club's portable layout for TrainFest is an N-Trak modular layout. "We incorporate new modules each year and change the setup arrangement to give a fresh new look to each year's show."

"For many years now, the big draw of our layout has been a 2-foot module that I constructed depicting a derailment scene," Daniel continues. "The audio and visual element of sirens and flashing lights and smoke is a real attention-getter. We also have some award winning modules that exhibit the great talent of our membership. Our HO-Scale portable layout was awarded Best-of-Show at the Madison Show earlier this year."

Scenes of interest include a passenger station, large locomotive servicing facility, power plant, coalmine, cement company and quarry, logging and paper mill operation, train museum, oil refinery, small farm, industrial area and airport runway built over the railroad.

## SHOW STOPPER

"We keep the trains moving and vary the direction of travel. Animation keeps the attention and interest of the public," instructs Daniel. "We keep our staging yard full of different trains at all times. We then rotate the trains every second to third trip around the layout. This creates freshness and helps maintain interest for viewers."

(Major Impact continued on Page 10)





# MAKING WAVES



## BACHMANN AND SOUNDTRAXX® ARE MAKING WAVES – SOUND WAVES!

Bachmann is excited to introduce a new version of the On30 Baldwin 4-6-0 to our family of DCC sound-equipped locomotives, all featuring high-quality Soundtraxx® Tsunami® technology. To take advantage of Tsunami's increased sample rate and dynamic range, sound effects are taken from real locomotives, then mastered and digitized for the best audio possible. This system has a full array of options allowing creation of a true-to-life sound system custom tailored to your model. Not only do our decoders feature the ultimate in sound realism but they also add a new dimension in DCC control with features such as back-EMF motor control, Hyperlight™, and more. Look for the new On30 Scale 4-6-0 as well as other great Bachmann DCC Sound on Board™ locomotives in HO, On30, and Large Scale at your local Bachmann retailer. Experience the ultimate in model railroading for yourself!

### Decoder features include:

- over 15 prototypical steam sound effects including chuff, bell, whistle, dynamo, snifter valve, pop valve, blower, Johnson bar, exhaust chuff, and more
- three different selectable whistles
- true 16-bit digital sound
- back-EMF and other advanced motor control features
- built-in Hyperlight™ effects
- independent volume adjustments for every sound
- supports NMRA standards and recommended practices
- supports all recognized programming methods

*Listen to sound samples at  
[www.soundtraxx.com/idsd/tsunami/tsunamisound.php](http://www.soundtraxx.com/idsd/tsunami/tsunamisound.php)*



*Spectrum*



Tsunami

SOUNDTRAXX

*(Major Impact! continued from Page 8)*

The Kettle Moraine Ballast Scorchers Railroad Club has 28 members on its roster. Each member focuses their efforts in their area of interest.

The rent of their facility was increased by 500% back in April of this year, so they are in the process of finding a location to set up a permanent home.

### MODELING TECHNIQUE

Daniel Larkee, Vice President, shares this tip: "To make a portable layout lighter, many modelers incorporate foam materials into the construction of layouts."

"We began to incorporate the use of insulation foam in a can (i.e. Great Stuff brand products) to quickly cover hills and mountains. However, the product is resin-based and is very sticky. I found that if you put a "do not touch" sign by a layout under construction it is like telling a child not to take any cookies out of a large cookie jar," claims Daniel.

"One poor kid plopped his entire hand into one of our mountains. His hand may still be sticky to this day."

### GENERAL INFORMATION

Kettle Moraine Ballast Scorchers  
Railroad Club  
West Bend, WI 53095  
[emailus@kmsrrclub.org](mailto:emailus@kmsrrclub.org)  
[www.kmsrrclub.org](http://www.kmsrrclub.org)  
(920) 960-6829  
Weekdays 4:30-9 pm





# QUALITY FIRST

*Micro-Trains Follows the Path to Excellence!*

## Going Forward

Micro-Trains, like several other manufacturers, faces the continuous challenge of offshore model train manufacturers who sell at cut-rate retail prices due to very low labor and overhead costs.

Offshore manufacturers' efforts to improve quality only reinforces Micro-Trains primary goal to follow only the highest manufacturing standards to insure the very best appearance and prototypical accuracy in each and every train they offer.

This focus on quality and accuracy is applied to every single phase of model development from original design to final product to market launch.

A key part of Micro-Trains' business model is the constant flow of new products, especially their monthly release of often more than ten new and reprint freight and passenger cars.

Every month, year in and year out, Micro-Trains produces a selection of premium cars and locomotives in N, Z and HO<sub>N3</sub> Scales, that includes first time road names along with reprints of cars produced in the past and now revised to include a new and unique road number.

*Micro-Trains originated* as a Kadee® Quality Products Co division in 1972, entering the N Scale model train market with complete model train freight cars. Their rolling stock featured the popular Magne-Matic® couplers, highly detailed car bodies and parts. Their first freight car was the PS-1, 40' Standard boxcar.

Not long after introducing the Micro-Trains N Scale freight cars, Kadee made the decision to cease producing these cars. However, a flood of letters from N Scale model train enthusiasts strongly requesting that the new N Scale cars continue, caused Kadee to reverse their decision and keep the line.

In the late '80s, N scale in general started to gain substantial momentum; partially due to Micro-Trains growing base of avid collectors who literally snapped up their high quality products produced in limited quantities.

*(Quality First continued on Page 12)*



**Micro-Trains Management Team L to R:** Steve Cloney, Tooling Manager; Debbie Wagner Production Manager; Eric Smith, President and Ben Thielemann Marketing Director

(Quality First continued from Page 11)

## COMPANY PROGRESSION

In 1990, for a variety of reasons, Kadee formally divided into two separately owned companies, one of which incorporated the Micro-Trains brand name into the new company, Micro-Trains Line Co.

Keith Edwards, a founder of the original Kadee, then solely owned and operated Micro-Trains Line Co., which had branched beyond only N Scale model trains, couplers and accessories to Z Scale trains, which were gaining popularity in the model railroad market.

In 1993, Micro-Trains constructed a 33,000 square foot factory in Talent, Oregon, where the company still resides.

## DIVERSITY

Today Micro-Trains Line Co. offers over 142 different freight and passenger car prototype models in N scale, more than 24 different freight and passenger car prototype models in Z scale and four HO<sub>N3</sub> prototype models. New models in these scales are being designed, tooled and produced at their Oregon factory.

Micro-Trains maintains a fresh stream of monthly releases, determined by a team that researches consumer requests and meticulously reviews reference materials to produce the perfect balance of different types of cars and road names from various regions in the United States.

The quantity of each release is based on estimated demand, historical sales, and overall production capacity.

## ACCESS

Modelers and retailers alike view Micro-Trains' new releases at the company website, [www.micro-trains.com](http://www.micro-trains.com). The site also provides company information, a database of all releases and a comprehensive *Coupler Conversion Chart* that guides modelers on converting to Magne-Matic couplers.

(Quality First continued on Page 13)



NEW! Haunted Hamlet Table Top Scene: Resin buildings and Booville Express train set.





(Quality First continued from Page 12)

**SPECIAL RUN PROGRAM**

Micro-Trains developed a popular service referred to as their *Special Run* program. The program allows individuals, clubs and organizations of all kinds to contract with Micro-Trains for production of unique custom model trains runs. Many organizations and clubs order freight cars customized to memorialize their anniversaries. *Special runs* are also popular in fundraising campaigns. Collectors also use the program to contract for their specialized desires.

**N SCALE COLLECTORS SOCIETY**

Micro-Trains helps promote the N Scale Collectors Society organization of nearly 2,000 members, linked together through the common enjoyment of collecting, modeling and running N Scale model trains.

The society has its own website, [www.nscalecollector.com](http://www.nscalecollector.com) and its own magazine, published six times a year. They also offer an ongoing auction service that allows collectors to buy and sell their models, often over the original retail price. Their 19th Annual Convention will be held Hershey, PA in June 2011. Micro-Trains has been a significant sponsor and staunch supporter for this convention every year.

**SPECIAL EDITIONS**

Complementing the full line of prototypically correct freight cars, Micro-Trains also produces a line referred to as *Special Editions*. These cars capture a variety of popular and fictitious schemes AND heralds on freight cars that would otherwise never appear on the rails.

The N Scale Presidential Series is one of the most recent *Special Editions*. Each Presidential Series car will feature an American President and displays the Presidential Seal, portrait and the American flag from that President's tenure. Plus, it includes a one-inch diameter commemorative button for that particular president.

(Quality First continued on Page 14)



**ALWAYS CREATING**



Micro-Trains is constantly developing theme ideas for a variety of railroad series, such as the very popular Ringling Brothers and Barnum and Bailey® Circus series, which includes Billboard cars, train sets, and accessories. New introductions will continue to be released.

Another upcoming release, shown below is the N Scale Atchison, Topeka & Santa Fe Runner Packs.





Ricky Voss, Journeyman Mold Maker



Alan Lawson, Journeyman Mold Maker



Kim Dececco, Pad Printer Operator

*(Quality First continued from Page 13)*

## MADE IN THE USA!

Micro-Train's Talent, Oregon production facilities buzz with constant activity and the company is very proud of their American-based business and all of its employees.

According to Eric Smith, President of Micro-Trains, "Our factory's Tooling Department features two multi-tool CNC mills and four electro-discharge machines, one of which has CNC controls. We also have our own die-casting press, which casts all model train under frames in zinc alloy."

"The Plastics Department casts all the model train bodies, trucks, couplers and detail parts and includes 14 injection mold presses."

Eric continues, "The Decorating Department with its 13 pad printer machines, handles the model train bodies finishing touches: painting and applying railroad logos, heralds and markings. Micro-Trains also has its own die casting press, which casts all of the under frames in zinc alloy.

"Micro-Trains is often referred to as a "turn-key" operation," Eric explains. "In addition to our equipment and capacity, our own Creative Services Department provides the graphic arts skills to decorate the model trains. They also design the graphics for print materials, magazine ads, flyers, packaging and our monthly newsletter, Micro-News®."

Micro-Trains also casts the clear boxes that hold each model train car and their vacuum forming equipment allows them to fabricate the plastic form-fitting nests to safely protect cars and entire train sets as well.

## THE FUTURE & BEYOND

Looking ahead, Micro-Trains has exciting plans to design, tool and produce even more new model train freight and passenger cars and locomotives in N, Z and HO<sub>n</sub>3 Scales.

They have begun to expand their model train accessory lines to include many different detail parts, such as laser cut structures.

Never willing to rest on his laurels, Eric summarizes, "We have come a long way yet the journey continues and we will climb further into new and even more exciting areas in the future!"





Left to Right, Andy, Tommy, Danny, Jane & Greg Blau.

## LEGO® POWER!

### The Pewaukee Road Lego Train Club Layout

*No matter how young or old*, everyone enjoys the incredible setting you can create with Legos. That is why the Pewaukee Road Lego Train Club layout is one of Trainfest's largest drawing areas each year.

The Pewaukee Road Lego Train Club layout started in 1991 when Andy Blau received his first Lego set. A few years later, his first train set (Load N' Haul Railroad, 4563) arrived, which he then built and displayed on the Blau's dining room table for the better part of a year.

Several years later, Andy, younger brother Danny and their father, Greg, attended Trainfest and were delighted with a smaller Lego train layout, which would inspire the trio.

When they returned home, they began work on what would become The Pewaukee Road, building modular layouts on tables with natural features such as lakes and mountains to display the Lego trains and other Lego models.

In November 2004, the brothers and father, now joined by youngest brother, Tommy, and mother, Jane, showed their layout for the first time publicly at Trainfest. Since then, the layout has been shown several times yearly and has grown enormously! In 2007, it was officially named The Pewaukee Road after the extinct Milwaukee Road and the family's hometown of Pewaukee, Wisconsin.

At Trainfest 2008, the layout won the *Chairman's Award* for their unique draw to the children at the show. More often than not, kids and parents lined up two to three people deep!

**(Lego Power continued on Page 16)**

LEGO is a registered trademark of the LEGO Group.





(Lego® Power continued from Page 15)

**AUTOMATED ENGINEER**

One of the lines is controlled by a Lego RCX microcomputer. The track splits going into the station and merges once it is out of the station.

The automated engineer stops one train coming into the station, and sends the other one out.

The train also turns on a revolving door at the station and will put crossing gates with blinking lights up and down as the train passes.

**MEMBERS**

Jane Blau, Greg Blau, Andy Blau, Danny Blau, Tommy Blau, Allison Friedli and Renee Becker



LEGO is a registered trademark of the LEGO Group.







# Hiawatha Hobbies

## NEW RELEASES



**ASHLAND  
IRON &  
STEEL**



## Major Lines >>>

**Jetco Hiawatha Hobbies** carries all model railroad Scales Z thru G and are an authorized dealer for Marklin, LGB, Micro-Trains, Lionel, MTH, Atlas O, Digitrax, NCE, Train Control Systems, Badger Airbrush, Kato USA, Inc., Athearn, Learning Curve, Walthers and more.

**Jetco's Hiawatha Hobbies**  
2026 Silvernail Road  
Pewaukee, WI 53072  
(262) 544-4131  
(262) 542-4166  
[www.hiawathahobbies.com](http://www.hiawathahobbies.com)

# FAMILY-RUN CULTURE

*Jetco Hiawatha Hobbies*

**For years,** Jeanette and Erwin Tarnow sold model railroad merchandise across Illinois and Wisconsin and at Lionel swap shows and the S Gaugers show, using Jetco as their business name, which is an acronym for Jeanette & Erwin Tarnow & Co.

In July 1988, the Tarnows bought Hiawatha Hobbies, renaming it Jetco Hiawatha Hobbies. They gradually filled the 650 square-foot store that was low on inventory and three years later, bought a 3,000 square-foot space down the road.

According to store manager, Glen Tarnow, Jeanette and Erwin's son, "Luckily there was shelving already in the new space so we didn't need to buy any. Eventually, we filled it to the ceiling and needed more room. In 1999, the home decorating store next to us closed and we expanded to almost 5000 sq. ft."

## ANOTHER TRANSITION

In 2008, the Tarnows heard there was an even larger space for rent just north of their location. They figured it would be too expensive, but decided to look at it anyway. After negotiating reasonable rental terms, they decided they could not pass it up and moved in February, 2009. Glenn exclaims, "We moved our entire store in four days with the help of over 40 customers and family members."

Glen explains other changes created by the move, "We expanded our offerings, introducing more puzzles, toys, slot cars and Radio Control and offered more trains as well."

"We are happy we moved," Glen continues. "We thank everyone who helped us enough and all the friends we have made over the years."

*(Family-Run Culture continued on Page 18)*





*(Family-Run Culture continued from Page 17)*

### **PRODUCT MIX**

Glen, who has worked at the store since he was 15 years old, states that they carry all the major manufactures in most scales: Z, N, HO, O, S, G, HOn3 and On30. Their products cover everything from engines and freight cars to scenery and track along with DCC installation and repairs for N, HO and O Scale.

Regarding future products, Glen says, "We are looking forward to the Fox Valley Models 1935 Hiawatha set in N and HO Scale. This was a great pre-order for us and we are almost sold out."

Customers can be very fickle and popularity of items can vary but Glen relates, "The most popular items would have to be anything Milwaukee Road. Our favorite is the Athearn Line as they have the greatest variety and are easily serviceable. The UP Walthers Passenger cars have been selling very well also."

### **BRASS RATS**

The store has offered some highly upscale items as well. Glen relates, "MTH O Scale Big Boys is the most valuable item we have offered and the most unusual has to be HO scale rats made of brass."

"I plan to start building a layout this winter for my own N scale collection," Glen reveals. "I model the BN and am always looking for SD40-2's, my favorite engine. Now, if I can only find a N Scale Schnabel, I would be very happy. I also collect G Scale Beer Cars."

Glen's father, Erwin, models HO Scale, with his focus on Milwaukee Road, since he used to work for that line.

*(Family-Run Culture continued on Page 19)*



**(Family-Run Culture continued from Page 18)**

### EMPLOYING SOCIAL MEDIA

In the retail world, it can be hard to find time to explore new marketing trends, but Glen keeps up on what is happening. "I think that both the Internet and social networking are very important. We are in the process of setting up a Facebook page and of course we have our website, [www.hiawathahobbies.com](http://www.hiawathahobbies.com), which highlights most of our products. We are also going to start sending emails more often to keep customers informed."

### WISH LIST

Glen expresses his hopes for manufacturers, "Prices need to go down. Kids and other enthusiasts will not get into the hobby if they cannot afford it. I know this is hard to do, but Atlas did it with their Trainman line. Locomotive pricing is almost the same as a standard engine now. We need to get the prices in the \$10-\$15 range for cars and under \$75 for engines."

### MAINTAIN THE FLOW

According to Glen, he maintains a steady customer flow through a diverse product mix. "We carry radio-controlled cars, boats, planes, helicopters, model rockets, plastic models, toys, puzzles and slot cars to offset our train department when it is slow. Usually when one of the categories is down, one of the others will pick up."

### MODEL RAILROAD IMPACT

"I have met many interesting people who have actually worked on the railroad and it is always neat to hear what they have to say," states Glen. "I have become friends with so many of our customers and I am on a first name basis with many more. Through this hobby I have learned a myriad of modeling techniques including airbrushing, weathering and construction building."

### FORECAST

In the next five years, Glen's goal is to not just remain in business but to continually adapt and grow even stronger.

"I think the hobby will be slightly smaller than it is now as not as many young people are getting into the hobby," predicts Glen. "Also, I believe that there will be more manufacturer consolidation with fewer new releases. However, by remaining marketing and customer-oriented, we will survive."



**Jetco's store layout in progress.**



**Photo by Bob Gallegos.**



# INNOVATION LEADERS

*Family roots firmly focused!*

**Ingenuity flows** through family-owned/operated Atlas Model Railroad Company, Inc., which enjoys a long-lasting reputation for creating the highest quality and extremely inventive model railroad track and accessory products.

## OLD WORLD ORIGINS

Stephan Schaffan Sr. immigrated here from Czechoslovakia at the turn of the century, hoping to make good use of his expert machine and tool making skills in the new world.

In 1924, Stephan founded Atlas Tool Company as a general machine shop in a small New Jersey garage.

In 1933, at age 16, Stephan (Steve) Schaffan Jr. graduated first in his class from Essex County Vocational School and joined his father in the family business, now a father and son team.

Steve built model airplanes as a hobby and frequented a local hobby shop. An enterprising young man, he asked the owner if there was anything he could do to earn some extra spending money. The owner gave him some model railroad track parts and said, "Here, see if you can improve on this".

Steve created a switch kit, which sold so well, the entire family worked on them at night, while doing regular machine shop business during the day.

## RESOURCEFULNESS

Steve also engineered the stapling of rail to fiber track, flexible track, the first practical rail joiner and pre-assembled turnouts, all which helped popularize model railroading as a mass-market hobby.

The budding entrepreneur and his family quickly outgrew their space and built their first factory in Hillside, New Jersey in 1947.

Steve's ingenious products established Atlas as a worldwide leader with masterpieces like world-renowned Super-Flex® Track, Snap-Switches®, Custom-Line® Turnouts and more.

## RECOGNITION

The Model Railroad Industry Association posthumously honored Steve in 1985, for his landmark inventions and inducted into the Model Railroad Industry Hall of Fame. He was named a National Model Railroad Association Pioneer of Model Railroading in 1995.

Atlas' lineup now includes not just track but also Atlas products for almost every aspect of HO and N Scale model railroading.

In N Scale, Atlas developed over 40 freight cars in more than 550 paint schemes, each with fine detailing and quality painting and printing.

*(Innovation Leaders continued on Page 21)*



## Family Members Then & Now

*Above:* Steve Schaffan Jr. with his father, Stephan Schaffan Sr.

*Below:* Back row - Jarrett Haedrich, Vice President of Marketing and Diane Haedrich, President. Front row - Jesse Haedrich, student and Tom Haedrich, CEO.





## COMMANDING ATTENTION

Atlas' dedication to prototype research, design and construction culminates in multiple scale lines of high quality, model railroad products.

Their exacting detail, which accurately depicts life-sized objects combined with exceptional customer service, fulfills the high standards set by Steve Schaffan over 50 years ago,

**Atlas Model Railroad Co., Inc.**  
**378 Florence Avenue**  
**Hillside, NJ 07205**  
[www.atlasrr.com](http://www.atlasrr.com)  
**PHONE (908) 687-0880**  
**FAX (908) 687-8857**

*(Innovation Leaders continued from Page 20)*

Atlas' ready-to-run HO line is quite extensive and includes over 25 different freight car types in more than 265 paint schemes. Atlas will continue to expand both their HO and N scale line of freight cars in the future.

Atlas HO and N scale locomotives are noted for their prototypical, fine details, printing, reliability, excellent throttle response and smooth operation at slow speeds.

To power layouts on which these locomotives run, Atlas produces a variety of electrical components accompanied by clear, concise instructions designed to make wiring easy for both inexperienced and accomplished modelers.

To complement its train products, Atlas offers a large library of layout instruction books detailing the latest modeling techniques and technology for all skill levels.

## PRESENT MANAGEMENT

Today, Steve Schaffan's only child, Diane, is President and her husband, Tom Haedrich, is CEO and oversees daily operations.

Diane's son, Jarrett Haedrich, serves as Atlas' Vice President of Marketing, "Some of my responsibilities cross over into the Sales Department. Atlas currently attends about 12 tradeshows a years. I concentrate a great deal of time and effort on the organization and preparation required to prepare for these shows."

## CHALLENGES

One of the biggest challenges the company faces now is working with overseas suppliers, which requires constant vigilance and translates into considerable amount of travel to China to maintain and develop strong working relationships with the suppliers and integral members that make up Atlas' manufacturing teams.

*(Innovation Leaders continued on Page 22)*





*(Innovation Leaders continued from Page 21)*

According to Jarrett, "I believe the challenges and obstacles will always exist, which means that one can never rest on their laurels. My college economics teacher always said that the only constant is change and as long as you can adapt to those changes then you can stay viable."

### UNDERSTANDING THE MARKET

"We keep a sharp eye on our customer demographics," shares Jarrett. "Our audience is primarily men 55+, which supports findings by an HMA study a few years back. However, a growing surge of younger individuals are being drawn to the technical and creative aspects of model building."

Jarrett finds the versatility and multi-media facets of the Internet great for business. "Customers around the world can easily access our vast resources. One minute they can preview a video of our new HO Scale Genset Locomotive, then switch to examining user reviews or scan through product photos and then easily order products to arrive at their doorstep, like magic."

### A CONSISTENT MESSAGE

Positioning his products in the marketplace is always important to Jarrett, "Discriminating modelers choose Atlas. They know our long standing commitment to produce only the highest quality model railroad products in the market. Our Research and Development team spends considerable time making sure our products live up to the standards our customers expect."

*(Innovation Leaders continued on Page 23)*

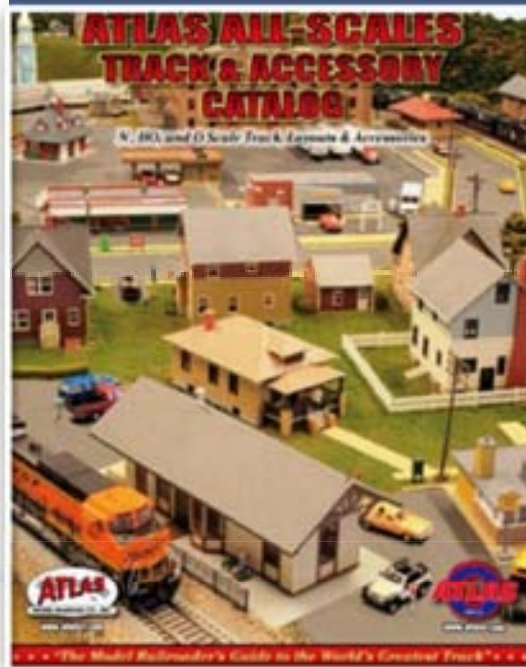
## HIGH TECH

Atlas has consistently led the race towards new and unique technology.

"We are particularly aggressive in regards to the addition of high quality sound in our HO Locomotives," explains Jarrett. "I believe our Gold Series locomotives to be the highest quality in the industry. QSI has been successful in developing fabulous sound in our locomotives by both leveraging the design of the inner sound chamber while including wonderful new sound characteristics that bring Atlas locomotives to life."

### COMPLEMENTARY ITEMS

Atlas is well known for their flex track and codes 55, 80, 83 and 100 track. Atlas also makes compatible structures, bridges, telephone poles and a myriad of other detailed accessories.





**(Innovation Leaders continued from Page 22)**

Jarrett states that Atlas maintains a steady business by hitting people with a “soft hammer.” They constantly send email news broadcasts to their list of over 150,000 customers. “The more info you send people the more they will think about you,” says Jarrett. “If you don’t send out new product information to people, your product is out of sight and out of mind.”

**PRODUCT LAUNCHES**

Any new product introduction takes careful planning and time. Jarrett estimates it takes From 12 to 18 months to complete the cycle from conception to delivery. Atlas personnel personally oversee, inspect and advise all aspects of production in China, visiting there at least four times yearly.

“Communication is key in launches,” says Jarrett. “We are in constant contact with our contract manufacturers. Samples of the new models and test shots are sent here and we make sure everything is done to our exacting standards on each and every item. We have our own test tracks here in the USA as well.”

Jarrett closes with this comment, “My involvement in Atlas has afforded me with the opportunity to meet so many very creative and passionate people in the model railroad and hobby industry. I look forward to many more years in this rewarding field.”





# MESHING STYLES

## Cedar Creek Central Railroad Club

*"Nuts about trains!"* That is how Mark Manz, spokesperson for the Cedar Creek Central Railroad Club (CCC), describes its members.

CCC was started by five dedicated hobbyists in January, 1995 and has since grown to over 30 members.

Mark's father-in-law joined the Cedar Creek Central Railroad Club over 10 years ago and a few years later, Mark joined as well.

Last year, Mark served as President for CCC. As President, he developed a list of improvements he wanted the club to achieve for the 2010 NMRA Convention, all of which were accomplished by the group.

According to Mark, "I wanted all of our layouts to be something we could be proud to show the world. Our Modular Layout is only one way we display our love for model trains. We also have a permanent HO Scale Layout, 8x8 foot N Scale layout of the property where we are located and a Garden Layout."

"We installed Kato Unitrack on our N-scale layout to insure reliable, unattended operation," Mark continues. "We beefed up the landscaping on our Garden Layout. For our HO layout, we replaced our DCC system as well as updated scenery. Drapes were hung to hide all the supplies and member trains."

Mark, who specializes in pre-press and design for the printing industry, has the skills to produce signs, banners and other details specific to what he is modeling.

The sign for CCC's Modular Layout has a box car on one side, and an engine on the other. Mark lettered both items for CCC. "Neither exists in real life, but with Photoshop," Mark explains, "anything is possible! The box car was a Burlington Route box car, which my dad photographed in Dubuque, IA."

They also created a new dispatchers' board for the layout, updated just prior to the NMRA Convention.

*(Meshing Styles continued on Page 25)*

**>>> CCC member, Allan Alsberg**, said he was worried at first about how a group effort building a modular show layout might look when they first began. "But by golly," says Allan, "when it was all put together, it turned out way better than we expected. We like to call it our traveling advertisement for the club."



(Meshing Styles continued from Page 24)

## SPECIFICATIONS >>>

Cedar Creek Central Railroad Club (CCC) modular HO Scale layout is 28x44. It includes two mainline tracks with Atlas Code 100 Track and Peco switches. There is a third track for switching and yard duties. It can also be used for a third mainline track. The Club uses NCE DCC for the layout so they can have multiple train operation.

When CCC was formed, the founders agreed everyone involved was there to have fun and enjoy the model railroading hobby. Therefore, everyone gets to model whatever they want. "There is nothing wrong with an intermodal train passing a 1930's steam train," states Mark.

This year, CCC members had to rebuild the show modules. "We built the original sections with overall weight in mind," Mark recounts, "using a wood frame with 2" foam insulation for the base. Unfortunately, the foam did not perform to our expectations. After a few months, the foam started to warp, causing issues with the track at the joints between modules."

During the summer, the group removed all the mainline tracks and rebuilt each module with a wooden channel under the tracks. This not only provides a solid base for the rail, but also a place through which to funnel all the electrical components: 110AC power, DCC Cab Bus and track power that run throughout the layout.

Very little damage was done to the existing scenery so it was repurposed and embellished with new items and action pieces. The popular Coca-Cola plant is expanding to accommodate a gas tank and added scenery.

Mark words, "This year, we added a *geezer gate*, a 2-foot section that swings into the layout. We have some *geezers* who are tired of being on their knees."

In 2010, CCC's layout won *Best of Show* from Mad City Model Railroad Show in Madison and *Best Improved* from Trainfest in 2009.

(Meshing Styles continued on Page 26)





(Meshing Styles continued from Page 25)

### VARIETY GALORE!

The CCC layout is so varied that there is something for almost every kind of enthusiast: an impressive junk yard, Victorian train station, military operation, busy downtown, and so much more! You can check out CCC's website at [web.mac.com/manz/CedarCreekCentral](http://web.mac.com/manz/CedarCreekCentral).

CCC hobbyist Allan Alsberg enjoys HO<sub>n3</sub> Narrow Gauge trains and likes the 50's era, so that is the theme and style for his CCC show module section. His module is independently powered, so there are always trains running somewhere on the layout.

Most buildings are kits but some, like the ones on Allan's section, are scratch built. Allan describes his updates for this year, "I am adding a mine this year but not sure what kind of mine it will be, leaning perhaps towards a gold mine. I will also be installing a sound system with Micromark Mine Blast explosion sound effects."

Mark also comments on his layout section, "I like to focus on things other layouts don't. I have two tower cranes busy helping build a structure on my module, streetcar tracks and many buses."

"I also enjoy Penn Central trains. There is nothing better than having four or five engines from different railroads, with all of them prototypically accurate."

Mark suggests tips on having successful shows, "Make changes! They can be subtle, even if it just is moving cars around. Also, add detail. Cars are only one aspect. Add a variety of trucks and buses."

As an experienced modeler, Mark shares these tips, "Unless you have a Plasticville building, it shouldn't look like plastic. Weather the building or give it a dull coat of varnish. Everyone has their own weathering techniques and desired effects. I recommend going overboard, then removing half of it."

Although CCC focuses on modeling, many members enjoy real trains and regularly visit local railroading hot-spots, which are also great idea sources.

