

Preserving Our Heritage, Building Our Future.



The Campaign for the SLHTS Archives

One of the reasons why I like the above photo and have authorized its use as a branding image for the Archives Campaign is that it aptly illustrates one invariable truism: *it takes a lot of people to build and sustain a railroad.*

Everyone, from the humblest Wiper to the titan President, had to work together to make the railroad successful. Without loyalty, teamwork, and dogged determination, the railroad we've all come to admire, study and model would have collapsed and vanished many years ago.

AN OPPORTUNITY BEFORE US

In an sense, the Soo Line Historical and Technical Society is like the railroad itself. So too, it will take a **lot** of people—*you and I, the membership of the SLHTS*—to build and sustain the new Archives the Society has established in Appleton.

The cumulation of many years of vision, effort and sacrifice, the new Archives presents a opportunity for the SLHTS to sustain itself well into the foreseeable future. For the first time, the entire archives collection, so carefully collected and curated over almost thirty years, has been united under one roof in a climate-controlled, safe environment that, in time, will allow it to be more fully accessed by scholars and aficionados interested in the history of the Soo Line Railroad and its associated companies.

David Leider, the Chairman of the Capital Campaign for the new Archives, explains elsewhere in this narrative why

you, as members of the SLHTS, should be foursquare behind this campaign. Suffice to say, like the railroad, this campaign, to be succesful and ultimately to sustain the Society and its magazine into the future, will require the membership of the SLHTS to ban together like never before and support this campaign in reaching its goal. The amount of money to be raised is relatively modest and is certainly reachable. But successfully reaching our goal is going to depend on **YOU**. This is not something that can delayed. The time to act is **NOW**. *Now is the time for us, the membership of the SLHTS, to demonstrate that loyalty, teamwork and determination that made the Soo Line a great railroad.*

As you read through this fund raising appeal, and special issue of *the SOO*, I hope that you'll come to some appreciation as to how critically important the new Archives is to sustaining the magazine and the SLHTS. It's my hope that you will support this capital campaign generously. If you should have additional questions about the new Archives or this capital gift campaign, I invite you contact me or David Leider, the campaign chairman.

Very Sincerely,

President
Soo Line Historical and Technical Society



This rather nondescript building at the corner of Locust and Marquette streets in Appleton, WI is the newly acquired home of the archives of the Soo Line Historical and Technical Society. It was originally built as an office for the Wisconsin Department of Motor Vehicles, and more recently, served as a day care center. For the first time in the archive's history, the entire collection has been united under one roof and in a climate-controlled environment—*Carson Wilder*.

Preserving Our Heritage, Building Our Future The Campaign for the SLHTS Archives

The Archives Capital Campaign has been established to collect funds for the retirement of the Society's mortgage and other purposes. We have a modest amount to raise, only \$210,000. We already have pledges for over \$40,000. *Included in this amount is \$32,000 from the SLHTS board of directors and Archive Committee members.* This puts us on our way toward meeting our goal.

WHY SHOULD I SUPPORT THE ARCHIVES?

Having our own facilities allows us to have all the Society's information in one, convenient place. Formerly it was spread out in member's basements and homes, as we did not have enough secure, climate controlled storage for such important items as photographs and original linen maps and drawings. With our own building, everything is within easy reach for the editor when he needs a photo or to check a fact, or for researchers interested in the Soo Line and its associated companies. For those of you that struggled to find things in the old storage lockers, this is a welcome relief (especially in winter when it got cold, not to mention it got dark early in December.)

We also are saving the cost of the three storage lockers we formerly had, as well as the space we rented to store the back issues of *the SOO*.

In addition to its use as an archive, the building has a board room where the Board of Directors holds their meetings. There is a separate room for our computer equipment, keeping it free from dust and allowing several people to work

in a quiet environment. There is also a separate room that will be used by researchers, right off the main entrance. Researchers will ask for and receive items without having them wandering throughout the collections.

Having our own climate controlled building gives us the ability to go to the Canadian National, Canadian Pacific or others and not only ask for material, but assure them that it will be cataloged and protected for the future. We have been willed collections in the past, a trend that is sure to continue with the aging of our membership. We can assure any donor that their collection will be available and safe for future researchers.

As the SLHTS, we do not catalogue non-Soo items. Our policy is to pass it on to their respective historical societies, as they do to us. Our role is not to become a historical museum, but rather a true archives.

One item that gets overlooked is the fact that since we own the building, it is, in effect, an appreciating asset. Although we have to pay for upkeep, maintenance and related costs, the building belongs to the Society. If at some point down the road conditions warrant it, the building can be sold and the money used to maintain the archives via some other arrangement.

In conclusion, the archives play a pivotal role in the society. Archivist Larry Easton explains that *the SOO*, the quarterly magazine, drives the society. Without a good quality magazine, people would lose interest and the society would decline. Alternatively, the archives supports the magazine.

Without its extensive collection of documents and photos, the magazine would suffer for lack of material to support the articles.

I hope we have made our case. We own a building. A very valuable tool. *Now it is up to you to do your part and contribute what you can.*

THE CAPITAL GIFT CAMPAIGN

The Archives Capital Campaign Committee is asking for your support to pay off our mortgage, replenish a portion of the societies' cash reserve and other archives related expenses. To make it easy, the payments can be spread out over three years, payable annually or semiannually. Of course lump sums are much appreciated. The Society can also accept gifts of stock, land and the donation of services in-kind.

WHERE THE MONEY WILL GO?

As we said, we own the building, but we had to secure a mortgage. We also had several major renovation projects that had to be completed before we could move in, including a new roof and carpeting.

The expenses, along with future costs are detailed below:

Paying off balance of mortgage:.....	\$70,000
New Roof	\$24,000
Media Storage/Digital Upgrades:.....	\$25,000
Archives shelving/equipment and office/board room furniture:.....	\$20,000
Landscape & Driveway Replacement	\$10,000
Soo Line Engineering Dept. Drawings/Special cabinetry:.....	\$10,000
ADA Compliant Public Restrooms:	\$8,000
HVAC Improvements:	\$7,000
TECC Security System:.....	\$3,000
Campaign Expenses:	\$2,000
Three Years Operating Expenses (F.Y. 2008-2010).....	\$20,000
Contingency:.....	\$11,000

TOTAL: \$210,000

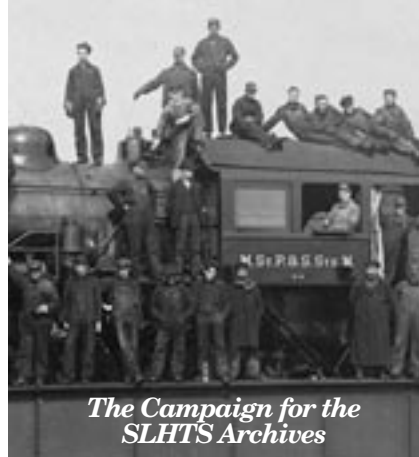
This may seem to be a lengthy list, but some items can be deferred for some time, if necessary. Other projects can be accomplished with volunteer labor and donated materials, saving the society a considerable sum. As an example, much of the work of demolishing the knee walls and ripping out the old carpeting was done by volunteers, as was the painting.

With everyone pitching in, whether a member of the Society or not, we can achieve our goal! Please be generous! —*David Leider, Campaign Chairman*



Members of the Appleton Fire Department install the Knox Key Box next to main entrance of archives building in March of 2008. In the event the building's security system signals an emergency, members of the Appleton police and fire department can gain entrance to archives by using a special key to gain entrance to the Knox Box and accessing the archives door key in it. Creating a secure environment against theft, fire or water damage to protect the collections was a top goal of the Archives Committee —*Larry Easton*.

Preserving Our Heritage, Building Our Future.



In support of the Soo Line Historical and Technical Society's Capital Gift Campaign, and in consideration of the gifts of others, I/we subscribe the sum of:

_____ Dollars (\$_____)

To be paid: Annually Semi-annually Quarterly
Or as follows: _____

Payment to start: _____

Signed: _____ Date: _____

Name: _____

Address: _____

City: _____ State: _____ Zip or Postal Code: _____

Please make payments to the Soo Line Historical and Technical Society.

Total Pledged: \$ _____	2008: \$ _____
Paid Herewith: \$ _____	2009: \$ _____
Balance: \$ _____	2010: \$ _____

This gift is tax deductible as provided by law.



Picking up orders at Marshfield, WI—Larry Miskkar

Please detach this pledge card, fill it out and mail it in a business-size envelope to:

C. David Pulse
Treasurer
39105 Fishermans Ln.
Chassell, MI.
49916-9236

Checks should be made out to the Soo Line Historical and Technical Society.
All donations are tax deductible as allowed by law.