

A Quest Completed



Effective July 1, 2021, Jim Alexander has retired as a TCA IT Consultant. Although we will be sad to see him retire, it is much-deserved. Jim started his relationship with TCA in July 2004, and has been dedicated to TCA's IT Department for 17 years. Jim has been a tremendous asset to TCA!

In 2004, Jim had been working with former TCA Operations Manager, John Luppino, at the Railroad Museum of Pennsylvania. Jim had started their website and was managing their IT programs. John approached Jim and asked him if he would be interested in creating a new site for the National Toy Train Museum. Jim's initial task would be to evaluate what TCA already had on the web specifically to work with staff and key officials to produce coordinated content for the new website. With the Board of Directors approval, Jim was hired!

Over time, Jim's role expanded to include managing TCA's other sites, coordinating information flow, helping build TCA's internal and contracted IT systems, managing the eblast system as an effective outreach, dealing with

vendors, implementing the online voting program, helping with the sales of an impressive array of Convention and Member-Only cars, and laying out the TCA *e*Train* and assisting its editors in producing its issues.

Jim has been instrumental the last seventeen years in rebuilding TCA's websites and other internal systems several times to stay abreast of changing needs. Jim recently said, "Technology does not stand still and it is encouraging that TCA is ready for even more enhancements. TCA has an amazing amount of information about the toy train hobby, which is in constant need of the latest means of communication to both its members and the public. Since my earlier background involved large-scale organizational management as well as IT systems, I endeavored to bring to my TCA role a broad view of purpose and direction."

Jim also mentions that one of the most rewarding aspects of his role has been to work with the TCA staff and leaders in a journey of growth and development!

Jim has personally made my IT experience with TCA enjoyable. Jim has always been willing to guide and teach me anything I needed to learn, and I am grateful. One of the biggest assets that Jim brought to the organization is if he does not have the answer or resolution, he will work until he does.

One of the fondest memories I have while working with Jim is when he invited me to have a "private" tour of the Railroad Museum of Pennsylvania in Strasburg, Pennsylvania. Jim was the IT Consultant at the Museum for many years and invited me to a backstage tour. He was able to take me into nonpublic areas and show me everything that goes on in the Museum. He was a wealth of knowledge and I thoroughly enjoyed it!

Please join me in thanking Jim for his dedication to TCA for the last 17 years—we wish him well in his retirement! Farewell, Jim!

Tammy J. Hersh
Tammy Hersh
Business Office Manager

**The heights ... reached and kept
Were not attained by sudden flight,
But they, while their companions slept,
Were toiling upward in the night.**

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- JIM ALEXANDER

excerpt from
**“The Ladder of
Saint Augustine”**

**by Henry Wadsworth
Longfellow**