

2010 NRHSA Show

Produced in partnership with Hobby Merchandiser.

by Dennis McFarlane

The NRHSA Show has always been the show that dealers look forward to. The great location of Las Vegas along with the ability for dealers to talk one-on-one with manufacturer and dealer representatives make it a hard-to-beat show format.

Spring is also an ideal time of the year for the show. May is the month when many dealers adjust their inventory from indoor activities like model railroading to outdoor activities, such as radio control cars and airplanes. With so many new radio-control products on display at the show, wise dealers can plan their inventory for the summer. At the same time, feedback can be offered to the many railroad vendors regarding what products consumers responded well to and what products didn't perform as expected over the past winter. This is valuable information that manufacturers can use to plan next season's releases.

Although this is the show where dealers get a chance to drive and fly the new radio control products they've been hearing so much about, this is not a radio control-only show. Model railroading manufacturers and distributors abound. Plastic kits, slot cars and many other products like craft and hobby tools are always well represented.

There wasn't one lone change that made the 2010 show such a success; a lot of little things seemed to have a positive effect on the show. The economic strains of the previous few years seem to be easing, something that helped the amount of business that was done at the show.



The show floor was always active.

Unlike recent years, there seemed to be more manufacturer representatives participating in a social environment with the dealers during post show hours. It is often said that more deals are made over a cup of coffee than during the day at the office, and this was evident throughout this year's exposition.

The NRHSA Board of Directors and partner Hobby Merchandiser were under a bit of pressure to update the show in 2010, and they did a magnificent job. The show-closing pool party, sponsored by Bachmann Trains, was well attended. This was a great idea, since the NRHSA organization has often been referred to as a family. The pool party offered a nice opportunity for friends to say goodbye until the next show brings everyone back together again.

The 2010 NRHSA Show was a well planned, well attended event in a great city that was rewarding for all those who were there. Hobby dealers everywhere could benefit by attending the annual NRHSA Show. **HM**



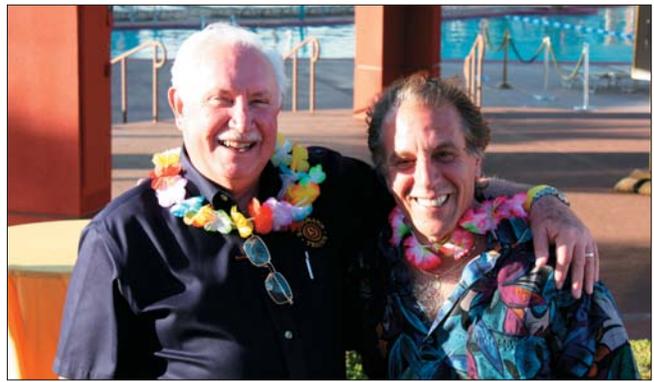
Empire Hobby/Hyprion has added high performance sailing yachts to its line of R/C products.



Ace's Rocky McCarter flips the prop on his company's 40% Katanna during the flying demonstrations.



John Redman, Horizon Hobby, demo'd his company's new electric all-foam park size Extra for the spectators.



Long time friends, Bachmann President Bud Reese and Show Director Rob Gherman share a warm smile.



LVRC added a new R/C track to its available facilities and it was put to good use during the car demos as seen by Associated's SC-S making a high jump.



Venom's new electric King of Shaves P1, 35" scale racing boat, is officially licensed by King of Shaves® and accurately replicates the 2007-2008 King of Shaves® Championship winning P1 Powerboat.



Traxxas has updated its Villian with new brushless running gear and the boat is now a real performer.



During the Dealer to Dealer seminar Walt Throne asks an attendee; "Why aren't you a NRHSA member?"



Hobbico had a huge display of the company's many product lines including Estes Rockets as shown here.



It takes a whole lot of people, all working together, to put on a show like this every year.



LVRC President Tom Brandt, left, gets a big "thank you" from NRHSA's Cindy McFarlane and Art Schaefer.



Hornby's Sales Representative Justine Brooke, proudly shows off his company's new Airfix product line.



Woodland Scenics' Kelly McDaniel offers a big smile for the camera as she talks about their new products.



Rock crawling continues to gain in popularity as demonstrated by two Traxxas Summits climbing bricks.



Las Vegas Railroad Club set up an impressive display that was in continuous operation the entire show.



Ed Rogala is the HMA liaison to NRHSA and offered a few appropriate remarks during the show mixer.



Carrera Had a nice track set up allowing show attendees the opportunity to "drive" the company's slot cars.



Walthers Vice President of Sales Kevin Copsey, was on hand to answer any railroad related questions asked.