January 10, 2018 Meeting

The January 10, 2018 Waterloo Technical Society (WTS) meeting was called to order by Vice President James Stevenson at 7:25 pm. President Dorhout was absent due to recent hip surgery. Vice President Stevenson noted that this was the fourth meeting of the 104th year of the Society.

A total of 28 members and guests attended.

Treasurer's Report. Ken Friend reported a beginning balance of $845.17. Income of $70.00 from 7 memberships with expenses of $20.00 for the November speaker's meal leaves a new balance of $895.17. Treasurer Friend's report stated a total of 9 honorary and 40 paid members yielding a membership roster of 49 members.

Current Officers. The 2017-2018 officers for the 104th WTS year:

Officers for the 2017-2018 year (year 104) are:

President:	Gary Dorhout
Co-Vice Presidents:	Jerry Mohling and James Stevenson
Treasurer:	Kenneth Friend & Paul Anderson
Dinner Reservations:	Derek Eagles & Steve Lang
Secretary:	James Stevenson
Publicity/Recognition:	Todd Whiting
Auditing:	Bill Mitchell & Jim Garrett
Nominating Committee:	Open
Web Site:	Tim Schoenfelder

Old Business. President Dorhout reviewed the topics presented in the past year. The dates, speaker and topics for the 104th WTS were:

Speakers for the 2017-2018 Meeting Year (Year 104)

13 Sep 2017 – William Close—Mega Sculptures
11 Oct 2017 – Dr. Bert Schou– Not Your Grandfather's Farm
8 Nov 2017 – Cody Wilkinson – Large Seeding and Tillage Equipment
13 Dec 2017 – No Meeting
10 Jan 2018 – Susan Card—Jerald Sulky Company

New Business. No new business was discussed.

Guest Speaker. Jerald Sulky Company History. Samuel Jerald, great grandfather of Susan Card, founded the Jerald Sulky Company in 1898 in Osage Iowa and relocated the company to Waterloo in 1901. Samuel developed a reputation as one of the top craftsmen in the horse drawn vehicle business. The company was known for being one of the most progressive in the industry utilizing the latest in materials and pioneering many of the improvements in the marketplace. It has been building the world's finest performance horse drawn carriages since 1898 that are sold all over the world.

Speaker. Susan Card, Samuel Jerald (founder of Jerald Sulky Company in 1898), great granddaughter on her Mother's side. Her Father (Bill Card) came back to the area in 1957 to run the company at the time of Samuel's

son Stanley's untimely death from a brain tumor. He ran it until it was sold to an outside party in 2004. Susan's Dad passed away in March of 2006.

Susan grew up in Cedar Falls, but left to attend the University of Denver in 1976. She had a career in Finance and accounting and came back to the Cedar Falls in 2013. Susan shared her memories of the Jerald Silky Company and what they are doing today. She enjoys traveling, walking, biking outside with friends, theater and cultural events, reading and gardening.

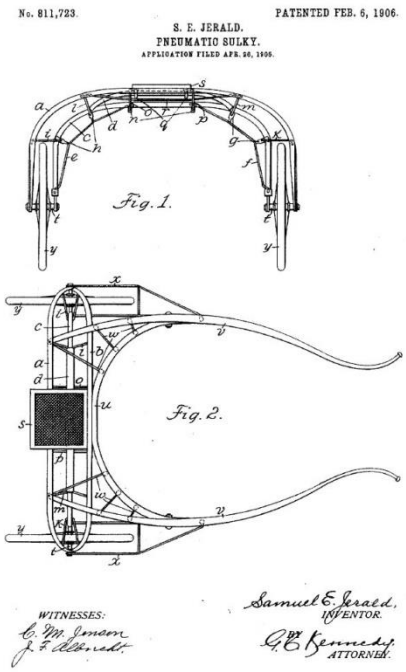


S. E. Jerald, Sr.

Jerald Sulky in History. In the late 1800's Samuel E. Jerald, Sr. was a talented craftsman in Osage, Iowa with the need for speed. After making his own fine carriage others asked to have Samuel make more, and before long Samuel developed a reputation as one of the top craftsmen in the horse drawn vehicle business. A few years later Samuel built his first race sulky, thereby founding the Jerald Sulky Company. The company was relocated to Waterloo in 1901 to access the growing industrial town's transportation, utilities, and workforce. Soon the business was known for being one of the most progressive in the industry utilizing the latest in materials and pioneering many of the improvements in the marketplace.



Sulky frame with pneumatic tires



Jerald Sulky Patent, February 6, 1906.

During the early days of sulky manufacturing and the early peak of the race business there were over a dozen sulky manufacturers, but with the introduction of the automobile, World War I, and the stock market crash of 1929 only two survived. Later, during World War II when raw materials were scarce and all efforts were dedicated to the effort, the Jerald Sulky Company retooled to manufacture thousands of field ambulance carriers, also known as "litter carriers" throughout the war.



Litter carrier in WWII.



Stanley E. Jerald

Later the company was handed down to Stanley E. Jerald who enjoyed a post-war boom with abundant materials and horseman hungry for vehicles not available during the war. This time period also brought inventions such as the mechanical starting gate and business changes such as pari-mutuel wagering all of which further fueled the business. Additionally Stanley branched out to develop modern versions of classical designs for use by the middle and upper class equestrian again showing interest in show horses thereby bringing into production vehicles still popular today such as the Fine Harness Buggy, the Devon Viceroy, and the Show Pleasure Cart.

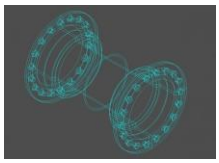


Male employees in the 1920's. Also 5 female who packaged the sulkys for shipment.



Continuing successes brought ongoing national and international recognition to the company, including near complete dominance of both the race and show industries. Jerald Sulky products have been seen in almost every kind of media, driven by beginners and celebrities alike, have been featured several times on the cover of Sports Illustrated, have been on the cover of trade magazines hundreds of times, and were even featured on a US Postage Stamp. Further, in 1996 Jerald Sulky was inducted into the Iowa Harness Racing Hall of Fame.

Although after 108 years in family hands the company moved forward with new ownership, the legacy of The Jerald Sulky Company remains in the care of true horsemen with genuine product passion and drive. Today the company is revitalized with modern engineering principles woven into the history of nearly 120 years contiguous experience. The talented team of craftsmen building Jerald Sulky Company's line of performance vehicles ranges from brand new apprentices to senior craftsmen with nearly 50 years experience at Jerald Sulky.



New products are in continual development. Modern updates include a new Super J+ all stainless steel undercarriage jog cart, improved chrome and paint processes, and refined modern textiles. Continual less visible refinements are always underway in order to make the vehicles even better such as the recent redesign of the open-wheel hub with modern sealed bearings and milled-shoulder spacers for easy field service. Further product and brand extensions include items such as the Victory Lap Competition Shine Detailer.

To view a video of the company and use of its product, visit this link https:/youtu.be/gzxlrUwo3lk

Next Meeting. The next meeting will be February 14, 2018, speaker to be announced.

Meeting adjourned at 8:45 pm.

Respectfully submitted,

James R. Stevenson, Vice President and Secretary

These minutes were largely taken from the public website http://jeraldsulky.com/about/.