



The mission of the National Association of Automobile Museums (NAAM) is to be a professional center of excellence for the support, promotion, and education of automobile museums and affiliated organizations

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THE JUSTICE BROTHERS RACING MUSEUM AND PRIVATE COLLECTION

By Jim McGowan



The Justice Brothers Museum is headquartered in this modern building along the old Route 66 in Duarte, CA. It's a super collection of automotive history and a great way to spend a few hours on the "Mother Road".

Most people think of auto museums as a rest home for exotic, classic or specialty cars and trucks; beautifully restored, and quarter mile long, Thirties era V-12 Cadillacs, Duesenberg Phaetons, sleek Bugattis, etc. And many times they are correct. But not always! With a little research you'll find there are a few auto museums that specialize in American classics of another ilk. Race cars! That's right; race cars have as much right to be awarded classic or milestone status as any other vehicle. Exquisite American craftsmanship and engineering prowess produced racing works of art to equal the European masters. It takes a certain vision to fully appreciate and collect these icons of early American oval track racing, and the Justice Brothers had that vision for many years.



The museum entry contains many beautifully restored race cars, lots of automobilia, and a Justice Brothers sponsored Pitts racing bi-plane hanging from the ceiling. Interesting, you bet!

It wasn't long after the Justice Brothers started their additive company that they realized that sponsoring race cars was the best way for them to promote their business. Being gearheads all their lives, the three brothers Ed, Zeke and Gus grew up building and racing midgets in their hometown of Paola, Kansas. In 1950 Justice Brothers sponsored the Frank Kurtis Indianapolis 500 entry driven by Johnnie Parsons, which won the race. This was a major Justice Brothers victory, which was quickly followed by a second victory in NASCAR's inaugural Southern 500 mile race at the then new Super Speedway, Darlington Raceway. Winning on Sunday sold products on Monday!

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This is a 1939 Offy-powered Kurtis, which incorporates the body "diapered" around the chassis. This is the first Kurtis Kraft racer designed and built by Frank Kurtis, and it was driven by Charlie Allen. Number 23, it also appeared in 1949 movie "The Big Wheel" starring Mickey Rooney.

Little did they know it at the time, but this passion for racing would eventually lead to the opening of the Justice Brothers Racing Museum and Private Collection in Duarte, California. Founded in 1985, and situated on Route 66, America's famous "Mother Road", the museum is housed in three buildings and cared for by President and CEO Ed Justice, Jr. The collection includes an impressive array of over 120 beautifully restored and original early race cars, vintage drag racers, street rods, movie cars, classics and historic automobilia. But primarily, the museum contains beautifully restored and original race cars from the last 80 years.

There is no admission charge, and the museum is open weekdays from 8 AM to 5 PM. This is a display of American racing history second to none. Car club tours can be arranged by appointment. So if you find yourself cruising historic Route 66, or if you just want a great automotive outing, stop in at the museum and experience this awesome collection for yourself. When you do, the next time someone mentions classic or antique cars, you'll have a completely different vision.

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2734 Huntington Drive
Duarte, CA 91010
Ph: 626-359-9174
Fx: 626-357-2550
www.justicebrothers.com



This Edmunds chassis "Chevy II Special" is a perfect example of how the midget racer evolved in the Sixties. The number 6 car on the right is a Kurtis Kraft, Offy-powered offset driver, one of only six built.



This rare 1930's Indy racecar is the Smith Master Valve Special. The car features a 1928 motor, with a patented rotary valve head, and was built by Harry Lewis. This car never made it to the "Brick Yard", but exceeded 100 MPH for 35 miles at another race, which was quite a feat back in the day.

Photos courtesy of Justice Brothers Racing Museum and Private Collection.

And lastly, remember to mark your calendars for our next conference:

2012 Annual Conference
Auburn Cord Duesenberg Museum
Auburn, Indiana
Tuesday-Friday, May 15-18, 2011



2012 Annual Conference
Auburn Cord Duesenberg Museum
Auburn, Indiana
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president's message

Jackie Frady



Leadership

I've always been a life-long learner, which is why I appreciate NAAM conferences and networking opportunities; and it is evident that many of our members fall into this same category. Of course, learning is not only about new ideas and experiences; it can be a refresher course as well.

As a member of the American Business Women's Association (ABWA), I recently attended the 2011 National Women's Leadership Conference and participated in an ABWA-KU MBA Essentials program led by professors from the University of Kansas, School of Business. This four-year program was developed to give ABWA members a more rigorous learning experience that exposes them to graduate-level coursework. Subjects included Decision Making in an Uncertain Environment, Leading and Communicating with Integrity, and Marketing Management.

I was inspired by the session on Leading and Communicating with Integrity. The professor focused on ethics and core principles, and explained that many of the values that have served mankind for centuries apply today, the Four Cardinal Virtues dating back to Greek philosophers. These are the four behaviors that are essential in all leaders and found in all great leaders.

The ideas are deeply rooted in history and mirror the principles of our work that is guided by ethical standards and integrity and is focused on history and interpretation.

Four Cardinal Virtues – The Ethics of Leadership

1. Prudence – Know reality. Know the truth. Know that reality may not be right.

Prudence is correct knowledge of things to be done or avoided. Prudence requires three mental actions: taking counsel carefully with ourselves and others, judging correctly from the evidence at hand, and directing the rest of our activity based on the norms we have established.

2. Justice – Give each person his proper due.

Justice is our constant and permanent determination to give everyone his or her rightful due. Justice is a habitual inclination of the will. The rights due to others are whatever belongs to a person as an individual as distinct from ourselves.

3. Temperance – Be undeterred by emotion in our endeavors.

Temperance is the virtue that moderates the desire for pleasure. It regulates every form of enjoyment that comes from the exercise of human volition, and includes all those virtues, especially humility, that restrains the inordinate movements of our desires or appetites.

4. Fortitude – Be undeterred by personal appetites.

The virtue of fortitude, or courage, is firmness of spirit, steadiness of will in doing well despite obstacles in the performance of our daily duty. It suppresses inordinate fear and curbs recklessness. Because fortitude also moderates rashness, it is the special virtue of pioneers in any field.

As the professor explained, we can read dozens of books on leadership, but all the insights and advice could be distilled and summarized in these four virtues.

Planning

Take time to make your plans carefully. Make haste in their execution.

- Plan without Constraints: Do not be constrained in your planning meetings and do not begin the process by starting with the discussion of constraints and problems. Constraints are positions and situations that get in the way of what you want or need to do.
- Discuss the End First: Effective communications can best be achieved by talking about the end first, then work backwards. Begin by asking, "What is the end result we want or need to achieve?"
- Identify Common Interests: Good leaders find common interests, maintain the dignity of those involved, and include the organization's mission or creed in the planning process.
- Plan around what is Known: Be sure to plan around what is known rather than the unknown. When the unknowns arise, simply adapt your plan rather than changing it.
- Execution is Flexible: Remain flexible, but always remain informed by the plan.
- Simple and Effective: Most things "good" are fairly simple. If the plans and execution are too complicated, they're probably wrong.

Hopefully, there is something in this information that will cause you to pause and think about your leadership goals, whether you have an opportunity to lead a special project or an entire organization.

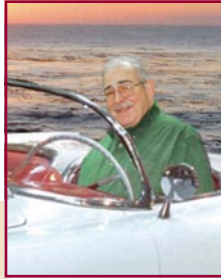
Schedule time on your calendar or "to do" list to periodically evaluate your own performance, the overriding goals you wish to achieve and your leadership skills and effectiveness. Take time to give yourself well-earned pats on the back and to take the personal actions necessary to ensure you remain on a positive and rewarding career path.

Jackie Frady
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The Harrah Collection
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from the editor...

Gary Pelger



Considering that I am still working with a damaged computer following a lightning strike during a September storm; I apologize if I missed one of your email submissions. This computer was down for over two weeks in September so I may have missed something. By our next issue in the winter of 2012 I will be working on a brand new computer that I've put off installation of until I completed this issue. Please continue contacting me at the information below.

Please continue to write. Have your information sent in for the winter 2012 issue by January 15, 2012. Deadlines for each NAAM News issue are as follows:

- Winter issue: January 15
- Spring issue: April 15
- Summer issue: July 15
- Fall issue: October 15

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Address Change? Membership questions?

If your address has changed, please complete this form and mail or email membership coordinator Lisa Panko at the National Automobile Museum (the Harrah Collection) at 10 S. Lake Street, Reno, Nevada 89501-1558. Email: lpanko@automuseum.org.

Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

museum store product and selection

Marcia Doell



Developing a Financial Roadmap of a Museum Store

Reading a roadmap for a trip across state or across the country, one must first decode the map's legend, determine what the symbols mean and follow the rules of the road. One must also calculate the best route depending on specific variables such as amount of time to travel and money available to traverse the distance in fuel. Once on the road, remaining flexible, adapting to unexpected situations, such as a detour, bridge out or other road calamities is also important. My on-the-road scenario of reading the signs, making calculations, and remaining flexible could also apply to creating and following a *financial* roadmap for your museum store. The same aptitudes apply.

Why do museums offer retail venues to their visitors anyway? Most of us can remember going to museums where they simply didn't exist. An attitudinal change has evolved over the years whereby advancing mission with related products for visitors to purchase became an educational outreach approach, not to mention, providing important operational revenues to the bottom line. These two motivations, educational outreach and brand recognition, and generating revenues explains the popularity and necessity of museum retail venues today. Once you understand the *why* of your road trip, that is developing a financial roadmap for your museum store, it becomes a matter of learning the signs on the road before you.

How visitors relate to museum stores will often determine its performance. Do visitors see the store as only a shopping opportunity, or do they see the larger picture—the museum store as an extension of the collection, the exhibits, and the *story* of the museum? Successful museum stores use space, merchandises product, and convey connectiveness— explicitly *designing* the store's look and ambiance— to compliment the visitor's museum experience. Visitors become customers when they realize that they have an opportunity to take home something sourced from the museum's actual exhibitry. This is called add-on-value of an item and usually results in a purchase. Visitor reactions and behaviors to your store's space and product mix and how many visitors actually buy is called, capture rate. These are important gauges to read on your path to financial success.

What specific data do you need to successfully traverse the landscape of museum retail? The Museum Store Association, the national association of museum store professionals, has resources that clearly identify the types of data and records one needs to evaluate retail performance in this niche market. They include: gross sales, cost-of-goods, net sales, percent gross margin, attendance, net sales per visitor, gross sales per visitor, inventory at cost, the number of transactions, average sale size, and capture rate. Set up a worksheet with these components and dutifully

maintain this data per month, per year. In addition, you may want to track sales per product category to evaluate sell-through and store placement options. Once this specific data is compiled; evaluate it. Armed with past performance, one can wisely proceed with making financial decisions about future purchasing, develop timely promotions, conduct merchandise change-outs, and consider product development projects. This data forms the various individual highways, streets, and avenues that point you in the right (informed) direction.

It's important to say here that communication with one's financial officer(s) is crucial to the success of following one's financial roadmap. Know what the aesthetic and financial expectations for the museum store are from leadership. Are these expectations reasonable and attainable? Keep administration informed about store products, promotions, long-range goals, and achievements and foster positive two-way communication lines. Seek input and cooperation from other museum departments on product mix, store events, or other unifying efforts to generate sales. Museum stores are uniquely different from other commercial endeavors and this distinction requires a clear definition from its design to the bottom line. Determining one's destination or goal is part of successfully making it happen.

In these challenging economic times, museums and museum stores are feeling the strain of lower admissions and fewer sales. These are the speed bumps and unexpected detours on your financial journey. Often in tough times, financial rewards are derived from the most unexpected places. This is not to say, one should sit around and wait for lightning to strike, but rather make your own lightning—innovate and think-out-of-the-box to continue to generate revenues. Challenges require flexibility and adaptability, but go the extra mile.

Except for the legend, Daniel Boone, there are no natural pathfinders these days—everyone needs to look at a map sometime to find their way. Identify the signs for turning visitors into customers, make your calculations to improve this ratio, and know your bottom line destination. A financial roadmap comprised of these important determinations moves you closer to the sunny location called, *Revenue*.

Marcia Doell
September, 2011
Museum Store Product Manager
Auburn Cord Duesenberg Automobile Museum

naam website

Attention Members...Randall (Rand) Shinn, our website developer would like members, new and old, to provide any information required to be included on the NAAM website www.naam.museum to Randall Shinn, 685 Windy Hill, Hamilton, OH 45013-3666 or email Rand at rhshinn@iac.net.

museum member tidbits...

all the news that's fit to print!

Let us know what's happening at your museum. Call, write, or email Gary Pelger (gpelger@sssnet.com) with your latest news.

STUDEBAKER NATIONAL MUSEUM (*South Bend, Indiana*)

Becky Bonham sent the following sad news:

In Memoriam: A Tribute to Peggy Soderberg



It was with great sadness that the Studebaker world learned of Peggy Soderberg's passing on Sunday, September 18, after a courageous battle with cancer. Peggy was the Studebaker National Museum's Assistant Director, and was known to many NAAM members through her work on the NAAM Conference in South Bend in 2006.

In addition to her work at the Museum, Peggy truly fulfilled the Studebaker motto of "giving more than you promised." She was an active Rotarian and the first female District Governor for the Rotary Clubs of Indiana and was a multiple Paul Harris Fellow. Peggy was also a past Board President for the LaSalle Council of Boy Scouts of America, a Board Chair of the St. Joseph County Chapter of the American Red Cross, the Opening Ceremonies Coordinator for the International Summer Special Olympic Games in South Bend, and an active member of South Bend's First United Methodist Church.

Her upbeat personality and ever-present smile will be missed. Peggy always kept a positive outlook and inspired others to do the same. The staff and the board truly appreciate the many kind condolences received and ask you to keep her family and friends in your thoughts and prayers.

In Peggy's memory, the Board of Trustees has established the Peggy Soderberg Education Fund. It will be used to promote activities for children, to build a Museum restoration program, to benefit the Museum collection, and to promote the automobile hobby into the future.

Peggy's passing leaves a huge void in our hearts and she will be sorely missed by the entire staff at the Studebaker National Museum.

PATEE HOUSE MUSEUM (*St. Joseph, Missouri*) Gary Chilcote, Museum Director and Pony Express Mail editor writes: A rare set of decorative double doors remained hidden on the west front of Patee House for more than 100 years. Acting on a hunch, museum staff this summer removed the wooden cover and found the damaged, but still intact doors as they were 150 years ago. The doors do not appear to have ever been used, even back in Pony Express days. Inside, the doors would have opened into the museum's photography studio. Restoration work included having circular millwork replicated to replace portions that were ripped away when the doors were covered.

These doors on the west front of Patee House Museum were found and restored this summer after being covered with wainscoting since the 1858 hotel was converted into a shirt factory in 1885. Museum staff restored them to their original maroon color during restoration this summer. The museum is also preparing to replace 184 of the 265 windows in the four-story National Historic Landmark.



The fully restored Doors as they now appear.

NATIONAL AUTOMOBILE MUSEUM, The Harrah Collection (*Reno, Nevada*) The June 2011 issue of *Precious Metal* included an article on free admissions for "Bigs" and "Littles" The museum reached out to Big Brothers Big Sisters and is offering free admission to the volunteers and the boys and girls they mentor. "Bigs" simply check-in at the Admissions Desk upon arrival and indicate they are a Big Brother or Big Sister visiting with their "Little." The museum continues to support the mission of BBBS which is to help children reach their potential through professionally supported one-to-one mentoring relationships with measurable impact. Mentors are asked to see their "Littles" each week for at least one year, and they are welcome to visit the museum as often as they like.

The museum also offers "\$2 Tuesdays" for seniors. Every Tuesday admission to seniors is only \$2, a savings of \$6 per person. To receive the discount, seniors (62 and older) simply show their ID to verify they are residents of Northern Nevada. They will enjoy new exhibits, the museum collection, a theatre presentation, audio tours in English and Spanish, and much more.

And, lastly, area residents, through December 31, 2011 can enjoy two admissions for the price of one. To receive this discount visitors simply show their ID to verify they are residents of Northern Nevada.

THE NATIONAL CORVETTE MUSEUM (*Bowling Green, Kentucky*) Jackie Utzler announced the following driver training course at the museum scheduled in early October:

What?

The National Corvette Museum now offers a series of drivers' education courses to help teens and adults become safer drivers. Each course is tailored to a specific audience.

Pre-Drivers' Course

This FREE course is for students working towards their driver's permit. It will cover basic driving techniques and maneuvering, permit test related information, introduction to driving hazards, the dangers of texting and drinking while driving, and learning to read a map! This course involves classrooms sessions, driving simulators, and an outdoor DUI autocross demonstration. The course is five hours in length and includes a lunch break and rest breaks.

New Driver Development Course

This FREE course is for permit holders and newly licensed drivers. It will cover driving techniques such as parallel parking, city and rural driving hazards, adverse weather conditions, two wheel drop off recovery and the dangers of texting and drinking while driving, just to name a few! There will also be a car care session where students will learn to change a flat tire, check oil and other fluids. This course involves classroom sessions, driving simulators, and an outdoor DUI autocross demonstration. The course is five hours in length and includes a lunch break and rest breaks.

Who?

Pre-Drivers: Teens age 14-15

New Drivers: Teens age 16 and up with a permit or driver's license

Cost?

FREE! A 30 minute lunch break will be taken during the course. Students may bring a sack lunch, or lunch may be purchased from the on-site Corvette Cafe.



For more information on the driving simulators, go to: www.corvettemuseum.org/simulators

Questions?

Contact Jackie Utzler

270-467-8852 | 270-781-7973 x152

or jackie@corvettemuseum.org

PETERSEN AUTOMOTIVE MUSEUM (*Los Angeles, California*)
Chris Brown, Marketing Manager, announced the following exhibitions and events:

Phil Hill: The Life of a Legend, September through November 27, in the Bruce Meyer Gallery. Few motorsports icons command greater respect than Phil Hill, but his accomplishments did not stop with winning auto races. In addition to being the world's first and only American-born Formula 1 champion, he was a student of automobile history, an accomplished mechanic, a classic car restorer, a skilled photographer, and a family man. Created in collaboration with Phil's son Derek, the Petersen Automotive Museum's Phil Hill tribute exhibition will take a revealing look into the life and work of this racing legend interpreted through artifacts ranging from the vehicles he raced to the clothes he wore.

The Artwork of Peter Miller opens November 12 on the Art Wall: This exhibition will feature original illustrations of satirical cartoonist Pete Millar, best known for his hot rod and drag racing comics of the 1950s and 1960s. Originally an engineer before changing careers, Millar created Rod and Custom's famous cartoon mascot, Arin Cee, and oversaw the creation and development of CARtoons Magazine and Drag Cartoons, publications that are now highly collectible.

Garage Sale and Swap Meet, Saturday, December 3 beginning at 9:00 AM: Now is your chance to buy some of the vehicles, props, parts, store products and duplicate literature that are no longer needed here at the Museum. Museum members will also have booths set up to sell items and vehicles from their personal collections as well. Find that missing part for your exotic, classic, or muscle car or motorcycle, buy a Christmas gift for the auto enthusiast in your life, or purchase a restoration project, or drive home in the car of your dreams! While you are here, learn how to properly detail your car at the Griot's Garage car care seminars going on all day! Griot's garage is the Official Car Care Product Provider of the Petersen Automotive Museum.

New Car Showroom: 1941 Cadillac, now through March 4, 2012: The Petersen Automotive Museum's prewar new car showroom exhibit currently features the 1941 Cadillac. A pivotal year for the prestige car manufacturer, 1941 was the year that Cadillac introduced luxury features such as the fully automatic transmission and air conditioning. It was also the year that Cadillac introduced its now famous egg-crate grille design, a styling feature still in use today.

WILLS SAINTE CLAIRE AUTOMOBILE MUSEUM (*Marysville, Michigan*) Terry Ernest, Director, writes: We are excited to be celebrating the Wills Sainte Claire Museum's 10th anniversary. In 2001, Pat and Richard Donahey donated their industrial building in Marysville (on Wills Street) to begin the Museum dedicated to preserving the history of C. Harold Wills and the Wills Sainte Claire Automobile.

Sally (Wills) Achatz, C. Harold Wills' granddaughter, planned a fun get together and fundraiser on October 15, 2011 at the Museum.

There were a lot of exciting things happening at the Roarin' 20's extravaganza, including the unveiling of Paul Pawlosky's freshly restored Wills T-6 Roadster, and much more.

LEMAY AMERICA'S CAR MUSEUM (*Tacoma, Washington*)
Names 1927 LaSalle 'Guest of Honor' at 'Hard Hat & High Heels' Party, last Sept. 24.



Lots happened in 1927: Babe Ruth hit 60 homers, "Silent" Calvin Coolidge was quietly running the White House and prohibition was in full swing. Also, a verbose 1927 LaSalle 303 Roadster, conceived by flamboyant GM Design Chief Harley Earle, strolled off the assembly line. More aggressive and stylish than its cousin, the Cadillac, the LaSalle helped launch modern American automotive styling. Some 84 years later, the same LaSalle is in the news again, having been named "guest of honor" at America's Car Museum (ACM) "Hard Hat & High Heels" preview party, Sept. 24 at the museum's four-level, 165,000-sq.-ft., facility in Tacoma.

In this exclusive interview conducted by Scot Keller, ACM chief marketing & communications officer, the LaSalle talks about the museum - which is set to open in June 2012 - a recent trip to Italy to participate in the Mille Miglia (a vintage 1,000-mile road rally that winds from Brescia, Italy to Rome and back) and the Hard Hat & High Heels event.

Scot Keller: Congratulations on being named the guest of honor at ACM's Hard Hat & High Heels. How does it feel?

1927 LaSalle: I am certainly ready for my close-up. You know, reviewers called me a trendsetter back in '27, and 80-something years later my name still creates loads of nostalgia among car lovers. Heck, GM stopped making us LaSalle's in '41, but since ACM was conceived to showcase America's love affair with automobiles - spanning more than a century I might add - this could be the beginning of a beautiful friendship.

Keller: How have they been treating you at the Museum?

LaSalle: Great - I feel like a rock star...albeit an old rock star. You know, I'm so old... when I was born the Dead Sea was just beginning to get sick... is this microphone on... sorry, bad joke, where was I? Yes, ACM, I feel so alive here. They really do treat us older gentlemen like celebrities. And just look at it, all nine acres. What a super place this is - you can't beat the view... city, mountains, water... fabulous!

THE CALIFORNIA AUTOMOBILE MUSEUM (*Sacramento, California*) Deborah Davis writes: The California Automobile Museum hosted the Northern California Chapter of the Opel Motorsports Club in its Car Club Cavalcade exhibit for the month of September. From September 3 through October 1, visitors got a rare glimpse at a selection of sporty compact cars from General Motors' German subsidiary.



General Motors purchased Adam Opel AG in 1929, and Opel has been one of Germany's most popular mainstream cars for nearly a century, but Opels have only been sporadically and briefly available to Americans. Buick dealers sold Opels in this country between 1958 and 1975, including the now-classic GT sports car from 1969-1973, which many likened to a "miniature Corvette" for its resemblance to the 1968 version of Chevrolet's icon. Both restored and modified examples of the GT, a cult favorite among vintage racers, were on display, as well as examples of other Opel models of the 1960s and 1970s.

After the conclusion of the September Car Club Cavalcade exhibit, Opel will be among the German marques featured in WUNDERCARS! on display from October 1 through May 12, 2012 at the Museum.

The California Automobile Museum is located at 2200 Front Street, Sacramento, CA 95818. The public can contact the Museum by telephone at 916-442-6802, or visit its website at www.calautomuseum.org. The Museum is open 7 days a week from 10:00am-6:00pm, and on the third Thursday of every month until 9:00pm.

The Car Club Cavalcade is a monthly exhibit at the California Automobile Museum. The Museum offers a Car Club Membership to all interested car clubs, and Car Club Members have the opportunity to feature members' cars in the Museum for one month in the Car Club Cavalcade. More information on Museum memberships is available at:

www.calautomuseum.org/html/membership.html.

GILMORE CAR MUSEUM (*Hickory Corners, Michigan*) Jay Follis, Marketing Director, writes: The Model A Ford is still alive, and is eager to move into a new museum home. At present there is no museum wholly dedicated to this storied car, even though over 4 million A's were produced from 1927 through 1931. Now, more than 80 years later, the establishment of a permanent Model A Ford Museum at the Gilmore Car Museum west of Dearborn in Hickory Corners, MI is in the works—but help is needed.

The Model A Ford Foundation was established to preserve the Model A era (cars, fashions, historic events) and 100,000 Model As are said to be in garages and still ready to roll today. The Foundation finds itself short of the amount needed to break ground on a Model A museum. Over the years the Foundation has raised \$700,000 of the \$900,000 needed to build a museum on the campus of the multi-brand Gilmore Car Museum.

But the fund raising effort has slowed and time is short. Like WWII servicemen, the original Model A owners and early collectors are thinning out and this is the critical time to build the museum. The Foundation realizes that current owners, and former owners and admirers, may want to support the Model A Museum. The Foundation decided to turn to the public and perhaps reach people who want to help commemorate the car and their own memories.

In addition to making a cash donation, engraved bricks for the museum walkway are available for donors to record the love and enjoyment they had in the Model A. There is space on each brick for a 60 character message to demonstrate that love forever.

The Model A Ford Foundation encourages admirers of the Model A to visit its website at MAFFI.ORG to learn more, get an order form, or simply send a tax deductible, receipt-acknowledged cash donation to the Foundation at PO Box 95151, Nonantum, MA 02495. The Model A Ford Foundation is a public, 501(c) 3 non-profit educational institution, dedicated to preserving the history and heritage Model A Ford automobile.

The Gilmore Car Museum is truly without equal. Besides its own collection, the ever-expanding campus also serves as the home of the: Classic Car Club of America Museum; Pierce-Arrow Museum; Franklin Collection at Hickory Corners; as well as the Midwest Miniatures Museum and the Tucker Historical Collection and Library. The Cadillac – LaSalle Foundation and the Lincoln Motor Car Foundation also all have museum structures planned for the site.

The Foundation is confident that with the help of enthusiasts, a ground breaking on the Gilmore campus for the all-new Model A Ford Museum will take place in the spring of 2012.



George Merry, former President of the Model A Restorers Club, drives his 1931 Ford Model A Roadster during the announcement of the all-new Model A Ford Museum being established at the Gilmore Car Museum.

Photo Credit: Loukie Smith / MAFFI.ORG

MUSEUM OF AUTOMOBILES (*Petit Jean, , Arkansas*) Collectors of Ford Econoline vans and pickups met at the Museum of Automobiles on Petit Jean for a show and shine event on Sunday, September 4th.

Using many Falcon parts, the Econoline series was introduced in 1961. There were three models, the pickup, the van and the station bus. The pickup looked like a van that had been customized and turned into a pickup. The new van had 39% more load space than a typical ½ ton panel. The station bus was essentially a van with a view. It had windows all around with two front doors, a pair of rear doors and two side doors in the center on the passenger side. The Econoline series continued until 1967.

This was the eighth annual show for the Econoline's. In 2010, collectors from Arkansas, surrounding states and as far away as Connecticut displayed 17 of their vehicles at the auto museum. The public was welcome to see these Ford Econoline's at no charge. For more information call 501-727-5427, email info@museumofautos.com or visit www.museumofautos.com.



FOUNTAINHEAD ANTIQUE AUTO MUSEUM (*Fairbanks, Alaska*). Nancy DeWitt reports that two more vehicles have arrived at their museum: a rare 1904 Buckmobile and a 1923 Mercury-bodied Model T Speedster. Like most of the museum's other 75 vehicles, these are in running condition and have already made their maiden voyages around Fairbanks. Two other recent acquisitions—a 1903 Columbia electric surrey and 1913 Argo electric limousine—will arrive later this fall. The museum has also increased their number of historic fashion displays, as these have proved to be just as popular as the automobiles

Despite a drop in cruise tourism to Alaska in 2011, DeWitt reports that their museum attendance remained steady. "We partnered with the state museum in Fairbanks this summer to offer a discounted pass good for both attractions, which was very successful. We also ramped up social media marketing through our blog, Facebook page, Twitter account, Flickr site and You Tube Channel. Encouraging visitors to leave reviews on TripAdvisor.com resulted in our museum being ranked as the top attraction in Fairbanks, which helped boost attendance." For more information, visit www.fountainheadmuseum.com or email DeWitt at projects@fdfairbanks.com.



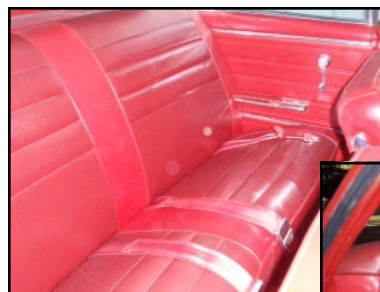
The rare 1904 Buckmobile

classifieds

NAAM News Classifieds are a free benefit to paid NAAM member museums (photo free). Non-members ad rate is \$1.25 per word (\$10 per photo). Display advertising rates: Full page \$250, 1/2 page \$135. 1/4 page \$ 75, business card size \$ 35. To place an ad contact: Gary Pelger, Editor. 7981 Windward Trace Circle NW, Massillon, OH 44646, PH: (330) 837-5069 Email: gpelger@sssnet.com



Tim Csanadi would like to donate his 1965 Chevelle Malibu Sport Coupe RPO Z16 VIN 138375K173620 to an automobile museum at the appropriate appraised value. If interested, please contact Tim by email at Tim@fallrivermfg.com.



Tulip Program



Dear NAAM Member,

Hagerty is excited to provide you with an excellent way to make your life easier and improve your ability to generate income!

A Tennant User Liability Insurance Policy (TULIP) allows you to easily ensure anyone who rents your facility is insured, with no cost to you. TULIP provides low cost General Liability insurance to renters of museums like yours. It protects both the renter and the museum itself against claims by other parties who may be injured or lose property as a result of participating in an event at your museum.

This is a great program for NAAM member museums!

- ✓ No cost to you.
- ✓ Easy process to access the program.
- ✓ The person(s) renting your facility can easily obtain inexpensive liability and property damage insurance online.
- ✓ You are assured the proper insurance coverage is in place every time your museum is rented.

A sample proposal is included and shows an example of insurance costs for those who rent your facility.

Contact Mike to take advantage of this great program!

Michael Dorman, CIC, CLCS,
Commercial Insurance Specialist
Direct: 231-922-8833
mdorman@hagerty.com

Tenant User Liability Insurance Policy (TULIP) Sample Proposal for NAAM Member Museum

October, 2011

Thank you for your interest in Hagerty's Tenant User Liability Insurance Policy.

This proposal contains only a summary of your prospective insurance coverage and policy. Coverage is provided by OneBeacon Insurance, a member of White Mountains Insurance Group. OneBeacon's financial strength is evidenced and supported by various rating agencies as follows: AM Best "A"; Standard and Poor's "A"; Fitch "A" and Moody's "A2".

These are the simple steps for the TULIP program:

- The museum acquires the TULIP program at no cost via a simple process.
- When someone wants to rent the museum facilities for a special event, you direct them to the TULIP website and provide a seven digit ID code that identifies your museum.
- The renter enters the ID code and answers a few basic questions in a three step process that provides an on-line quote.
- If the renter decides to purchase coverage through the facility's TULIP program, they simply enter their credit card information and coverage is bound and a Certificate of Insurance is sent to your museum and the renter.
- Your museum will be named as Additional Insured for the duration of the renter's event.

That's it!

Liability Coverage

General Liability TULIP Coverage on behalf of the facility user

| Coverage | Limit |
|---|-------------|
| General Aggregate | None |
| Products & Completed Operations Aggregate | \$1,000,000 |
| Personal & Advertising Injury Any one person or organization | \$1,000,000 |
| Each Occurrence | \$1,000,000 |
| Fire Damage (Any One Fire) Any one premises | \$50,000 |
| Medical Payments (Any One Person) Any one person | Excluded |

Third Party Property Damage Coverage

Optional Third Party Property Damage for real property of the museum (museum contents and artifacts are not included)

| | |
|----------------------------------|-------------|
| Aggregate per Event / Occurrence | \$1,000,000 |
| Deductible: \$1,000 Per Claim | |

Total Cost to Museum \$0

Following are sample price indications for renters of your facility. Actual prices are based on the number of participants, the number of days, and the type of activity.

| Event | Attendees/Spectators | Premium per Day |
|------------------------------------|----------------------|-----------------|
| Wedding, banquet, car show | 500 | \$130 |
| Concert, outdoor meeting or picnic | 500 | \$175 |
| Sporting event, prom | 500 | \$250 |

RETAIL OPPORTUNITY

Sparta Pewter – Join the Program

NAAM remains at the 5% discount level from Sparta Pewter and we only need one or two more museums to place orders to reach 10%.

We continue to receive very positive feedback, most recently from those who have placed orders since the last issue of NAAM News, including Mary Ann Pornichak, executive director, National Packard Museum, and Jackie Frady, executive director, National Automobile Museum (The Harrah Collection). Quality merchandise, affordability and excellent services are the comments we hear over and over. Several members have now placed multiple orders, such as Susan Sanborn, curator, Toyota USA Automobile Museum.

If you haven't done so, please contact Stephen Spreekmeester for a quote

Contact Information

Stephen Spreekmeester
Sparta Pewter
stephen@spartapewter.com
(514) 363-5674
(514)363-6650 fax
1-888-254-2002, toll free
www.spartapewter.com

NAAM DIRECTORS BOARD OF DIRECTORS *Past President (serves till new past president takes office.)*

Past President (serves till new past president takes office.)

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Bowling Green, KY 42101-9134
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Through Annual Meeting 2013

Terry Ernest
Director
Wills Sainte Claire Auto Museum
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Through Annual Meeting 2013

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Through Annual meeting 2014



Send in your membership application today!

Be part of the information exchange!

naam news

VOLUME 13, FALL 2011, ISSUE 4

PUBLISHED BY THE
NATIONAL ASSOCIATION
OF AUTOMOBILE MUSEUMS

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A CENTER OF EXCELLENCE FOR AUTOMOBILE MUSEUMS AND AFFILIATED ORGANIZATIONS

SIGN ME UP FOR AN ANNUAL NAAM MEMBERSHIP: *Please print.*

Organization name: _____

Personal name: _____

Street address: _____

City / State / Zip: _____

PAYMENT: *Please make payable to NATIONAL ASSOCIATION OF AUTOMOBILE MUSEUMS.*

Check Visa* Mastercard*

* Account number: _____ * Expiration date: _____ / _____

* Cardholder name: _____

* Signature: _____ * Phone: _____

MEMBERSHIP CATEGORIES: *Please check one, based on your museum's annual operating budget.*

Institutional membership fees:

| Annual budget | Fee |
|-------------------------------|---------|
| _____ \$1,000,001 and over | = \$200 |
| _____ \$500,001 - \$1,000,000 | = \$150 |
| _____ \$250,001 - \$ 500,000 | = \$100 |
| _____ \$100,001 - \$ 250,000 | = \$75 |
| _____ \$100,000 or below | = \$50 |

Individual membership fee = \$35

Automobile-related club/Assoc. Orgs = \$100

Please note category:

Non-profit For-profit

Automobile-related club Individual

NAAM COLLECTION MANAGEMENT CD:

Non-member = \$60*
 Member = \$25

*Includes one new membership for one year.

MAIL TO: NATIONAL ASSOCIATION OF AUTOMOBILE MUSEUMS

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