



## NEWS/INFORMATION

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**FOR RELEASE:** April 12, 2007

George Barris – ‘King of the Kustomizers’ –  
presents recognition awards during the 11<sup>TH</sup> Annual  
National Association of Automobile Museums (NAAM) Conference  
at the Petersen Automotive Museum

The 11<sup>th</sup> annual conference of the National Association of Automobile Museums (NAAM) was hosted by the Petersen Automotive Museum in Los Angeles and celebrated strong member attendance, dynamic programming and excellent camaraderie!

The conference theme was "The Modern Realities of Today's Automotive Museums" and was held March 21 through 24, 2007.

Seventy-two members were registered for this conference, which included delegates from 32 NAAM member museums, as well as NAAM corporate and individual members.

Museum members came from as far as Florida, New York, and Alberta, Canada!

The Thursday March 22 agenda provided an introduction and behind the scenes tour of the Petersen Automotive Museum; presentations focusing on public relations, educational programs, grant writing and funding opportunities, and legal concerns pertaining to 501-c-3 non profit organizations were covered in great detail.

A reception and dinner on Thursday evening was held at the Toyota USA Automobile Museum in Torrance celebrating Toyota's 50<sup>th</sup> anniversary in the United States. Susan Sanborn, the Museum's Executive Director, presented a video overview of Toyota history.

Friday March 23 provided a coach tour to the renowned Nethercutt Collection in Sylmar; following a brief lunch, the tour stopped at Barris Kustom Productions in North Hollywood and joined George Barris and the mayor to celebrate the unveiling of "George Barris Place" at the intersection of Riverton Avenue and Riverside Drive in Toluca Lake.

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The tour continued to Cinema Vehicle Services in North Hollywood where owner Ray Claridge provided an overview of his company's vehicle-building services for the motion picture industry; the next bus stop was Autobooks-Aerobooks "in Burbank since 1951" – specialists in books, periodicals, publications, models, vintage toys, replicas...et al!

The last stop of the day was Bruce Meyer's home to check out his diverse collection of automobiles and automobilia. What a great 'garage!'

Saturday March 24 kicked-off with an open forum anchored by Petersen Museum Curator and NAAM Conference organizer Leslie Kendall which covered various topics chosen by NAAM members.

Skip Marketti, Curator at the Nethercutt Collection in Sylmar, discussed "preparing for transition and change."

The annual membership meeting started at 1:30; NAAM committee reports were given, and the slate of officers was approved.

The annual dinner and awards ceremony Saturday evening welcomed the 'King of the Kustomizers' George Barris; George shared a touching tribute to his very good friend Robert "Pete" Petersen, who along with his wife Margie, founded the Petersen Automotive Museum.

Mr. Petersen had lost his valiant battle with cancer the previous day, and George shared many stories of him and Pete and the early Hot-Rodding days in Los Angeles in the late 1940s.

Following his heart-felt address George was excited to get started with the NAAMY Awards presentation.

The NAAMY Awards are presented annually at the NAAM Conference and further promote professionalism in automotive museum management and promotion. The awards are designed to recognize automotive/transportation museum leaders for achievement, professionalism and creativity.

NAAMY Awards are presented in two divisions each with seven categories: Division I is for museums and organizations with annual budgets under \$300,000; and, Division II is for museums and organizations with annual budgets greater than \$300,000.

Categories include: Collateral Materials; Publications; Web Design; Interpretive Exhibit Design and Display; Film & Video; Educational Program; and, Event and Public Promotions. Three awards are presented in each category, and judging is done by faculty from Kent State University-Trumbull Branch.

NAAMY Award recipients for 2006 were:

**Division I - Budget Category: Under \$300,000**

**Event and Public Promotions**

Winner: Wills Sainte Claire Auto Museum, Port Huron, MI

Second: Swigart Museum, Huntingdon, PA

Third: Gateway Colorado Automobile Museum, Gateway, CO

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NAAMY Award recipients for 2006 – continued:

**Division I - Budget Category: Under \$300,000**

**Publications**

Winner: Patee House Museum, St. Joseph, MO  
Second: Wills Sainte Claire Auto Museum, Port Huron, MI  
Third: Gateway Colorado Automobile Museum, Gateway, CO

**Collateral**

Winner: Gateway Colorado Automobile Museum, Gateway, CO  
Second: Cadillac – LaSalle Club Museum & Research Center, Farmington Hills, MI

**Division II - Budget Category: Over \$300,000**

**Educational Program**

Winner: Auburn Cord Duesenberg Museum, Auburn, IN  
Second Place: National Automobile Museum (The Harrah Collection,) Reno, NV

**Film and Video**

Winner: Northeast Classic Car Museum, Norwich, NY  
Second Place: National Automobile Museum (The Harrah Collection,) Reno, NV  
Third: Lane Motor Museum, Nashville, TN

**Event & Public Promotions**

Winner: National Automobile Museum (The Harrah Collection,) Reno, NV  
Second Place: Reynolds-Alberta Museum, Wetaskiwin, Alberta

**Interpretive Exhibit**

Winner: Peterson Automotive Museum, Los Angeles, CA  
Second Place: Studebaker National Museum, South Bend, IN  
Third: Auburn Cord Duesenberg Museum, Auburn, IN

**Publications**

Winner: Harold E. LeMay Museum, Tacoma, WA  
Second: National Automobile Museum (The Harrah Collection,) Reno, NV

**Collateral**

Winner: Harold E. LeMay Museum, Tacoma, WA  
Second: Lane Motor Museum, Nashville, TN

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### **Kent State University Student Awards**

This year the NAAMY 2006 entries in all categories were reviewed by Kent State students and the following received the Kent State University Student Awards:

#### **Division I - Budget Category: Under \$300,000**

##### **Event and Public Promotions**

Winner: Swigart Museum, Huntingdon, PA

##### **Publications**

Winner: Patee House Museum, St. Joseph, MO

##### **Collateral**

Winner: Gateway Colorado Automobile Museum, Gateway, CO

#### **Division II - Budget Category: Over \$300,000**

##### **Educational Program**

Winner: Auburn Cord Duesenberg Museum, Auburn, IN

##### **Event & Public Promotions**

Winner: Reynolds-Alberta Museum, Wetaskiwin, Alberta

##### **Interpretive Exhibit**

Winner: Auburn Cord Duesenberg Museum, Auburn, IN

##### **Publications**

Winner: Harold E. LeMay Museum, Tacoma, WA

##### **Collateral**

Winner: Harold E. LeMay Museum, Tacoma, WA

The National Association of Automobile Museums is a trade organization for the institutions and people dedicated to the automobile and its history. The association is intended for all categories of members, from museums to companies, from auto clubs to individuals interested in the automobile.

*NAAM's Mission is to link auto museums, enabling them to foster education, share exhibits, and exchange vital data about collections.*

NAAM was incorporated in Indiana in 1995 and holds an annual conference hosted by a different member museum every spring, and which in alternate years is a joint conference with the Society of Automotive Historians (SAH). The first annual conference was held with SAH at The Henry Ford in Dearborn, Michigan in 1996 to commemorate the centennial of the American auto industry.

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NAAM currently has ninety-eight museum members in the United States and Canada. Late in 2005 a reciprocal membership was created with The Friends of Automobile Museums in Montjalin, France, a group of 60 auto museums in France and Europe.

The total membership including individuals, foundations and museum-related businesses is 160.

NAAM publishes a quarterly newsletter, and the organization has published the **NAAM Collection Management Manual** geared to auto museums that is provided to NAAM members at a discount. A **Collection Management Policy** CD is available to NAAM members for \$25, and to non-members for \$65 which includes a one year individual membership. Visit [www.naam.museum](http://www.naam.museum) for complete information.

NAAM's website, [www.naam.museum](http://www.naam.museum) provides a listing of member museums and links to their respective sites. The NAAM Traveler lists all NAAM Member museums alphabetically by state and may be downloaded and printed for reference purposes.

To date **NAAM Lifetime Achievement Awards** for individual contributions to the auto museum profession have been presented to Henry Ford, William F. Harrah, and William Swigart.

NAAM Objectives include:

Develop and elevate standards for automobile museums in the areas of registration and documentation, conservation and preservation.

Organize a thought-provoking annual conference to bring members together. Discuss issues of specific interest to automobile museums, define goals and objectives, and increase levels of professionalism.

Provide a useful structure in which information can be shared about collections, artifacts, exhibits, policies and procedures. Produce directories of services to auto museums (appraisers, products, libraries, etc.).

Create education programs which can be shared economically among member organizations. Promote greater public understanding of auto museums and auto history.

Promote and market member museums' programs and exhibits through the media and on the Internet. Engage in collaborative marketing of products in museum stores.

The 2008 NAAM Conference will be held April 2 – 5 at the Lane Motor Museum in Nashville, TN.

Please visit the NAAM website at [www.naam.museum](http://www.naam.museum).

**For additional information about NAAM including future conferences and sponsorship opportunities, please contact Jackie Frady, National Automobile Museum (The Harrah Collection), 10 South Lake Street, Reno, Nevada, 89501-1558, phone (775) 333-9300 or e-mail [jfrady@automuseum.org](mailto:jfrady@automuseum.org).**

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Photo, from left:

**NAAMY Winner, Interpretive Exhibit**  
Peterson Automotive Museum, Los Angeles, CA

Accepting the NAAMY Award for the Petersen Automotive Museum: Executive Director, Richard Messer and (far right) Curator, Leslie Kendall accept the award from NAAM keynote speaker and newest NAAM member, George Barris, Barris Custom Productions, North Hollywood, CA.

(for a high resolution image, please contact Jon Hart at [jhart@BlackhawkMuseum.org](mailto:jhart@BlackhawkMuseum.org))