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2023

**“Your Region’s  
Newsletter Resource”**

## THE RUMMAGE BOX

IS THE OFFICIAL PUBLICATION  
OF THE PUBLICATIONS COMMITTEE OF THE  
ANTIQUE AUTOMOBILE CLUB OF AMERICA

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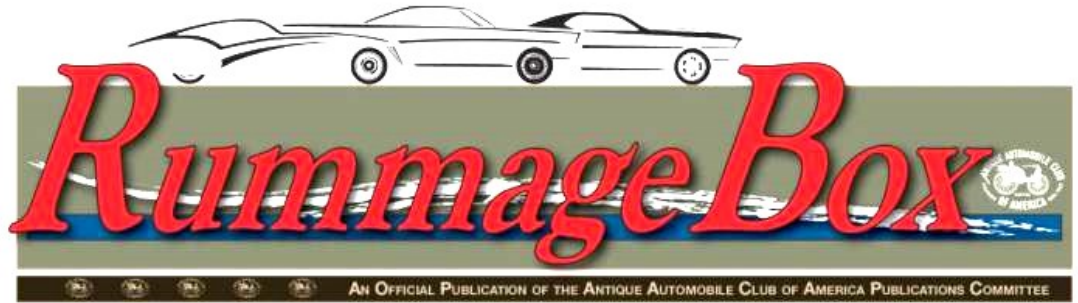
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A Publication of the AACA Publications Committee



### Consider Strategic Planning

By Mel Carson  
Vice President - Legislation



### Use Your Newsletter as a Marketing/Membership Tool

By Phillip Cole  
Vice President - Publications

Why is Strategic Planning important? Regions and Chapters need direction and organization goals to work toward. Strategic Planning offers that type of guidance. Essentially, a Strategic Plan is a roadmap to goals. Without such guidance, it is difficult to know if your Region or Chapter is on the right road to reach its goals.

In general, Planning can be considered as three phases:

1-Strategic Planning is the long-term planning for the achievement and survival of the organization.

2-Tactical Planning is short-term planning that helps understand and break down Strategic Planning in parts to move forward.

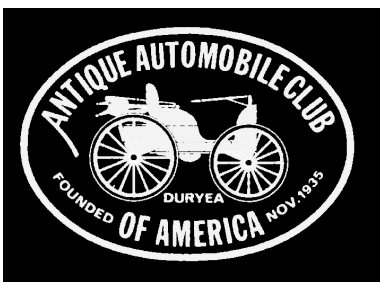
3-Operational Planning is used to implement Strategic Planning more often in short steps, such as office procedures.

The Strategic Planning process includes: Analyze Requirements; Develop Objectives; Plan the Process with a Budget; Execute with an Approved Budget; Monitor Progress

Strategic Planning is not a “one and done” process. Any plan must be continually reworked and updated with a regular process. “Sometimes more time is spent discussing and planning than in doing” – to quote one expert. Google ‘Strategic Planning’ to find more information.

Traveling to Nationals and other events across the country, I have noticed some of our chapters and regions are passing out their newsletters to potential new members and spectators. Have you ever thought about using your newsletter as a marketing/membership tool? Here are some examples: One chapter sets up a tent at the local Cars & Coffee and passes out copies of Antique Automobile and their newsletter along with the AACA brochure and their local brochure. All of these have a contact website printed on them. Last year at one of our Nationals, the sponsoring region printed up a brief magazine about the event, AACA, their region and local area. Strategically placed, there was a membership application in it. I took a picture of the show field; and when I looked at it, I saw one of those magazines in the hands of virtually every spectator. Now, that’s a great example of good marketing! Okay, I know our editors are mentally estimating the cost, but how much would you be willing to pay for an influx of new members, great public relations in your area and the spreading of the mission of AACA?

As the Vice President of Publications, I read dozens of newsletters each month. All of them are interesting and well worth reading. And yes, a primary purpose of your newsletter is to inform and motivate your current local membership. Of course, it is! Most of us seem to have our in-reach down pat. But now take another look at your newsletter. How could you add some out-reach? What could you add to make it more interesting to potential new members and spectators at your events? Where could you add some information about the mission of AACA? Come to think of it, since you are reading this article from the Rummage Box, how about one or two of our National Directors’ articles and the calendar of national events for a start!?!





## Editor's Note

By Matt Hinson  
*Rummage Box* Editor

Welcome to my 28th issue as Editor of the *Rummage Box*. When I wrote my last Editor's Note for the *Rummage Box*, I had recently recovered from a severe allergic reaction to the anti-viral medicine that I was prescribed for a case of Covid 19. Several months later, I am happy to report that I have recovered from that episode. Our local AACA Chapter enjoyed a great Christmas party and Awards banquet in December and we are now in the planning stages for our upcoming 2023 Spring Show. At the end of 2022, we had a few local members who chose not to renew for various reasons, but we have continued to add more new members so our Chapter continues to grow, although a bit more slowly than in the recent past.

As I am writing this article for the Winter Rummage Box, I am encouraged that, at least here in Southeastern North Carolina, it is clear that Spring is just around the corner. I have Daffodils beginning to bloom in my front yard and recently, flocks of Robins began to arrive in town. Typically Daffodils and Robins mean that, no matter what the calendar says, Spring is basically here. After less than 2 months of having the Convertible Top up on my 1937 Buick Roadmaster 80C for the Winter, I have declared that it is "Convertible" time for me again. I have lowered the top on the Convertible and don't plan to put it up again until December. I am ready to return to regular use of my Convertible, which I am lucky to be able to do almost year round here in North Carolina.

Locally, things are getting ready to heat up but we had a few more days of cold weather which coincided with my local Chapter's Annual Barbecue Tour so I drove my 1937 Buick Century Sedan instead of the Convertible, putting about 125 miles on that car and enjoying some good North Carolina Barbeque.

I will soon be traveling to Williamsburg, VA for the AACA National Convention. AACA activity is moving along here in Southeastern North Carolina as we prepare for the upcoming flurry of activity that comes in the early Spring here.



## NEW AACA Members

By Mel Carson  
Vice President - Legislation

The Antique Automobile Club of America needs members – your help is essential!

Challenge your Region and Chapter Members to find those interested in enjoying family participation with antique vehicles and preserving automotive history.

Often, we see an antique vehicle being driven to the grocery store, the gas station, or just out for a ride. Sometimes we can catch up with the driver and admire their vehicle and strike up a conversation about the car. You can invite them to visit a Region or Chapter meeting and let them know about the benefits of joining AACA.

The key part of this discussion is - the Antique Automobile Club of America needs members – now more than ever! We believe there are a large number of folks who are interested in the automotive hobby but don't belong to AACA. The general belief is that it is more difficult than ever to bring folks into AACA because many folks don't readily join organizations. My thinking is that a personal conversation is the best way to introduce new members to AACA. Folks like to know others with collector vehicles and be able to get together to kick tires and talk about repairs and restoration.

Every Region and Chapter Member can find a prospective AACA member – talk with them, and they will want to join you with the fun of AACA!





## Think Before You Restore

By Myron Smith  
VP - Regions Development & Support  
Western Division

"The car is only original once." This has become the mantra of those of us who have a strong attraction to 'original cars'. But what about older restorations or semi originals? Many a car has been subject to an overly enthusiastic owner who starts to do a total restoration and then lacks the where with all or finances to finish it. I suggest before you throw yourself into a full-blown project to sit down and do some serious pondering. What do you wish to accomplish? Are you really wanting to put the time and money into a full restoration? You can climb the ladder of trophy seeking. AACA has 4 advancing show rungs followed by maintenance awards in AACA and probably similar awards in the marque clubs. Do you want a car you can put the kids or grandkids in and run down to the local malt shop on Saturday nights, or a car to take to Cars and Coffee? Are you wanting a 'road car' that you can do tours and trips over long distances?

After being in the hobby most of my life, I've done the show route and have several 'trailer queens'. Once they are restored, gotten their trophies they do one thing for sure; they deteriorate. So, if you're committed to the show circuit, unless you sell which I seldom do, you're going to have a vehicle subject to the perils of time, just like when the car was new. Maybe not as fast but it happens. My 1959 El Camino has been restored since 1975. It needed some work after being a daily driver in Nebraska with salty winter roads and an encounter with another car that ran a stop sign. However, with today's technology and masterful body men, much of it's originality could have been saved. But at the time I wanted the trophies. Do I regret the restoration? Yes, I guess I do, but we've had fun showing it and that is not to be discounted. I am the second-generation custodian of it being purchased new by my family and there is hope the 3<sup>rd</sup> and 4<sup>th</sup> generation will appreciate it too.

On the other hand, I have another 1959 which was not 'restored' although I collected new old stock pieces for it for years, then decided that with a little touch up it could still be an 'original' car. Personally, I like that much better. It's gone the HPOF route and still we are able to drive it occasionally.

So, this brings me back to my original thought, "what do you really want to accomplish with your car?" If it is having a vehicle that is a work of art, restore it, just realizing that you're probably never going to be completely done with it as shortly it'll need freshening. If your idea of fun is to get the thing out in public, realize it'll deteriorate also, but you can have fun playing with the thing. If you have enough originality to be able to keep it that way; it won't get scratches, it will just get additional patina. It's a big hobby, find your niche.



## Driving Miss "WHO" ?

By Wayne Tuck  
Vice President - National Activities

A few years back as New Jersey Region President I received quite a few interesting phone inquiries; looking for cars to use in a wedding, to display at a party, or to do a photo shoot.

This one got my attention. Looking for a 1950 Oldsmobile to use as a photo opportunity depicting the car used in the movie "Driving Miss Daisy". What?!!, I couldn't let this one go unanswered! As a die in the wool Hudson fan **everyone has to know the car used in that movie was a 1948 Hudson Commodore!** It would be sacrilegious to use an Olds to depict a Hudson. I was insulted. Had to get this misguided fellow on the right track.

After indignantly informing the gentleman of his sins, he questioned if I knew anyone with a Hudson? Of course, I know many Hudson owners, in fact, I own one myself. How about meeting us for some photos? Well, maybe but where? Drive all the way to the northern part of the state for you to take a couple of photos? After a bit of conversation back and forth it was evident that we were not going to come to an agreement. I just dropped the conversation and left it up to him to find a car.

Fast forward a few years. I was recently on the internet and saw a photo depicting "Driving Miss Daisy" riding in a Packard! Why not change the name from "Daisy" to "Matilda"? Driving Who? I wonder to this day if that was the same person looking to find the car for the photo opportunity. If it was, I guess he just wasn't a car guy. If I had to explain it, he just wouldn't understand.





## Help Wanted!

By Dave Anspach  
2023 AACA Secretary/Treasurer

Over the past Year and a half, while serving as VP of National Activities, I have submitted an article for every issue of the Rummage Box. In every one, I have asked, requested, begged, pleaded, beseeched, implored, entreated, petitioned, and appealed to every one of you to step in and help me find Regional sponsors for our National events. Many of you have stepped up but we need more!!

2022 was a tough year for National activities. Although we had 7 Nationals (including Puerto Rico) and 2 Grand Nationals (including Puerto Rico), we had only 4 tours including the Glidden Tour. 2023 currently has 6 Nationals and 7 tours (including the Glidden) and a Grand National on the schedule. 2024 currently has only 3 confirmed Nationals and 2 confirmed Tours and a Grand National with possible Nationals being considered in Puerto Rico, Kansas City, Dayton, Ohio, Kenosha, Wisc, and Des Moines, Iowa. Many of these events were found with aid of members helping to urge their sponsoring Regions to step up.

There is continued help needed to recruit regions for additional events in both 2023 and 2024 with special emphasis needed on the 2024 Glidden, Sentimental and Reliability Tours, and to help lock in the events being considered. In addition the 2025 schedule is wide open with only 3 Nationals committed.

Everyone needs to step in and help push their Regions and people they know to hold a National event. Our shows and tours are the shining star that show what a great organization we have. Help can be gotten from the National, what is mostly needed is "boots on the ground". Your group is NOT "too old", "too small", "too busy" or any other excuse to hold an event. Any group can do it and do it profitably! People want to be part of a group that does things. It has been proven that holding a National event increases membership, in many cases up to DOUBLE! If anyone needs more information or clarification, feel free to contact me. You can email me at AACADave1054@yahoo.com.



## Second or Third Place

By Myron Smith  
VP - Regions Development & Support  
Western Division

So, you received a 2<sup>nd</sup> or 3<sup>rd</sup> place AACA trophy for your car. Disappointed? Many are. I've always viewed judging as kind of a report card like when I was in school. It's an evaluation of how I'm doing with my restorations. My view has changed somewhat over the years and I've gravitated more toward showing in HPOF for some time now. However, this year I decided to put a 'car' again in class judging. It got a second. I feel pretty good about it. As a part of my own evaluation of what I take to events I have always taken into account, what is the award worth. If a carpet has a little stain, is it worth a whole new carpet. Or, if there is a scratch somewhere, is it truly worth the expense and time to repaint a whole panel? Now if it's some high dollar value vehicle, the answer may be yes, but I don't show real high dollar cars. I like to call it common sense restoration.

While I rarely sell anything, I don't like to be too upside down on what money I put into a car. And, I don't take judging too seriously. It can lead to ulcers. Our judging system is if not the best, close to it. It's impossible to be an expert on everything and occasionally a judge may make a mistake, but this is not my subject of interest in this column.

I do try to bring vehicles to be judged in what I think is up to their greatest potential per dollar spent. This year we showed a 1997 Suburban. (not exactly a high buck show car). It came out of a salvage yard in 2017. It had 170,000 miles and had a bad intake manifold gasket. I intended to use it as a winter driver in the snow and salt. After we fixed the engine, I got to looking at it in more detail. There was one small spot of rust that needed to be repaired and a few scratches and door dings. Other than that, it was very clean inside and out especially for something with so many miles and its age. Somebody had cared for it for a lot of its life. It was just too nice to abuse in Nebraska winter weather. It had come out of Montana by the dealer sticker on the back which explained the lack of rust. We cleaned and detailed it as much as seemed logical (engine compartments on this new of a vehicle is a nightmare with so many components, nooks and crannies). We also drove it to the show. It got a second. Not too bad in my book considering what I knew of its history and where it had come from. Will it ever get an AACA 1<sup>st</sup> Junior? Probably not. It might qualify for HOPF. It's nice to drive, comfortable and there are some things more important than a trophy. It is also signed up the AACA MAP award which I think is very worthwhile for additional enjoyment of our vintage vehicles. We've driven it enough to get our first milestone on it. My conclusion is to enjoy your vehicle even if it's an imperfect diamond rather than a freshly polished stone.





## Generations By Fred Trusty 2023 AACA President

According to most car clubs, the old car hobby has been on the decline for several years. The reason, they say, is older members are aging out and younger people aren't interested in cars. The silent generation (1925 – 1945) is now between 78 and 98 years old and the baby boomer generation (1946 – 1964) is now between 59 and 77 years old so it makes sense that we are losing a lot of members over the age of 59. Let's take a look at some of the other generations. The years can vary depending on the source.

Generation Z (1997 – 2012) 11 – 26 years old. Gen Z has a completely different view of the world than other generations. They grew up with cell phones, social media, same sex marriage, global terrorism, and tend to have an entrepreneurial spirit. They freely admit that they are digital device addicts, value financial security, but yet they have very little loyalty toward their employers. They look up to their role models based on career and financial success and tend to have the least disposable income.

Millennials (1981 – 1996) 27 – 42 years old. Millennials grew up with computers, the internet, cell phones, the environmental movement, and are tech dependent. A smartphone is more than an electronic device, it's a part of who they are. Most were starting their careers after the 2008 recession which reduced their earning potential, and they also have more debt due to increased college tuition costs but more of them are college educated compared to other generations. They are also likely to have less disposable income due to the higher debt. They seem to be more idealistic, too. It's not just working for a paycheck; it's working for a purpose or a cause.

Generation X (1965 – 1980) 43 – 58 years old. Gen Xers have been described as independent and try to balance their work and personal lives. Typical Xers have a do-it-yourself attitude, are tech savvy but not tech dependent, and lean toward casual in their style of dress. Oil leaking around the valve cover your 2004 Honda Civic? Watch a YouTube video, order the part online, and do it yourself. Their kids are in high school, college, or working full time. They're starting to think about grandkids and taking care of their aging parents. Some are starting to have some disposable income due to kids moving out and the passing of their parents. "I remember riding in dad's antique car as a kid and you know, I think I can get it running again. Dad would have loved to see me driving it."

By now you're probably thinking, what do generational differences have to do with car clubs? In order to market a product you have to know your market window. Everyone talks about getting younger people involved in the hobby and that's great. Plant the old car seed in a youngster and hopefully when they grow up, they will embrace the hobby. But let's face it, most people under the age of 25 have very little disposable income and very little

free time. School, sports, and a part time job take most of their time. So what about the 26 – 45 age group? This demographic is in the middle of their careers and have families, so their money and time are also limited. I'm not saying that no one under 45 likes old cars. All I'm saying is that their lives are so busy they don't have the time. I look back to when I was that age. A man that I knew tried to get me to join AACA. I told him I didn't have time for a club. I have a full-time job, a small business, a farm, and three kids playing soccer. I barely have time to sleep. Fortunately, he was persistent, and I finally joined the KYANA Region a few years later after our son graduated from high school. Our oldest daughter was in high school and driving so we were no longer a taxi service for her. That left our youngest daughter who was still in middle school but being a taxi for one kid takes a lot less time. It wasn't until she graduated that we began to have some free time.

The point that I'm trying to make is to be mindful of younger people's hectic lives when trying to recruit them. Us baby boomers were once as busy as they are so be patient. When they reach the 45 – 65 age group is when they start to have some disposable income, free time, and start thinking about their youth. That is when they are most likely to join a club.



## The Last Ride? By Don Barlup Retired Board Member

Fifty-three years ago my life changed! Was it marriage? Nope, did that three years earlier. Birth of a child? Nope, oldest child was a year old.

I joined AACA and my local regions in 1971 and the ride of a lifetime started. In 1973, I attended my first Annual Meeting (Convention) at the Bellvue Stratford Hotel in Philadelphia and have not missed one since. Meets (Nationals) and Tours all over the country. The collections I have seen and the people I have met, and the places I have visited. Priceless!

Working with our dedicated staff and fellow board members for the past fifteen years has been very rewarding. Serving as your National President in 2015 was a great honor, but the greatest honor was to work with and for you, our valued members.

As I retire from the AACA Board of Directors, I am not fading into the sunset, but will continue to serve as needed for the betterment of AACA.

The last ride! Nope! Just a different mode of transportation!

