



FUEL

High Octane News from the California Automobile Museum

From the Director's Desk

by Executive Director Karen McClaflin

Our membership drive begins in January, so hopefully you've received your membership information and either joined/renewed or plan to soon!



We've had quite an exciting year in 2011, and our plans for 2012 are no less grandiose. If you make New Year's resolutions (or even if you don't), here are some suggestions for ways you can plan to maximize your membership by getting more involved with the Museum and take advantage of all our offerings during the coming year!

January – Docent Training begins January 12

February – Learn to drive a Model T in our February 25th class!

March – Volkswagen Exhibit Members-Only Celebration

April – Hone your photography and digital photo editing skills in our Artomotive Classes

May – Vettes for Vets (Memorial Day weekend)

June – Capitol Concours d'Elegance on June 10 presented by CAM and Shriners Hospital for Children

July – Take a day trip to the Bay Area with us to visit several private car collections

August – Fourth Annual CAM Car Cruise – Gearhead members save \$10 off registration!

September – Celebrate Founders Day with us!

October – Annual Fundraising Dinner

November – Car Club Tree Trim

December – Have your holiday party at the Museum!

Hope to see you around in 2012! Have a very Happy New Year!!

Karen McClaflin, Executive Director

Upcoming Exhibits

WUNDERCARS! is in full swing, featuring a diverse array of Germany's finest, wildest, and most unique cars. We're featuring BMW through January 21; Mercedes-Benz will move into the spotlight from January 22 through March 18.



Car Club Cavalcade

January - Karel Staple Chapter, Studebaker Drivers' Club will showcase its members' vehicles.



February - California Oliver Celtrac Club will display members crawler and other equipment.



Note from the Curator

One of the first challenges we tackle every time we plan a new exhibit is to identify and approach potential sponsors; this helps us determine our budget, a crucial step in the planning process. For our current *WUNDERCARS!* exhibit, we were fortunate to secure generous sponsorships from the Niello Auto Group and the Von Housen Mercedes-Benz Group. One of the biggest items that this funding made possible isn't on display in the exhibit, but it had a direct impact on every word visitors read and every image they see in the exhibit – we were finally able to invest in a large-format printer, a purchase that will have a significant impact on our ability to create an even more impressive story in the Museum.

I'm like a kid in a candy store with this printer. I've been dusting off and building up my dormant skills with graphic design programs like PhotoShop and InDesign, creating all of the storyboards for *WUNDERCARS!* and creating a new template for the placards that identify the cars in the exhibit, taking advantage of the newfound flexibility afforded by being able to print on one long sheet of paper instead of two side-by-side. Slowly, the transformation has begun to seep beyond the temporary exhibit; one or two of the larger signs around the Museum have been in need of freshening up, and there are a couple of places where we haven't been taking full advantage of the available space for storytelling. There is more to come; within the next several months, I anticipate replacing most, if not all, of the Museum's graphic elements with a new, stylistically consistent look and feel.

If all of this sounds like a lot of effort to reinvent the wheels that we already have in place, I think it will be worth it. It's part of an ongoing effort to create an even more inviting, welcoming space for our visitors, one that feels carefully planned and well thought-out and offers plenty for the aficionado without overwhelming the neophyte. Design makes a difference; think of the difference between, say, McDonald's and a fine restaurant. One is designed to serve as many customers as quickly as possible – and is kept noisy and cold to ensure that no one lingers too long – and the other is designed for leisurely, relaxing dining. Studies show that the average museum visitor will read object labels and other signage for the first fifteen minutes of a visit before ignoring them and merely glancing at the objects; busy, overwhelming, or inconsistent design only shortens this attention span, creating that McDonald's-trademarked feeling of wanting to get it over with and move on to the next thing.

The next time you stop by the Museum, keep an eye out for these new elements, which will be rolling out on a gallery-by-gallery basis. Let me know what you think – I hope you'll agree that it's an improvement and a welcome change.

Hope to see you around the Museum!

Nathan Smith, Curator



Save the Date!

Annual Membership Meeting

Friday, February 24
7:00 pm

California Auto Museum
2200 Front Street
Sacramento, CA 95818

2011 Annual Report
Docent and Volunteer of the Year Plans for 2012

Dessert & coffee/tea will be served

From the Education Department

What a year it has been! I know I keep saying that, but it's all too true as we begin the start of a new year. It is because of the efforts of the Education Committee, the Docents, instructors and the volunteers who donate their time to the Museum that I can say, things were great last year, but this year they will surpass our wildest dreams!

Already we have increased our school tours by 70%; we have increased our educational classes to add two new ones with a potential third one on the horizon. In this issue, you will be able to review the upcoming classes, and while it may seem like a lot, that's not even all of them! We still have yet to obtain dates from a few more classes, and we have already scheduled out to the fall of 2012, those because of space, will be listed at a later date.

The Education Department is also working with Docent Training and will be offering select classes for the public in conjunction with their class. This will allow the public to come to some of the classes and learn one or two subjects if they can't yet devote the twenty-one weeks to the training. What a great way to obtain knowledge from an instructor in the top of their field, and it's sure to fill up future Docent Training classes when the public discovers what we already know – our training is world-class!

Right now we are also working on updating the *MotorWorks* tour to include the changes that have occurred within the Museum; the "paper" section of the tour will remain the same; this will just enhance the walking portion of this popular tour. We are also working on ways to get our voice heard out in the public school system so that more teachers will know about us.

In December we had a special presentation from the Sacramento Art Institute from the students in a 3D CAD class. It was exciting to hear them within the scope of their presentations admit that by coming in and photographing our vehicles and making 360 degree computer drawings, they learned more about the history of the car/motorcycle and had developed a passion for their project. We are certainly looking forward to more classes coming in for special projects.

Once again, let me spend a moment to thank the Docents, instructors and volunteers who make our tours, workshops/classes and individual school projects their primary job for the Museum. We are well on our way to becoming "the place" where one needs to go to be educated and have fun doing it!

Deborah Davis, Education and Program Coordinator



Gift Shop News

Now that the holiday season has come to a close, you can take a breath and come check out the great new products at the Gearhead Gift Shop. Be sure to stop by for those extra special birthday presents for the car enthusiast in your life!

You can stay warm this winter with our CAM logo hooded sweatshirts and long sleeve shirts. They are available in sizes small through extra large and be sure to also check out our CAM logo men and women's short sleeve black t-shirts.

We have some new kids' travel games and puzzles - perfect for that special grandchild or child. Speaking of

the youth in your life, we have some wonderful personality key rings. Each key chain features a disc in the center with a colored enamel icon and name on the front; just spin the disc to discover all those individual character traits!

Don't forget that we have a limited amount of WUNDERCARS! Porsche T-shirts still available; there will be no more ordered, so get 'em while they last!



2011



← American Muscle Grand Opening Car Show

Free Museum → Day



CAM Cruise →

Karl Vostres MAVERICK PHOTOGRAPHY



International Auto Show



Kids' Tour

RECAP



Day Trip to Academy of Art Institute



Mark Setzer/Dennis Gage - Annual Fundraising Dinner

Silent Auction
➔



Car Club Tree Trim



Vettes for Vets

2012 Schedule of Workshops and Classes

All classes are held on a Saturday, advance registration and fees are required

See website for more details under the Education tab

03/03 (9:00am-3:00pm) – **Model T Basics to Drive Class** / Learn the inside and outside of this great vehicle and at the end of the class, learn to drive a Model T. Lunch is included; fee is \$85 nonmember and \$75 Museum member.

03/31 & 04/07 (9:00am-3:00pm) – **Artomotive Photography Workshop** / Two consecutive Saturday's for this class on how to take your photographs of classic and antique vehicles to the next level using digital photography programs. This class is for the photography or car enthusiast. Lunch is included; cost is \$99 nonmember or \$89 Museum member.

04/18 (9:00am-12:30pm) – **Youth Engine Class** / Take apart a single stroke engine and learn how gasses, solids and liquids interact with each other. This fun filled class is paired up with a youth and their adult buddy (5th grade and above). The fee for this class is \$25 per nonmember youth/buddy and \$20 per youth/buddy Museum member.

04/28 (9:00am-3:00pm) – **Model T Tune Up Workshop** / This class is for owners of the Model T who want hands on experience in learning how their car works. Adult students are encouraged to bring their Model T to work on. Lunch is included; fee is \$85 nonmember and \$75 Museum member.

05/05 (9:00am-3:00pm) – **Antique and Classic Car Mechanical Brake Workshop** / This class is for the classic or antique car owner who wants to learn hands-on how their system works. Individual case studies are presented and owners are encouraged to bring their own vehicles for minor adjustments. Lunch is included; \$85 nonmember and \$75 Museum member.

05/12 (9:00am-3:00pm) – **Model A Basics to Drive Workshop** / Have you ever wanted to see the Model A from the inside out and learn its history? This class is for the adult student interested in the Model A or those that want the memory of a lifetime when they drive the car at the end of class. Lunch is included; \$85 nonmembers and \$75 Museum members.

05/26 & 06/02 (9:00am – 3:00pm) – **Muscle Car Tune-Up Workshop** / This class is designed for the Muscle Car owner of the 1960s and 1970s who want to learn hands-on how to tune up their beast during the two consecutive Saturday classes. Adult students are asked to bring in their vehicles for minor checks and adjustments. Lunch is included, \$99 for nonmembers and \$89 for Museum members.

06/09 (9:30am-3:30pm) – **By Women for Women Auto Class** / This class is specifically for the adult women who want to learn how to purchase a car and how to communicate effectively with garage mechanics when taking their car in for repairs. Lunch is included; \$85 nonmember and \$75 Museum member.

08/18 (9:00am-12:30pm) – **Adult Basic Engine Class** / Experience how liquids, solids and gasses interact with each other to make an engine run in this hands-on class as you take apart a single stroke engine. \$25 nonmembers and \$20 Museum members.

For Sale



1956 Chevrolet Corvette. Non-original 265 C.I.D. V8, dual 4 barrel carburetors, manual 3 speed transmission. Runs great, awesome car. Ideal for a "driver". Needs some minor work to be perfect. 24280 miles showing on odometer.



1947 Lincoln Continental
Beautifully restored, harnessed by a smooth shifting manual transmission and the car sails smoothly along its 7.00-15 Firestone wide whitewall tires. Truly an eye catcher and a head-turner.



A rare 1972 Plymouth Roadrunner GTX, one of 453 equipped with automatic transmission, starts and idles very well, stops on demand, drive train is original. A nice addition to any collection.

2012 California Automobile Museum

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The Museum's website is a direct result of donated talents of Steve Young of ...



graphic design, web design and more...

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Calendar of Events

January - 2012

Wed 11	Exhibits Committee	4 PM
Wed 11	Docent Council	6 PM
Thurs 12	Docent Training	6 PM
Tue 17	Revenue Development Committee	3 PM
Tue 17	Finance Committee	4:30 PM
Thurs 19	Third Thursday	Open until 9 PM
Thurs 19	Road Crew Meeting	1:15 PM
Thurs 19	Docent Training	6 PM
Wed 25	CVF Board Meeting	6 PM
Thurs 26	Docent Training	6 PM

February - 2012

Thurs 2	Docent Training	6 PM
Sat 4	Free Museum Day	9 AM
Wed 8	Exhibits Committee	4 PM
Wed 8	Education Committee	5 PM
Wed 8	Docent Council	6 PM
Thurs 9	Docent Training	6 PM
Thurs 16	Third Thursday	Open until 9 PM
Thurs 16	Road Crew Meeting	1:15 PM
Thurs 16	Docent Training	6 PM
Tue 21	Revenue Development Committee	3 PM
Tue 21	Finance Committee	4:30 PM
Wed 22	CVF Board Meeting	6 PM
Thurs 23	Docent Training	6 PM
Fri 24	Annual Membership Meeting	7 PM
Sat 25	Docent Training for Ed Tours	8:30 AM

Museum Hours: 10 am - 6 pm Daily
 Open until 9pm Third Thursday of Month
Library Hours: Thursday 10 am - 2:30 pm

**Complete Museum Events Calendar can be
 found online @ www.calautomuseum.org**