

**Vol. 12 No. 7  
July 2010**

## **General Information**

2200 Front Street  
Sacramento, CA 95818  
Phone **916/442-6802**  
Fax **916/442-2646**  
**www.calautomuseum.org**

Open Daily 10 am - 6 pm  
Last admission 5 pm  
Third Thursdays 10 am - 9 pm

## **Docent Council**

Ken Jordan	Chairman
Terry Root	Vice Chairman
Paul Tanner	Secretary/Treasurer
Bill Millard	Training
Open	Membership
Wayne Saunders	Speakers' Bureau
Open	Events
Mike Hess	Newsletter Editor

## **Museum**

### **Staff/Contacts**

Karen McClaffin	Executive Director
Amanda Moss	Curator
Olessya Zhuk	Membership
vacant	Vehicle Sales
Derek Fleming	Front Desk/Gift Shop
vacant	Front Desk relief
Kaela Nelson	Marketing & Education
Hallie Morris	Rentals & Events
Randy Masterson	Maintenance

### **Volunteers**

#### **Car Donations & Sales**

Ken Shrewsbury

#### **Training**

Bill Millard

#### **Road Crew Coordinator**

Richard Ellman

#### **Group Tours**

Bob & Connie Tarczy

#### **Car Club Cavalcade**

Greg Glubka & Jon Stalnaker

#### **Placards**

Greg Goodsell



# **Docent Newsletter**

## **Notes From The Dashboard**

### DOCENT SHIFT LEAD CARDS

The cards have been in use for a while now. Are you having any problems with them? Please let me know if you are or have any suggestions on how to improve them.



### VISITOR COMMENT SHEETS

These sheets continue to contain very favorable comments from our visitors on how well you give a tour and relate to them. Thanks and keep up the good work.

### WHAT'S HAPPENING NOW

You will begin to see activity in certain areas of the Museum as it is being prepared for the *Automobilia!* exhibit scheduled to open in September. As you talk to our visitors, please explain what is happening.

### SHIFT CHANGE REQUEST FORM

Do you need to change your shift day or time; or are you going to have to miss a few days? PLEASE notify the Front Desk. They have a form for you to fill out, or you can find it on the Museum website under the Volunteer tab.

### DOCENT GRADUATION

If you weren't there, you missed a good time. About eighty guests and graduates were on hand for the celebration of the Silver Anniversary 25<sup>th</sup> Docent Class graduation. Hot dogs, hamburgers, cold drinks, dessert, cool cars and other good stuff was happening. The 'Ol Schoolmaster Bill Millard conducted the event as certificates of graduation and other certificates were handed out. Barbara Willett and Mike Wilson of the graduating class commended Bill and others for their support.

Thanks go out to Pete Grimes, his crew, and others of you for all of the preparations, cooking and clean up; to those of you who brought a dish to share; and to Master DJ Phil Jordan for providing us with music and the PA system.

### ANNUAL MEMBERSHIP MEETING/PICNIC

Don't forget Saturday, August 21, is the day of our annual picnic. This is an official meeting and will again be held at the home of our gracious host, Art Derr. We will get together and have fun, enjoy the food provided by your Docent Council, and show off your ride for the Peoples' Choice Award. See the Flyer elsewhere in this Newsletter.

This will be the time to elect your Docent Council officers for next year.

The positions and candidates to be considered so far are:

Chair: Ken Jordan. Elected for 2008, 2009 and 2010. Term is up this year but may be elected for one more three year term.

Secretary/Treasurer: Paul Tanner. Volunteered for this position in January and was elected by the Docent Council that month. Must be elected this year.

These individuals will be on the ballot at the Picnic. If you are interested in one of these positions and would like to be on the ballot (don't be shy, we need new individuals to be involved), or would like to nominate someone, please email me at [kjordan@calautomuseum.org](mailto:kjordan@calautomuseum.org). We would like to have more interested candidates on the ballot.

Vice-Chair Terry Root was elected in 2009 for 2010, 2011, and 2012. Term is up in

*(Continued on page 2)*

## 2010 Board of Directors

Rosemary Andriesse  
Al Buescher  
David Felderstein  
Mark Glover  
Joe Hensler  
Mike Hess  
Ken Jordan  
Skip Lawrence  
Kim Nelson  
Ray Rode  
Terry Root  
Carl Stein  
Larry Stiver  
Bob Tarczy  
Keith Tronson

## Committees & Meeting Times

Board	4th Wednesday 6 PM
Building	TBA
Revenue	3rd Tuesday 2:30PM
Docent Council	1st Tuesday 6 PM
Speed	4th Thursday 1 PM
Education	2nd Wednesday 5 PM
Exhibits	2nd Friday 4 PM
Collections	1st Thursday 5:30 PM
Finance	3rd Tuesday 4 PM
Library	Thursdays 10 AM
Membership	2nd Friday 10 AM
Marketing	1st Friday 11 AM 3rd Friday 11 AM
New Home	TBA
Staff	Wednesdays 9 AM

## July History Factoid

First auto race (Paris & Rouen France)  
on July 22, 1894.

(Continued from page 1)

2012. No voting necessary.

### DOCENT COUNCIL MEETING

The next meeting is Tuesday, July 6 at 6 PM in the Lunch Room. You are all invited to attend.

Questions, comments or complaints, email me at [kjordan@calautomuseum.org](mailto:kjordan@calautomuseum.org).

Thanks for all you are doing.

...Ken

## Notes from the Curator

### On the Museum Floor

Our hot rod exhibit "**Drive Fast, Take Chances: Birth of the Hot Rod**" is still up and running and will close on July 5<sup>th</sup>. We are very lucky to have Jack Benny's 1916 Maxwell Jalopy on loan to us. The car will only be here for a short period of time so come by and check it out before it goes back home! We are getting ready for **Automobilia!** coming this September! With this upcoming annual exhibit being so large, we will be making a lot of changes on the Museum floor starting in July. If you are willing to come out, help and get your hands dirty a little please contact me for a schedule of work days. On another note, Timmy the T has been a topic of conversation around here lately. To be clear, nothing is in motion in regards to removing him from the Museum floor as of yet. It has been brought to my attention that he is not the safest prop for children to climb on so we are researching other options to possibly replace Timmy with a more secure and educationally relevant interactive tool for children and adults. We do have a potential opportunity to collaborate with the Tech Museum in San Jose to fabricate a custom made interactive tool in the near future. If we do decide to remove Timmy, it will not be done until a replacement prop has been designed, fabricated and ready to install.

### Other Notes

Our next quarterly exhibit is **Toyota: Oh What a History!** We will be receiving a number of historical vehicles from the Toyota Museum in Torrance, CA including a 1959 Toyopet as well as some great racing vehicles including an IRL Indy from Toyota Motorsports. A docent training session has been scheduled for 2 p.m. on July 15<sup>th</sup> in the Education Center. We will kick off the exhibit with a Sneak Peak and Panel Discussion with Scooter Patrick on July 16<sup>th</sup> and the Public Opening and Meet and Greet on July 17<sup>th</sup>. So save the dates and check our website for more details.

Thanks to all of you for all of your hard work,

Amanda Moss

Museum Curator

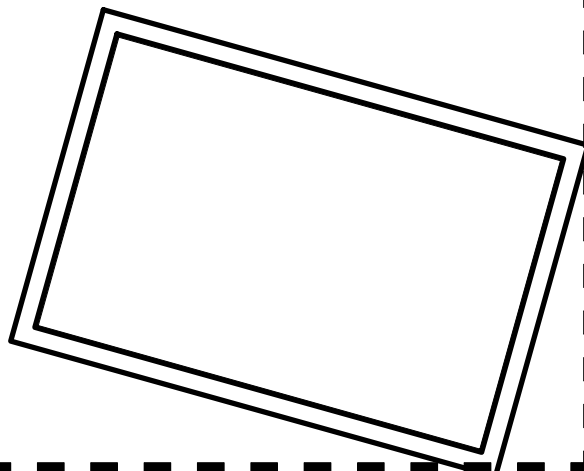
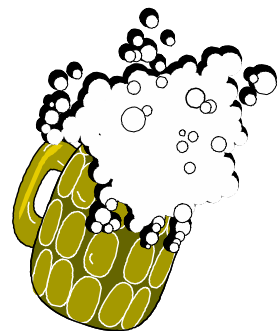
[exhibits@calautomuseum.org](mailto:exhibits@calautomuseum.org)

### The Viper Club of America, Northern California Region, Sacramento will be Showcased in the Car Club Cavalcade for July



For the most current info on events and the docent schedule, check the Museum's website at [www.calautomuseum.org](http://www.calautomuseum.org).

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27 10am - Floch 10am - Tousignant 10:30am - Prime 11:30am - NCJW 12pm - Caldwell 12pm - Tennyson J 2pm - DuBois L 2pm - Whitehead C	28 10am - Bartylla 10am - Borgquist 10am - Cutright n/a 10am - Swarts 12pm - Stegeman	29 10am - Johnson, H 10am - Lawrie 10am - Lopez 12pm - Bashaw 12pm - Goldberg L 5pm - Roseville	30 10am - Bohnsack 10am - Crow 10am - Goodsell 12pm - Smith K 2pm - Holm 2pm - Mikula J 2pm - Rossi	1 10am - Barks 10am - Clubb 10am - McClellan 10am - Tolbert @ 10am - UTI 12pm - Crail 12pm - Walker 2pm - Ayer 2pm - Daloia 2pm - Vogel 4pm - UTI Scavenger	2 10am - Alton 10am - Fabian 12pm - Dinwiddie L 12pm - Mauk 2pm - Beckwith 2pm - Tronson 6:30pm - Retirement	3 12pm - Hummell 12pm - Whelply 1pm - 70th B-day @ 2pm - Finch R 2pm - Hess
4 10am - Carmichael 10am - Cru-Zin In 10am - Hutchinson 10am - Orr 10am - Vaughn 12pm - Buckridge 12pm - Hendricks 2pm - Kellen 2pm - Macher	5 10am - Fisch 10am - Gutermann 10am - Kellogg 10am - Simpson 12pm - Saunders - 2pm - Lomazzi	6 10am - Neel - NA 10am - Thompson 10am - VanAlstine G 12pm - VanGundy 2pm - Edlund 2pm - Gilbert B 2pm - Reynolds 5pm - Roseville 7pm - Mopar Club	7 10am - Craghead 10am - Leif D 10am - Saltenberger 12pm - Gould 12pm - Walters 2pm - Beckemeyer 2pm - Zillner	8 10am - Adams 10am - Lilley 10am - Wallace 2pm - Ayer 2pm - Bourne 2pm - Larson 2pm - Mason	9 10am - Hollinski 10am - Lowe 10am - Whitver 12pm - Aceituno 12pm - Cocciantone P 12pm - Utterback 2pm - Salca 2pm - Willett B	10 Blanket Foundation 10am - Rector* 10am - Reichow 10am - Wilson M 12pm - Burwell R 12pm - Grimes 12pm - Shenefield 2pm - Root
11 10am - Floch 10am - Tousignant 12pm - Caldwell 12pm - Tennyson J 2pm - DuBois L 2pm - Whitehead C	12 10am - Bartylla 10am - Borgquist 10am - Cutright n/a 10am - Swarts 12pm - Stegeman	13 10am - Asmus 10am - Johnson, H 10am - Lawrie 10am - Lopez 12pm - Bashaw 12pm - Goldberg L 5pm - Roseville	14 10am - Bohnsack 10am - Crow 10am - Goodsell 12pm - Smith K 2pm - Holm 2pm - Mikula J 2pm - Rossi	15 10am - Barks 10am - Clubb 10am - McClellan 10am - Tolbert 12pm - Crail 12pm - Walker 2pm - Ayer 2pm - Daloia 2pm - Vogel 6pm - Bonneville N/A 6pm - Sac Valley	16 10am - Alton 10am - Fabian 12pm - Dinwiddie L 12pm - Mauk 2pm - Beckwith 2pm - Tronson	17 Quincinera @ 11am - Bagel 12pm - Hummell 12pm - Whelply 2pm - Finch R 2pm - Hess
18 10am - Bucholz* 10am - Hutchinson 10am - Orr 10am - Vaughn 10:30am - Mopar 12pm - Buckridge 12pm - Hendricks 2pm - Kellen 2pm - Macher	19 10am - Fisch 10am - Gutermann 10am - Kellogg 10am - Simpson 12pm - Saunders - 2pm - Lomazzi	20 10am - Neel - NA 10am - Thompson 10am - VanAlstine G 10:30am - Twin Lake 12pm - VanGundy 2pm - Edlund 2pm - Gilbert B 2pm - Reynolds 5pm - Roseville	21 10am - Craghead 10am - Leif D 10am - Saltenberger 12pm - Gould 12pm - Walters 2pm - Beckemeyer 2pm - Zillner	22 10am - Adams 10am - Lilley 10am - Wallace 10am - UTI 2pm - Ayer 2pm - Bourne 2pm - Larson 2pm - Mason 4pm - UTI Scavenger	23 10am - Hollinski 10am - Lowe 10am - Whitver 12pm - Aceituno 12pm - Cocciantone P - 12pm - Utterback 2pm - Salca 2pm - Willett B	24 10am - Capitol 10am - Rector* 10am - Reichow 10am - Wilson M 12pm - Burwell R 12pm - Grimes 12pm - Shenefield 2pm - Root 3pm - Skulls Car 6pm - Red Rocket
25 10am - Floch 10am - Tousignant 12pm - Caldwell 12pm - Tennyson J 2pm - DuBois L 2pm - Whitehead C	26 10am - Bartylla 10am - Borgquist 10am - Cutright n/a 10am - Swarts 12pm - Stegeman	27 10am - Asmus 10am - Johnson, H 10am - Lawrie 10am - Lopez 12pm - Bashaw 12pm - Goldberg L 5pm - Americorp 5pm - Roseville	28 10am - Bohnsack 10am - Crow 10am - Goodsell 12pm - Smith K 2pm - Holm 2pm - Mikula J 2pm - Rossi	29 10am - Barks 10am - Clubb 10am - McClellan 12pm - Crail 12pm - Walker 2pm - Ayer 2pm - Daloia 2pm - Vogel	30 10am - Alton 10am - Fabian 12pm - Dinwiddie L 12pm - Mauk 2pm - Beckwith 2pm - Tronson	31 12pm - Hummell 12pm - Whelply 2pm - Finch R 2pm - Hess 3pm - Private Party @



## The Chrysler Pentastar

from allpar.com

The Pentastar was created by Robert Stanley, at the Lippincott & Margulies design firm. He wanted, according to his blog entry, “something simple, a classic, dynamic but stable shape for a mark that would lend itself to a highly designed, styled product. What that meant, basically, was a classic geometric form. We wanted something that was not stolid. That’s the reason that we broke up the pentagonal form that became the Pentastar. It provides a certain tension and a dynamic quality



The Pentastar was selected from more than 800 suggestions that a team from the design firm of Lippincott & Margulies Inc. proposed to the company.

“We were looking for something that would not be too complicated for people to remember and still have a very strong, engineered look to it,” said Robert Stanley. “We wanted something people could look at and say, ‘This was not done freehand.’”

In Chrysler’s annual report, they noted “A new Corporate Identity Office was established to be concerned with the manner in which the company identifies and visually presents itself and its products to the public. The pentastar emblem portrayed on the cover was developed as part of this broad program.”

It first showed up in ads with the 1963 models, and started showing up on the 1963 cars behind the right front wheel, making its way to key blanks with the 1964 models. Prior to that, the Chrysler corporate logo was a pair of V-shapes, usually shown pointing to the right, part of Virgil Exner's "Forward Look" school of design. The new pentastar logo was also used on the front cover of the 1962 Annual Report — as an embossed cover (without any ink to set it off) — and on the back cover, in a deep blue.

In 1963, Bob Hope’s variety show (sponsored by the Chrysler Corporation) included opening graphics showing the segments of the Pentastar zooming into place with vroom-vroom noises, each piece accompanied by a callout of a brand - Plymouth, Dodge, Chrysler, Imperial, and Dodge trucks. However, Bill Watson wrote noted that the five points do not stand for the five car divisions; at the time, Chrysler sold cars (Valiant, Plymouth, Dodge, Chrysler, Imperial, Hillman, Sunbeam, Singer, Humber, Simca), trucks (Dodge, Fargo, DeSoto, Commer, Karrier, Barreiros), industrial and marine engines, boats, army tanks, air conditioners, heating systems, chemicals, plastics, missiles, electronics, and financial products. He also noted that the design would be recognizable no matter which way you looked at it, even if the design was flipped or looked at upside down.

## Docent Training for School Tours

In the interest of making the Museum’s school tour program a success, we need a lot of Docent power! We will be hosting Teacher Open Houses at the end of summer and are anticipating a great increase in the number of school tours in the Fall. For those of you who would like a refresher and those that have never given a school tour but wish to be involved, we will hold a few Docent Training sessions on the following days. Please call Kaela at (916) 442-6802 to RSVP.

Tuesday, July 13      10am – 12pm      and      1pm – 3pm  
Saturday, July 24      1pm – 3pm

California Vehicle Foundation  
2200 Front Street  
Sacramento, CA 95818-1107

Non-profit Org  
US POSTAGE  
PAID  
Sacramento, CA  
Permit No 721

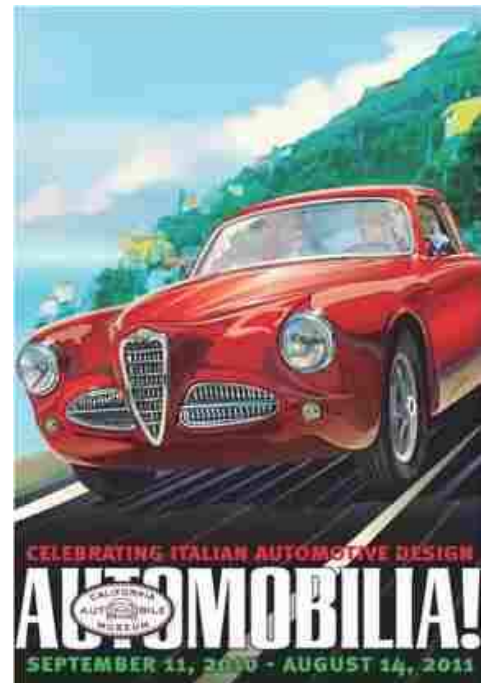


Change Service Requested

www.calautomuseum.org  
July 2010

**Time-Dated Material  
Do Not Delay**

Place label here



Visit us on Facebook, Myspace, Twitter, YouTube & Yelp