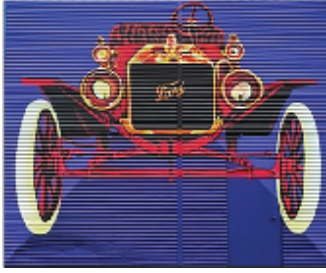


DOCENT NEWSLETTER



Docent Corps of the California Automobile Museum

Notes From the Dashboard...

Volume 24, No 6 November - December 2022

School Tours is the big news from the Dashboard. Check out the “School Tours” page on the CAM website. If you have looked at the page before, you will notice there are two huge changes:

- There is no admission fee for students on a school tour. We thank the CAM Board members for making the change.
- Transportations is free—Docent Council agreed to cover the cost of the school bus transportation for public school students.

Those two factors were huge stumbling blocks for teachers, and why public school students rarely if ever had the opportunity to go on a field trip to CAM. We are trying to change that.

New printed material is in preparation to be distributed to schools and teachers. We’ll begin to “get the word out” to Sacramento City Public Schools and teachers as soon as the material is available.

Something else that’s new this Fall is the bi-weekly “Inside CAM”. It is a valuable tool created to share Museum news with all Docents—That’s particularly important for those docents who are only able to be in the building for their shift. It also includes a list of all upcoming events with a link that makes it really easy to volunteer. Everyone gets the same information and the response goes instantly and directly to the person(s) that are in need of your assistance. I really appreciate the expertise and effort Frank DeBernardi has brought to that project.

Last, but not least...Have you noticed “The Curtain” is gone and has been replaced? Some of us have been waiting for that to happen for decades. The Board of Directors get the credit for that long-sought and dreamed of change.

Mike Whelply

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Upcoming Events

Saleen Retrospective.....Fri, Nov 4
 Holiday Gift Fair.....Sat, Sun, Nov 26-27
 Docent Holiday Party..... Wed, Dec 7
 Arts & Crafts Fair.....Sat, Sun Dec 10-11

Board Meeting3rd Thurs, 5:30 pm
 Docent Council.....2nd Weds, 1:15 pm
 Exhibits.....2nd Thurs, 1 pm
 Library.....Weds, 10 am
 Road Crew.....1st & 3rd Weds, 1:15 pm

**35TH ANNUAL
DOCENT HOLIDAY PARTY
AND FUNDRAISER
WEDNESDAY, DECEMBER 7, 2022 AT 5:30PM**

The Holidays are almost here, and the plans for the Docent Christmas Party and Fundraiser are already underway! This Party provides the main resource of revenue to support the Docent Program, as well as exhibits and educational programs around the Museum. As always, you are invited to attend. Also, we encourage you to bring appetizers, salads and desserts. The Docent Council will be catering the entrees.

Remember that admission to the event is an unwrapped new toy or canned goods, which are donated to local charities. Please make plans to enjoy this evening with us. We look forward to seeing you there!

Sincerely, Denny Albrecht & Dan Rodriguez
Docent Council Co-Event Chairs

Get together with old friends AND make new ones

CALIFORNIA AUTOMOBILE MUSEUM



2200 Front Street
Sacramento, CA 95818
916.442.6802
www.calautomuseum.org

FOUNDING DIRECTOR: DICK RYDER

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Exhibits & Education



"Power in the hands of a few"



SALEEN®

The Racer

Stephen Mark "Steve" Saleen was born April 2, 1949, in Inglewood, California. A 1967 graduate of Whittier High School in Whittier, California. The story of Saleen's start is one that most of us can empathize with. He was just a normal car lover - finding his passion early on. Upon graduation from high school, Steve's father gifted him a well-worn, ten-year-old, 356 Porsche. Steve worked at his father's manufacturing business before attending the University of Southern California and graduating with a degree in business.

Steve joined the Porsche Owners Club and worked his way up through the ranks of club racing, which led to a career in professional racing. Not long after the addiction began, the need for speed, so to speak. He modified his 356, but wanted something faster, preferably a brand new 911. However, that all changed when the Ford Mustang caught his eye. With a big V8, a lower price, and potential for modification, it was a match made in heaven! But, Steve ultimately wants "More Power," so he sells it and purchases a 1965 Shelby GT350. After a series of upgrades and modifications, he eventually launches the GT350 off a cliff in Southern California, but luckily he survives and then purchases an engineless 1966 Shelby GT350. Steve and friends work on his 1966 Shelby GT350. Transforming it into an SCCA B-Production racecar, Steve enters his first race on August 19, 1973, at Riverside International Raceway and much to his surprise wins the race!

After winning his first race in a Shelby Mustang in 1973, Steve then graduated to open-wheel cars where, in 1980, he finished third in the standings behind eventual champion and future F1 champion Gilles Villeneuve. Later, Steve won the Pacific Coast Championship. He entered the Formula Atlantic series and Steve's open-wheel racing culminated with him behind the wheel of an Indy car. Steve enters the PPG Indy Car World series running an 88 March. Despite chassis and engine challenges, he manages to finish 13th at the Long Beach Grand Prix and 12th at the Toronto Grand Prix. While qualifying for the Indy 500, Steve unfortunately hits the wall, ending his hopes of entering the race.



He progressed on to the SCCA Trans-Am Series in 1982, driving a Mustang. From there, a passion for one of Ford's most famous automobiles begin to manifest itself. In 1986, Saleen entered the Sports Car Club of America (SCCA) Endurance Series with a race-prepped version of the Saleen Mustang, winning the grueling 24 Hours of Mosport, Canada. ⁽¹⁾

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The Company

The Saleen brand was established in 1983 originally as “Saleen Autosport” by Steve with the purpose of bringing race-proven performance to the street. Steve set to building the first Saleen Mustang, equipped with special aerodynamic, suspension and handling packages, and a completely redesigned interior. The car was completed in 1984 and was immediately tested against the world’s top sports cars with great success. The car was entered into its first race when owner, Steve, introduced his first street version, the Saleen Mustang, and raced it at Sears Point Raceway, finishing first in class. The rest is history. Saleen used his personally tuned Mustangs to dominate the lower-tier S.C.C.A. classes. This success grabbed Ford’s attention, which led to a partnership with Saleen Autosport. ⁽⁵⁾



These first customer Saleens were produced in 1984 when they built three cars as the first production run – a white hatchback, a copper glow hatchback, and a black hatchback. In 1985, Steve Saleen put the first certified supercharger on a production Saleen Mustang. This car was delivered to Nault Ford in Manchester, New Hampshire, and was the first use of a centrifugal supercharger on a late model Mustang.

In 1986, the Saleen made its entry into the Sport Car Club of America race series with a race prepped version of the Saleen Mustang. With an increase in horsepower, torque, and improved aerodynamics, Saleen adds 4-wheel disc brakes to its Mustang. Steve enters the Saleen Mustangs into the SCCA Escort Endurance Championship, winning the Manufacturer’s and Driver’s Championship in 1987. In 1988, at the 24 Hours of Mosport, Saleen’s team dominates the field with a 1-2-3 finish.

By 1990, in response to increased aftermarket parts demand, Saleen established Saleen Performance Parts as an independent operation.

In 1994, Saleen debuted the S351 which had a Saleen-built 351CI engine. Despite the Mustang GT changing to the modular V8 in 1996, Saleen continued with development of their own EPA-certified 351W engine. In 1997, Saleen introduced a Saleen Contour concept and an SUV, the Saleen XP8 Explorer. In the late 1990s, the company was restructured and became “Saleen, Inc.”⁽⁶⁾

In 2000, Saleen introduced their flagship vehicle, the Saleen S7 sports car. The S7 is a mid-engine, high-performance sports car that was initially priced at just under \$400,000. The S7 won four different GT championships in 2001 and has broken records at the prestigious 24-Hour Le Mans race. The S7 was Saleen’s only production car not based on an existing design or chassis.



In 2001, Saleen moved its production facilities to a new 100,000 square foot facility in Irvine, California. In 2002, Saleen was awarded the assembly and engineering contract for the new Ford sports car, the Ford GT. This effectively made Saleen a tier 1 supplier to the Ford Motor Company. In 2003, Saleen set up a special manufacturing and licensing agreement for distribution of Saleen vehicles in Canada. ⁽⁷⁾

In 2004, Saleen expanded its operations and manufacturing to an additional 203,000 square foot facility in Troy, Michigan. The new \$15 million production facility included a high-tech paint facility and assembly line where Saleen produced the Ford GT under contract from Ford Motor Company. In 2005, global distribution was expanded to include Japan under a new partnership with a Tokyo-based importer. The showroom was described as a unique shopping experience for Saleen vehicles, parts, and apparel.

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The expansion eastward by Saleen, one of the few auto manufacturing businesses on the West Coast, signaled – “we are structuring Saleen to become a significant resource to the auto industry for specialty and special-niche vehicles”. “Ford needs cars like the GT to come from Detroit -- that’s important for its image,” said Wes Brown, an analyst at Iceology, a Los Angeles-based automotive market research firm.

After nearly running out of money in 2004, the company was revitalized by a cash infusion of \$20 million from Los Angeles-based private equity investor Hancock Park Associates. They became Saleen’s majority owner. This financing helped to replace cash eaten up by development of the 203,000-square-foot Saleen Specialty Vehicles plant in Troy. (8)

On June 26, 2013 Saleen went public, listed on the OTC Bulletin Board and majority owned by Steve Saleen.^[1] On Sept. 25, 2013, Saleen Automotive, Inc. announced that the Company has expanded its campus to four acres. “We now have the space required to ramp both our production and innovation,” stated Steve Saleen, “I am most pleased to have this state-of-the-art facility to continue the Saleen reputation for excellence in the automotive industry.”

A potential lifeline emerged in 2015 with a visit to Saleen’s factory in Corona by a delegation from Rugao, a city of 1.4 million built on farmland in the Yangtze River delta, two hours north of Shanghai. Officials told Saleen they dreamed of building “a mini-Detroit” and were looking for a big-name auto company to come in and create jobs.

The dealmaker was U.S. resident Charles Xiaolin Wang, a Duke-educated lawyer and businessman with connections in China but a checkered history. Federal regulators had investigated Wang’s earlier auto venture - an electric car company called GreenTech that was also backed by former Virginia Gov. Terry McAuliffe - for alleged abuse of a program that solicited foreign investment in exchange for green cards. Although no charges were brought, GreenTech’s plans to build battery-powered vehicles at a plant in rural Mississippi fizzled. Lawsuits by the state and unhappy Chinese investors followed. The company filed for bankruptcy in 2018.



In July 2019, Steve Saleen walked onto a strobe-lighted stage at Beijing National Stadium to launch a new line of vehicles for the Chinese market. During a 90-minute spectacle featuring techno beats, mesh-clad dancers and an appearance by the British action star Jason Statham, Saleen introduced himself as an automotive legend whose partnership with Chinese state investors would inject “supercar DNA” into high-end sedans, coupes and an SUV aimed at younger drivers. A year later, that flashy vision had veered disastrously off track. (9)

Writing in *The Wall Street Journal* in August, 2020, Saleen claimed “the deal was a sham.” According to the racing legend, the joint venture applied for 510 Chinese patents based on his designs, technologies, trade secrets and engineering developments. He adds that most of these patent filings didn’t list him as an inventor. In his op-ed, Saleen wrote that “China can no longer go unchecked, Congress, and the administration should send a clear message to China: If you want to be in the race, play by the rules.” ■ *Continued on Page 6*

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- (1) Steve Saleen, Wikipedia, Aug 3, 2022
- (2) Here's What You Didn't Know About Steve Saleen and His Mustangs, TOLULOPE AKINSHETE
PUBLISHED APR 23, 2021
- (3) SALEEN AUTOMOTIVE ANNOUNCES EXPANSION, CREATES FOUR ACRE CAMPUS David
Bruno, Press Release, Sept 25, 2013
- (4) Steve Saleen Claims Chinese Joint Venture Has Stolen \$800M Worth of His Intellectual Property
BRAD ANDERSON, AUGUST 4, 2020 92Carscoops
- (5) "History & Heritage". Saleen Club of America. Retrieved 31 March 2019.
- (6) "Saleen Mustang Buildup - 5.0 Mustang & Super Fords Magazine". Mustang 360. 31 March 2019
- (7) "A LEGEND RETURNS". Dvorak, Jim, 17 July 2002, Soec.org.
- (8) "Now's the Time to Go East for Young Carmaker". Los Angeles Times. 21 August 2004. Retrieved 31 March 2019.
- (9) "Fraud charges, lost patents: How an L.A. auto legend's China venture crashed" SHASHANK BENGALI,
AUG. 13, 2020

2023 DOCENT TRAINING

Registration for the Docent Class 38 is **now open!** Classes start on Wednesday, January 18, 2023 and run through May 10. Classes are held on Wednesday nights from 6 pm to about 8:30 pm and a few Saturday mornings.

Current docents can also attend as post-graduates by signing in for 3 or more sessions. If know someone interested in learning more about the program, please have them contact the museum at 916-442-6802 or email johnngtennyson@gmail.com or bobdaloia@yahoo.com.

Events



AN EVENING WITH STEVE SALEEN AT THE CALIFORNIA AUTOMOBILE MUSEUM NOVEMBER 4TH FROM 5:00 PM



Come enjoy an evening with Steve Saleen at the California Automobile Museum and witness the grand opening of our Saleen Automotive exhibit on November 4th from 5:00 pm - 9:00 pm!

Steve will discuss the past, present, and future of Saleen Automotive, Inc. and we'll also have a silent auction to help raise funds for the Museum.

Entry to the event also includes dinner. Members of the California Automobile Museum enjoy a discounted rate of \$40 with a \$50 non-member rate.

Holiday Gift Fair

Saturday, November 26

Sunday, November 27

10 a.m. - 5 p.m.



Holiday Arts & Crafts Fair

at the California Automobile Museum

Saturday, December 10

Sunday, December 11

10 a.m. - 5 p.m.

CAM profiles



Personalities at the California Auto Museum

JOSEPH SHENENFIELD

DOCENT CLASS OF 1998

CAREER: ROSEVILLE TELEPHONE CO.

Born in Lynwood California and growing up in Whittier in a Ford family, it seems only natural that Joe Shenenfield would eventually find his way to the Towe Ford Museum. His grandfather worked for Ford trucking auto parts, and later sold parts to auto supply stores from the trunk of his 1938 Ford Business Coupe.. The family car was a '55 Mercury wagon.



During Joe's High-School years, he and a classmate each chipped in \$12.50 to purchase a "53 Oldsmobile that they drag raced until the rear-end broke. They repaired the Olds and sold it recouping their original \$25 investment. The Olds was replaced by a "55 Ford that Joe used during his days at Rio Hondo Junior College in Whittier.



In 1968, Joe was drafted. After Basic training at Fort Ord, he was assigned to in the 1st Advanced Individual Training Brigade at Fort Bliss, Texas. There he trained on the M42A. The "Duster" (as it was called by U.S. troops in Vietnam) was soon found to excel in ground support. Joe served in Vietnam in 1969-70.

Returning to Southern California, Joe continued his education and interest in cars. In the early '70s, he raced motorcycles at Ascot Speedway and restored a '53 Porsche. Moving to Roseville in 1975. He continued his education at Sierra College while beginning a career with the Roseville Telephone Company. Joe worked as a cable splicer at the phone company, eventually retiring in 2001.

Joe enrolled in the brand-new Docent Course II in January 1998 at the then Towe Ford Museum. Brand-new, because the previous year, the IRS ordered the sale of the Towe Ford Collection to settle banker Ed Towe's tax issues. Joe, his classmates, and the training staff were attempting to master the automotive world in 19 tightly packed evenings. Of the 120 Fords originally in the museum, only 36 remained, and a new curriculum was required.

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Joe counts the number of cars he has owned since high school at 44. Those include a 331 Caddy-powered '29 Model A coupe, a '27 T Touring Car and a '38 Chevy that he races as a member of the Vintage Hardtop Association. His favorite car in the museum is the 33 KB "Giannini" Lincoln.



Married to wife Connie for 38 years, Joe lives in Roseville. They have 4 children, 12 grandchildren, and 5 great-grandchildren. This coming year, he will celebrate 25 years as a CAM docent. ■■

Docent Scrapbook



11TH ANNUAL CRUISEFEST OCTOBER 8 2022



