



2010

Annual Report



California Vehicle Foundation



MISSION STATEMENT

The mission of the California Automobile Museum is to educate and entertain while promoting and preserving the automobile and its influence on our lives.



Board of Directors

Board Officers

President
Vice President
Secretary
Treasurer

2010

Joe Hensler
Al Buescher
Dave Felderstein
Bob Tarczy

2011

Joe Hensler
Al Buescher
Dave Felderstein
Keith Tronson

Board Members

Rosemary Andriesse
Mark Glover
Mike Hess
Ken Jordan
Skip Lawrence
Ray Rode
Terry Root
Carl Stein
Larry Stiver
Keith Tronson

Rosemary Andriesse
Brian Barnes
Mark Glover
Mike Hess
Ken Jordan
Kim Nelson
Carl Stein
Larry Stiver
Mike Summers
Bob Tarczy

Executive Director

Karen McClaflyn

Karen McClaflyn



From the Board President

Wow, another exciting year for the California Automobile Museum.

This past year, the quarterly exhibits really came into their own starting with our most successful exhibit yet: “Born to Ride: Motorbikes Past & Present.” **Following** that we had “**Drive Fast, Take Chances: Birth of the Hot Rod,**” “**Toyota, Oh What a History,**” “**The Art of Low and Slow**” and now “**Dropped and Chopped**” – one good show after another.

We also kicked off our “Special” theme, *Automobilia!* celebrating all things Italian. It was a huge effort, but thanks to the efforts of many, not to mention our primary sponsor, Ferrari of San Francisco, we pulled it off. I think that all have to agree that it has provided an exciting entrance to the museum and most visitors who have seen it remark how much the museum has changed, which was exactly the point. The decision has recently been made to do it again for late 2011 and 2012 featuring German cars.

All of this was new, but we also held our 2nd Annual Car Cruise along with Swap Meets, our Annual Fundraising Dinner and the many other events that are held throughout the year.

Long time volunteer and Board Member Terry Root “termed out” and left the Board at the end of the year along with Ray Rode whose business opportunities forced him to resign. We thank them for the dozens of projects that they have been involved in over the years and will miss their sage advice. We welcome Kim Nelson (Mr. Porsche 356) to the Board, who has been very active in the museum for quite some time, along with Brian Barnes **who’s a** car guy and marketing wizard who has taken charge of our Marketing Committee. Kymberly Kaslar will join the Board officially in May of 2011.

The most exciting news is that we have been offered an opportunity to move to a much nicer, newer building. Although the details cannot be shared at this time, we hope to have the negotiations wrapped up and be able to announce some good news by later this summer. This is **by no means a “done-deal” but looks very promising. Keep your fingers crossed.**

Thank you for your support of the museum that we all love.

Sincerely,

A handwritten signature in black ink, appearing to read 'Joe Hensler'. The signature is stylized and somewhat cursive, with a long horizontal stroke at the end.

Joe Hensler
Board President

2010 YEAR AT A GLANCE

- Over 56,000 visited the California Automobile Museum.
- 5 special exhibitions were on view at the Museum.
- The Museum ended the year with 603 membership households and an additional 5,500+ members through the 44 Car Club memberships.
- 247 attended educational classes at the Museum.
- The Road Crew took CAM out into the community 43 times.
- **The Speakers' Bureau reached** 445 people with presentations.
- Volunteers logged 28,300 hours of service for the Museum's Docent Program, Library, Fundraisers, Committees, Website Maintenance, Education Programs, Rental Events, Road Crew, Museum Day, Pit Crew, Newsletters, Car Donations & Sales, Gift Shop and more.
- Vehicle acquisitions:



(One of two used by TV Show CHiPs)
Gift of Art Pauly



“The Quiet One” Electric Vehicle
Gift of Nels Overgaard

2010 Membership

Corporate/Sponsors

Bennett, Marilyn
 Bertolucci, Richard & Bev
 Derr, Arthur
 Fishburn, Diane
 Florence, Robert
 Foster, Tim
 Goodsell, Gregory and Susan
 Jones, Talmadge & Carolyn
 Jordan, Philip and Margaret
 Klunder, Barbara
 Knopf, Perry and Betty
 Millard, William and Macell
 Surf City Garage
 Sacramento Area Mustang Club
 Sharp, William and Debra
 Stagg, Howard
 Tolbert, Eugene and Edith
 Webb, Milton
 Worsley, Rick

Executive Memberships

Andriess, Rosemary & Roger
 Baptiste, Robert
 Barcena, Michael
 Beyer, Ed
 Bleau, Richard
 Bucholz, Kenn
 Buescher, Alfred
 Eichner, David & Patricia
 Flint, Dennis
 Foley, Norman & Bonnie
 Gutierrez, Enrique
 Hartzell, Steven
 Heltman, David
 Hensler, Joe and Gayle
 Hill, Bill and Julie
 Hoover, Herb & Jan
 Hughes, Thomas B.
 Johnson, Richard & Liz
 Jordan, Ken & Carolyn
 Lusvardi, Reuben
 Machovsky, John
 Marx, Marvin
 Morris, Steve
 Oaks, Donald
 Perry, Herbert A.
 Raber, Daniel & Anna
 Root, Terry
 Snider, Paul H.
 Snyder, Jon
 Stein, Carl
 Stiver, Larry
 Tarczy, Bob and Constance
 Trautman, Gerald & Susan
 Vaughn, Gene
 Vierra, Lee
 Waits, Burl
 Wilson, Dennis and Carol

Dual / Family

Amaral, Chris and Theresa
 Ashworth, Kenton & Gale
 Baar, Mark
 Barks, Ray & Shirley
 Bartylla, Jim & Mary
 Bashaw, David & Helen

Bechtold, Stephen & Patricia
 Beebe, Cameron & Lisa
 Berger, Dave & Debra
 Brown, William
 Cates, Steve & Karen
 Coupar, Thomas & Mae
 Dadey, Kathleen & Charles
 Davis, Bev & Jean
 Duarte, Edward & Maxine
 Dunnett, Dave & Cindy
 Edlund, John & Virginia
 Elko, John & Sonja
 Emick, Tony & Della
 Ewing, Michael & Paula
 Feliz, Don & Elsie
 Fong, Victor
 Ford, Philip & Emma
 Gilchrist, Ronald
 Glubka, Gregory & Theresa
 Godfrey, Jerry
 Goldberg, Larry
 Grau, Elton & Sarah
 Green, William & Connie
 Greenwood, Bill & Grace
 Grimes, Pete & Kathy
 Gutermann, Carl & Louise
 Hansen, Kris
 Harrington, Brent & Sue
 Harvey, Richard & Barbara
 Haynes, Dan & Elliott, Thomas
 Heltzel, Fred
 Hopkins, Patrick & Nelson, Kaela
 Huston, Rich & Silvia
 Hutchinson, Fred & Meride
 Johnson, Richard & Liz
 Kellogg, Jim & Barbara
 Kruse, Jack & Dorothy
 LaLiberte, Jennifer & Marc
 Lemoine, Florence
 Lilley, Robert & Nancy
 Lindenmuth, Todd
 Little, Ken & Judy
 Marchetti, James
 Maurer, Jack
 McGregor, Gordon & Carolyn
 Meinecke, Jerry
 Nelson, Julie & Larry
 Oaks, Robert & Luscher, Dave
 Oxley, Natasha
 Page, Daniel
 Page, Robert & Ruth
 Patrick Patterson & Stephanie De Moll
 Perry, Leland
 Peterson, Chuck & Venus
 Peterson, Dayna & Gary
 Pevey, Gary & Debra
 Ramos, Carl & Carolyn
 Rathmann, Arnold
 Rich, Albert & Susan
 Robinson, John & Chevallier, Theresa
 Rode, Raymond & Pam
 Salca, Kenneth & Rachel
 Sangmaster, Tony & Esther
 Saunders, Wayne & Barbara
 Schales, Jake & Georgianna
 Schatzman, Ed
 Schwilk, Norman and Reba

Settle, Paul
 Sheffield, Robert & Babcock, Elizabeth
 Shields, Steve & Susie
 Smith, Mike & Ardyce
 Smoot, Lyle
 Theiss, Carolann, Malano, Erlinda
 Vorhies, Robert & Erin
 Wall, Adrian & Rebecca
 Well, Bill & Mary
 Wells, James & Patricia
 Wright, James
 Young, Henry & Judy
 Zucker, Jared & Christie

Individual Memberships

Aceituno, Michael
 Adams, Bruce
 Albino, Lori
 Alton, Timothy
 Anderson, John W.
 Anderson, Oscar
 Angello, Joseph
 Annigoni, Carol
 Anton, Edward
 Appel, James
 Aseltine, Art
 Atkins, Gregg
 Ayer, Mark
 Bashaw, David
 Bast, Harlan
 Beckemeyer, Barry
 Beckwith, Charles
 Bengel, Jerry
 Bischoff, Ronald
 Bonneville, Rebecca
 Borgquist, Rich
 Bossuot, Gary
 Bourne, William D.
 Brattesani, Alan
 Britt, Wayne
 Brousseau, Roger
 Buckman, Read
 Burwell, Richard
 Butler, Bob
 Canada, David
 Carelli, David
 Carli, Rick
 Carstens, Clif
 Casner, Matt
 Castellanos, Emilio
 Clark, Stephen
 Clinton, Chester
 Clyne, Richie
 Cocciant, Paul
 Cohen, Leon
 Connolly, John
 Cook, Adam
 Cook, Margaret
 Cosce, James
 Costa, Jack
 Craghead, Donald
 Crail, Charles
 Cropsey, Duane
 Crow, Jim
 Czaja, Bernard
 Dalby, Art
 Day, Jim

Demott, James
 Derby, Kristen
 Dinwiddie, Louis
 Dowling, Thomas
 Drew, Mike
 Dudsak, Anthony
 Edwards, Tanya
 Egolf, David
 Ellis, Leibert
 Fabian, Ed & Carole
 Felker, Patrick
 Finch, Randall
 Fisch, Nianne
 Flannigan, Jackie
 Folger, Frank
 Fong, Rob
 Fort, Colin
 Frantzen, Larry
 Fricke, John
 Fuller, Richard
 Gardner, Audrey
 Gast, John
 Gilbert, Bob
 Glover, Mark
 Goldberg, Larry
 Gould, Roxanne
 Graveline, Paul
 Gray, Michael
 Greathouse, Bill
 Green, Stephen
 Greene, Avery
 Gustafson, Bob
 Hagopian, Elaine
 Ham, Richard
 Hammer, Helen
 Hardt, Ben
 Hayes, Darrel E.
 Haynes, Russell
 Hecteman, Roy
 Henderson, Peter
 Henderson, William
 Hendricks, Robert
 Henich, Michael
 Herrmann, Michael
 Holinski, Tom
 Holm, John
 Holmes, John
 Hopkins, Robert
 Hurabiell, John
 Imrisek, Paul
 Irion, James
 James, John
 Janowski, Bill
 Johnson, Chuck
 Johnson, Harry
 Johnson, Norm
 Jordan, Donald
 Kangas, Michael
 Karnopp, Dean
 Kashiwada, Stephen
 Kaspar, Emerick
 Keenan, Randy
 Kellen, Randy
 Kersh, Jack
 Kersten, Jack
 King, Michael
 King, Robert

2010 Membership

King, Winko
Koyasako, Jason
Kramer, John
Kraus, Marshall
Kuster, Ivan
Lachine, Jeff
Lampe, Alan
Larson, Dennis & Susan
Lawrence, Skip
Leibee, Henry
Leif, Don
Lester, Jan
Lewis, Yvonne
Lurmann, Greg
Macher, Charles
Malcolm, John
Marchand, Paul
Martfeld, Dale
Mason, Tom
Mathews, James
Mauk, Merlin
McClellan, Ronald
McCulloch, Don
McNally, Michael
Merry, Richard
Mikula, Joseph
Mork, Fred
Murphy, Richard
Murugesan, Sivakumar
Neves, Heather
Nicholas, Don
Nosler, Bob
Orr, Mary Ann
Paine, Richard
Parker, Jack
Philips, Jo Anna
Poole, John
Price, Don
Rapp, Paul
Rector, Linval
Reichow, Bruce
Remensperger, Betty
Rentovich, Aleksander Lee
Reynolds, Gerald
Richofsky, Carl
Riley, Ernest
Ritenour, Mike
Roberts, Patricia
Rohrer, Virginia
Roper, Ralph
Rossi, Bill
Rossow, Eric
Roth, Thomas
Rothaus, Ken
Rowell, J.D.
Russell, John
Savage, Harry
Schermerhorn, Lynn
Serafini, David
Shannon, Ted
Shenefield, Joseph
Simpson, Roy
Sims, Gary
Singletery, Don
Smiley, Louis
Smirlis, Dee
Smith, Don
Smith, Kenneth

Smith, Richard
Smith, Ron
Stalnaker, Jon
Stegeman, Richard
Stillman, Jim
Stiplosek, Paul
Strauss, Armar
Swain, Jeff
Teague, Richard
Tennyson, John
Tessmer, Paul
Thomas, Gerald
Thurston, Lloyd
Toensing, William
Tomkins, Steve
Tronson, Keith
Underwood, A.J.
Utterback, Arnold
Van Acker, Charlie
Van Alstine, Gordan
Van Gundy, William
Vera, Larry
Viera, Manuel J.
Wahlborg, Karl
Walker, Michael
Wallace, John & Gail
Walton, Teddy
Waterbury, James
Whelpley, Mike
Whitehead, Craig
Whittinghill, Richard
Whitver, Howard
Wiesner, Don
Willett, Barbara
Willis, Michael
Wilson, Michael
Work, Murray
Wylie, Richard
Zillner, Robert

Student Memberships

Clayton, David
England, Patrick
Gerbel, Sergey
Jimenez, Rafael
Long, Jon
Marlett, Jessica
Pape, Karl
Rivera, Gerardo
Zepeda, Teresa

Exhibitors

Amer, Rosalie
Babayco, Mary and Kevin
Bashaw, David
Bruno, Michael and Beatrice
Cannizzaro, Stephen
Craven, Georgene
Daloia, Robert
De Haan, John
DeCarli, Richard
DeFrank, Joedy
Dolar, Emily
Donaldson, Stu
Ettlich, William & Dianne
Evans, Michael
Felderstein, David
Harrington, Brent & Sue

Harrison, John & Susan
Hegarty, Ed
Hess, Michael
Hogg, Elizabeth
Jaworski, Paul and Elaine
Johnson, Bryte
Kamphausen, Buck
Kiser, Bruce and Karen
Labhard, Dave and Camela
Bill McAnally Racing
Millard, Bud
Montgomery, Joe
Palmer, Martin
Pierson, Walter & Patricia
Ramos, Frank and Joanne
Ryder, Richard and Irene
Scheelar, Earl and Alice
Sherman, George
Shove, Tom
Shrewsbury, Ken & Jean
Sieglitz, Robert and Carrie
Smith, Phillip and Eleanor
The Morning Star Company
Van Wert, Linda
Vogel, Ron
Warrener, Douglas
Welch, Randy
Williams, Waldon
Wiseman, Sue
Woodward, Bruce
Young, Keith & Katie

Car Clubs

356 CA Alta Region
Buick Club of America CA Capitol Chapter
Burgiemen Capitol City Car Club
Camaro Generations
Capital City Mopars
Capitol A's Club
Capitol Vipers
Central CA BMW Riders
Classic Auto, Ben Ali Temple
Classic Corvairs of River City
Delta Sierra Alfa Romeo Club
Diablo Valley Mustang Assoc.
Early Ford V8 Club - Sac Region Group
Foothill Classic Car Club
Gold Country Street Roads
Sacramento Electric Auto Assoc.
Hangtown A's
Horseless Carriage Club of America
Kaiser-Frazer Owner's Club, International
Karel Staple Chapter SDC
NCRG of The Horseless Carriage Club of America
Norcal Retrobirds
Northern California Chapter of F.A.S.T.
Nor Cal Kit Car Club
Northern California Oldsmobile Club
Over The Hill Gang - Sacramento
Porsche Club of America
River City Shelby Club
Roamin Angels Car Club
Sac Area Miata Owners Association
Sacramento Area Mustang Club
Sacramento Classic Thunderbird Club
Sacramento Harley Owners Group
Sacramento Jaguar Club
Sacramento Valley BMW Car Club

Sacramento Valley Model T Club
Shelby American Auto Club of Nor Cal
Sierra Mustang Club
Tierra Del Oro Panteras
Trans Am Club-Golden State Chapter
United British Sport Car Club
VCCA - Sac Valley Region
West Capitol Raceway Alumni Ass.
Woodland Street Cruisers



From the Executive Director

It has been a pleasure to serve as Executive Director for these 4+ years and see the growth the Museum has achieved. Some milestones for 2010 include:

We broke attendance records with our Born to Ride Motorcycle Exhibit (over 700 paid admissions the opening day alone) and ended the year with over 50,000 in total visitors, which is also a new record.

Our new Long-Term Exhibit, *Automobilia!* has drawn new audiences and vastly changed the appearance of the Museum. Visitors have remarked it looks cleaner and fresher, not to mention catching the attention of a younger demographic.

Several new initiatives with visitorship in mind were launched this year. We raised \$8,000 for hands on **kids' exhibits**, which we are now beginning to implement. We launched a Facebook Fan Page that now has nearly a thousand fans. Other social media, represented by Twitter, YouTube, Flickr and foursquare, among others, have reached several thousand more. Nearly 200,000 people visited our website in 2010, and E-mail marketing initiatives reached more than 5,000 individuals.

We **celebrated our First Annual Founders Day, honoring those who played a part in the Museum's** history, held our first Vettes for Vets event with over 100 Corvettes participating despite the rain, and continued our efforts to build our Annual Cruise **into one of Sacramento's Signature Events.**

I'd like to close by sharing some of the comments that our visitors have communicated to us, which is even more telling than me reporting all our latest statistics:

I recently attended a wedding here and was truly impressed. The bride and groom were picked up in an Old-School convertible right off of the dance floor after their vows. -Zac

Massive bonus points for the volunteer docents! -Brooke

I learned a lot from this museum, and now a bit more interest in cars. -Gloria

The Italian Automotive Design exhibit was worth the visit all on its own! -Julianna

As the Executive Director of the California Automobile Museum, I am proud of what we achieved over the past year and am pleased to be able to share our accomplishments with you. This report reflects the support and hard work of generous donors, devoted volunteers, and dedicated staff members.

Thank you for allowing me the privilege to serve with you,

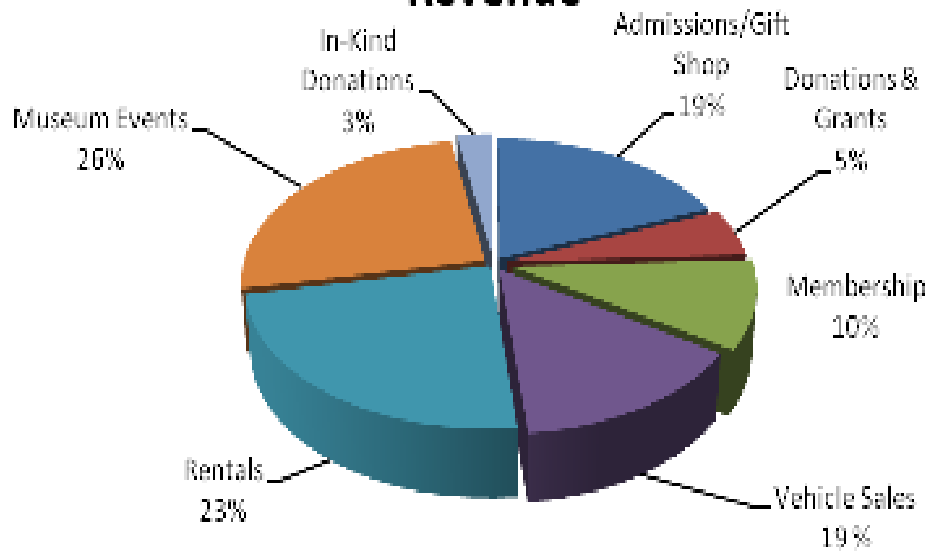
A handwritten signature in cursive script that reads "Karen McClafin".

Karen McClafin
Executive Director

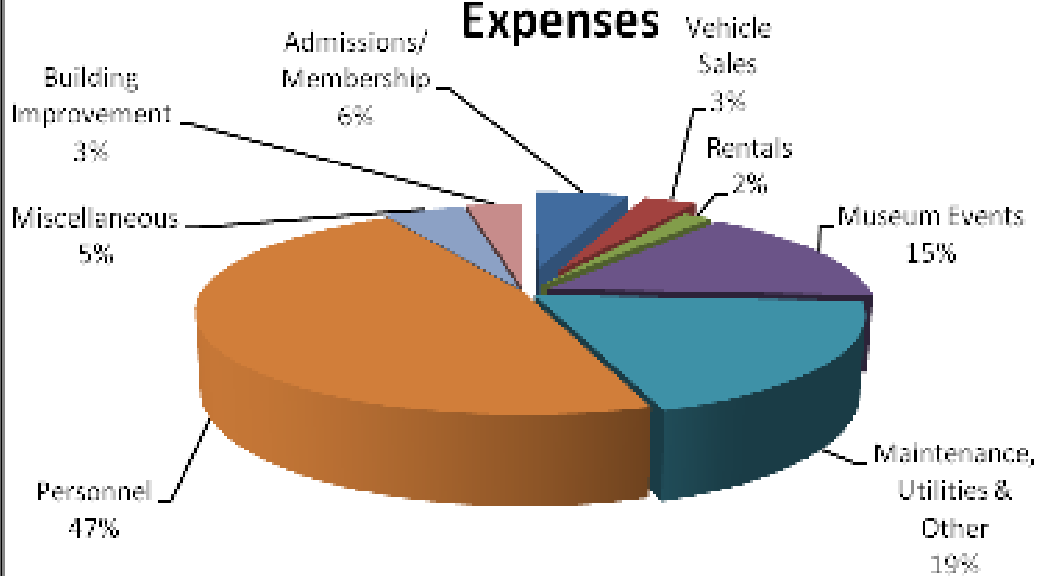


2010 Financial Report

Revenue



Expenses



CALIFORNIA VEHICLE FOUNDATION

CALIFORNIA AUTOMOBILE MUSEUM

Statement of Financial Position

December 31, 2010

ASSETS

Cash	\$	49,911
Gift shop inventory		13,412
Prepaid expenses		27,886
Property and equipment, net		46,013
Cash restricted for new building		10,566
Museum exhibits		613,682
Accounts Receivable		1,282
		<hr/>
	\$	<u>762,751</u>

LIABILITIES AND NET ASSETS

Liabilities		
Accounts payable	\$	7,077
Accrued expenses		20,098
Deferred revenue		37,927
Other Liabilities		3,900
		<hr/>
Total Liabilities		<u>69,002</u>
Net Assets		<hr/>
	\$	<u>762,749</u>