2018 ANNUAL REPORT

CALIFORNIA AUTOMOBILE MUSEUM

CALAUTOMUSEUM.ORG

CALIFORNIA AUTOMOBILE MUSEUM

SACRAMENTO, CA

HIGHLIGHTS OF 2018

- We hosted **more than 63,000 guests,** our highest number ever. This includes 4,000 guests on Sacramento's Free Museum Day. We also had nearly 650 proud car owners show their classic and collector cars at our various car shows, including our best-ever showing at **CruiseFest on Fulton Avenue.**
- Thank, in part, to a record-setting response to our Big Day of Giving appeal, **we were able to launch Project Facelift**, which allowed us to repaint our building, install new exterior LED lighting, upgrade our parking area, invest in improved audio/visual technology in our event space, and modernize our electrical service.
- The new roof has done a wonderful job keeping the rain out of the museum. However, it is also very effective at keeping the cold air inside the museum during the coldest winter months and the heat in during the summer. The Board of Directors is committed to addressing these challenges and you will be hearing more about those plans in the months ahead.
- The departure of Executive Director Delta Pick Mello, after nearly three years of dedicated service and hard work, was another unexpected challenge of 2018, but the Board of Directors quickly launched a nationwide search for a replacement. The process of interviewing museum and non-profit professionals was enormously rewarding, as we heard again and again that the California Automobile Museum is indeed a world-class museum and community asset. **We are excited to announce that Mark Steigerwald,** who was most recently employed in the development department at Cornell University, has accepted our offer and plans to start in mid-March.

ON BEHALF OF THE STAFF AND BOARD OF DIRECTORS HERE, THANK YOU FOR YOUR SUPPORT OF OUR SHARED GOAL OF CONTINUED GROWTH AND IMPROVEMENT

2018 FINANCIALS

Income		Expense	
Fundraising	$220,560	Fundraising	$258,400
Admissions	$185,224	Administration	$293,365
Vehicle Sales	$216,660	Overhead	$192,344
Rentals	$155,628	Vehicle Sales	$74,726
Donations	$77,880	Admissions	$55,520
Pledges	$71,050	Projects	$52,508
Membership	$54,358	Exhibits	$58,216
Exhibits	$37,725	Rentals	$37,052
Gift Shop	$36,522	Membership	$26,249
Education	$10,320	Education	$19,612
Docents	$6,724	Donations	$14,942
		Gift Shop	$4,554
		Docents	$8,106

Total Income: $1,072,651
Total Expense: $1,095,594

2018 Net Operating Income: -$18,006

"Raise the Roof" Capital Campaign*

Income 2018: $71,050
Expense 2018: $82,184

*Pledges for this campaign will be received through 2022

THANKS TO OUR EXHIBITORS AND VEHICLE ADOPTERS!

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*** Adopt-A-Car Donors**

Starting this year, we will be featuring a few articles from our quarterly newsletter, "FUEL" in our annual report as a highlight of the past year. Please enjoy this spotlight on our master mechanic and Model T expert, Milt Webb!

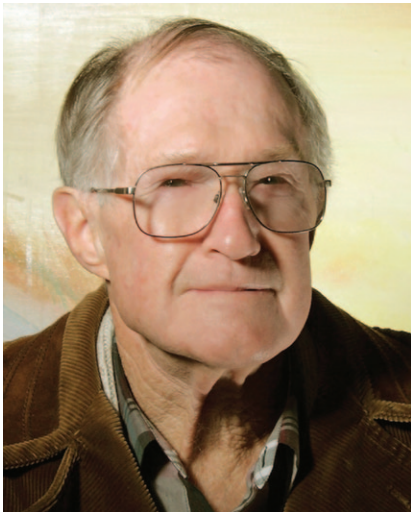
Milton “Milt” Webb was born in Riverside, California (about 60 miles east of Los Angeles) on May 1, 1932. Not surprisingly for a guy who has never stopped working-even at 86 years old, Milt became a working man early. He started catching gophers for his neighbors, at a rate of 25 cents per catch. Not bad work (or pay) for an eight-year-old. When he was eleven, working with his dad, he earned money scraping gunk out of different engine components. By age 14, he’d saved up enough gopher-scooping and gunk-scraping funds to put a down payment on a motor scooter; his mom co-signed the loan with serious reservations. She told him that if he defaulted on the payments the scooter would be repossessed, as she couldn’t afford to make the payments herself. Not only did he make the payments on time, by age 16, he’d saved up enough money to buy a used Ford Model A with his own money. His mom opposed that purchase, too…until she realized she would need to borrow the car to run her own errands!

It was around this time that Milt had his first encounter with a future member of the Museum family. He had heard stories about a hot shot hot rodder named Dick Teague, who was terrorizing the streets in and around San Bernardino High School-just a stone’s throw from the original McDonald's hamburger stand. Fast-forward 40 years and these two young rivals crossed paths again at the Towe Ford Museum, where Dick was establishing the Museum’s research library and Milt was a part-time volunteer mechanic. But, more on that later.

When Milt was 16, he began working with his father Earl, fixing and tuning up cars. Soon, Milt found himself in Las Vegas, braving 100 degree heat with Earl, fixing up a customer’s Model A; the same car he’d bought himself. The Model A had a broken axle, and Earl wanted to show Milt a quicker (but just as good) way to do the repair. Milt recalls this as his first “listening lesson,” which taught him the value of mentors with more experience. It’s a lesson he never forgot.

Milt continued working for Earl during and after high school. Then in 1951, he was drafted into the Army and sent to Korea. Once overseas, he began to realize something: your average, run-of-the-mill 19-year-old draftee couldn’t do much. “They couldn’t clean, they didn’t know how to sew a patch on their uniform, let alone fix a car,” Milt commented. So, he became a teacher at a very young age and hasn’t stopped since. Milt’s commanding officers took notice of his knowledge and work ethic and before his tour of duty in Korea was up, he was promoted to motor sergeant.

After his return from Korea, Milt went back to work in garages and eventually enrolled at Cal Poly Pomona to pursue a degree in mechanical engineering. He graduated in 1961; a degree that took most of his classmates four years to complete took Milt six years, as he was still working full time to put himself through college. Three years earlier, Milt had married his wife Dorothy, who he insists deserves a lot of credit for her support during this time. Milt declares with a smile that, the same day he earned his bachelor’s, she earned her PHT degree; “Push Hubby Through”



After graduating, Milt went to work at Kaiser Steel in the metallurgy lab. He’d been at Kaiser for 18 months when a position opened up at Scott Research Lab in San Bernardino, working with smog device testing. His boss encouraged him to leave Kaiser and take the job. Milt recalls that’s where he really learned about carburetors and how to make them run. He learned everything he ever wanted to know about the then-new world of smog testing and working with devices, many of which would never see the light of day.

In 1975 he moved to Elk Grove, serving as the state's chief technician on smog shop instruments, but grew bored of the work, and moved on to a position as regional supervisor with Granatelli Tune-Up Masters in 1983. It was in this capacity that Milt met Ernie Hartley, director of the Towe Ford Museum. But before I tell you that story, I need jump back in time a bit.

In 1949, when Milt was finishing up high school and honing his mechanical skills, his father bought an old Model T. Milt didn't take a particular interest in it; ironically for anyone who knows him now, Milt never thought of himself as a "Model T guy."

Then in 1975, Milt's father contacted him. The T was in Fallbrook, California, and hadn't run in ten years. His father wasn't interested in it, so with the help of his friend Carl Amundson, he got the T up and running again. Then…he had to learn how to drive it! Having been on the state-of-the-art end of the automotive world for two decades, he enjoyed going back in time with his Model T.

Back to the 80s. It was around 1988 that Milt first stepped foot in the Towe Ford Museum, which had opened a year earlier. He was working for Granatelli's at that time, travelling all over the state. That year, The Museum sent it's yellow 1913 Model T Ford out to a parade to transport Mayor Ann Rudin, Sacramento's first elected female mayor. It started out well, but at some point during the parade, the T slowed down, shaking violently. Fearing the worst, Mayor Rudin stepped out of the car and walked the remainder of the parade route. Not a great first impression for the new museum. So director Ernie Hartley recruited Milt to do some volunteer mechanic work on the T whenever he happened to be in town.

Milt got the T up and running again and then turned his attention to the red 1938 Buick: the first car donated to the California Vehicle Foundation back in 1982. Milt got it humming, too with a rebuilt distributor. It's still running for the Museum's outreach events today.

Milt's first mechanic partner was Dave Eichner, who currently heads up the Museum's Pit Crew. Milt and Dave comprised the entire mechanic crew, with Dave quickly taking on the nickname "Little Milt," as Milt recalls that they looked identical from behind and were often confused for one another. Gradually, other volunteers began joining the Pit Crew, the roster of which now includes more than 20 members. Milt notes that a handful of Pit Crew members have real professional mechanic experience while the rest have a zeal for fixing cars and are eager to learn new things.

Always ready to recognize others, Milt expressed his great appreciation for Carl Amundson (who, back in 1979, officially turned Milt into a Model T guy). Carl was on the California Vehicle Foundation Board of Directors in the early 1980s and also sat on the City's Redevelopment Agency Board. Carl was integral in redirecting the City's plans for 2200 Front Street, which at that time was being used as storage space for used restaurant equipment. Milt notes that Carl and his wife even built the restrooms.

Milt really enjoys coming down to the Museum and doing what he's done for more than seven decades now; tinkering with things, fixing them, and making them run. He enjoys the "behind the scenes" nature of the Pit Crew's work. One of our best assets is the ability to take our collection on the road and show it off thanks to the Pit Crew.

If you're ever at the Museum looking for Milt, more than likely, he'll be hunched over an engine, doing his part to help ensure no mayor, governor, councilmember, or other elected official has to unexpectedly walk a parade route in Sacramento again.

Milt teaches Museum Curator Carly Starr how to drive a Model T

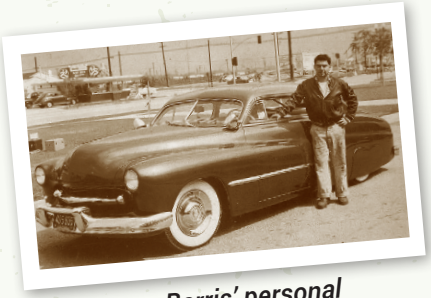
Please enjoy this newsletter excerpt, highlighting our spring and summer special exhibit!

2018 Exhibits Highlight

Crafting a Rebellion: Sacramento Customs & Hot Rods

Through September 3, 2018

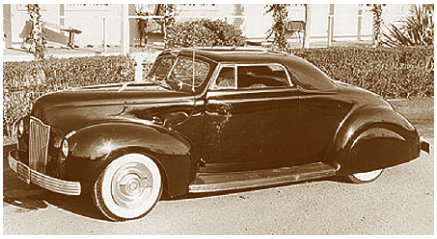
Sacramento has a rich history and culture of custom cars and hot rods and the California Automobile Museum's new summer exhibit is the best way to explore it's stories.



Sam Barris' personal chopped 1949 Mercury

Crafting a Rebellion: Sacramento's Customs & Hot Rods features cars showcasing the craftsmanship, dedication and pure artistry from right here in the Sacramento region. The exhibit focuses on the influences of Harry Westergard, Sam Barris, and Dick Bertolucci. The cars, from the late 1930s through the early 1960s, explore the early relationship between hot rods, racing, and customs. Of the dozen exhibited, each car is a stunning example in its own right.

Sacramento can be overlooked when talking about custom and hot rod history but the impact this city and its residents had on the larger design and culture of custom cars should not be ignored. Westergard, Barris, and Bertolucci are all represented by one of their own masterpieces in the exhibit. In 1945, Harry Westergard built a custom car for his friend Mel Falconer. What was originally a 1939 Ford is now one of the best surviving examples of Westergard's iconic and influential style. Sam Barris'personal 1949 Mercury is considered to be the first chopped "Merc" of that era and set the standard for what a custom car should look like in the 1950s. Dick Bertolucci was just 19 years old when he finished customizing a 1940 Mercury into a spectacular daily-driver for Buddy Ohanesian.



Mel Falconer's 1939 Ford customized by Harry Westergard

And then there are the hot rods. Hot rods, racing and customs all went hand-in-hand in these early years. These hopped-up creations include a shiny red roadster that was build by a local man, Rico Squaglia, and would win him the America's Most Beautiful Roadster award in Oakland in 1951 – only the second year the award was presented. Also on display is a Bonneville dragster called "The Dolphin" build and raced by Dick Bertolucci in the late 1940s and early 1950s.

Included in the exhibit is a large display of various iconic and essential parts to the customs and hot rods during the 1940s and 50s. Plus we have original tools used to design and build these works of art.

Whether you know all about custom cars or are a complete novice, you will learn about these three pioneers of custom cars – their cars and their personal stories: Harry Westergard who died tragically in a car accident when he was 40 years old; Sam Barris of Barris Kustoms who stayed and worked in the Sacramento region while his younger brother George Barris left Sacramento to flourish in Los Angeles creating custom cars for tv and movies; and Dick Bertolucci, now in his 80s, whose Body and Fender Shop on Stockton Boulevard is iconic and still known today for his artistry and excellence.

Buddy Ohanesian's 1940 Mercury customized by Harry Westergard & Dick Bertolucci.

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Sol Goldman **Vehicle Sales Assistant**
Jasen Henderson **Marketing & Brand Coordinator**
Roy Kinji **Vehicle Sales Coordinator**
Josh Malboeuf **Visitor Services**
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Juan Rayo **Custodial Assistant**
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