

EXPERIENCE Automotive EVOLUTION



California Vehicle Foundation



MISSION STATEMENT

The mission of the California Automobile Museum is to preserve, exhibit and teach the story of the automobile and its influence on our lives.



Board of Directors

Board Officers	<u>2013</u>	<u>2014</u>
President	Joe Hensler	Joe Hensler
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	Susan Oliver	Jim Orsburn
	Jim Orsburn	Mike Ritenour
	Mike Ritenour	Jeff Swain
	Jeff Swain	Ron Vogel
Executive Director	Karen McClaflin	Karen McClaflin



Welcome to our 2014 Membership Meeting.

The California Automobile Museum had a great year in 2013. We exceeded our budget projections and showed an increase in net worth and available cash, along with paying off all of our credit lines. Solid Management of your museum helps assure its future success. Our museum had increased visibility in 2013 with significant news coverage from almost every media outlet; no more will everyone you meet say "...I didn't know that there was an auto museum in Sacramento..."! This continues into 2014 including the incredibly successful beer tasting event last night.

Our Executive Director Karen McClaflin leads, in my opinion, the best staff that we have had since I have been involved with the museum. Karen herself is a strong, positive leader; Carly is doing a super job as Curator in a challenging environment with the building uncertainty; Natalie (with help from Board member Stacey Castle and many others) has been the key behind out increasing visibility; John is doing a great job with car sales; Hallie did extremely well with event sales despite the uncertain future with the building; our two front desk guys, Angel and Adam, do a great job providing a friendly face to our visitors and we cannot forget Randy and Mario and his crew for keeping the old girl functional.

You all know that after years and thousands of hours of work, the Sniders decided to pull out of our joint building effort. After a couple of weeks of looking back but most importantly forward, we are putting together a plan to either fully renovate our old building or use some of its bones in a new structure. After all, the Sniders' largesse allowed us to convince the City to sell the building, something that they had never considered before. Further, the Sniders invested in many of the documents and investigation that we would need to use should be able to find a way to purchase the structure, allowing us to control our future and make fundraising easier. Lastly, the Sniders have committed to becoming our lead donor with their \$1m pledge. We are on our way, in a somewhat different direction, but we will have a great building!

If you are attending this meeting, you are one of the owners of this museum. I would also wager that you have a love for this museum, its displays and its people, as I do. And, as I was recently told by a friend in the business of supplying cars to movie studios, nothing sets the era like a car; not the dress or the buildings or really anything else. Our higher mission calls for us to teach not only the history of transportation through the cars we display but the concurrent changes in our society through them; it is our higher mission. To accomplish our goal of creating a building that will endure and that we will be proud of, we will need donations from all. Not just donations from wealthy patrons but from all of us. Please consider what you might be able to donate to our building fund even if it is in the form of an estate gift pledge that we can count on.

Thanks to all of you for your hard work and support of our museum.

Jóe Hensler, Board President California Automobile Museum

2013 YEAR AT A GLANCE

- Over 50,000 visited the California Automobile Museum.
- 5 special exhibitions were on view at the Museum, in addition to our permanent collection.
- The Museum ended the year with 749 membership households and an additional 4,300+ members through the 42 Car Club memberships.
- 2,328 students toured the Museum on field trips, and 117 attended educational classes at the Museum.
- The Road Crew took CAM out into the community 34 times.
- The Speakers' Bureau reached over 500 people with presentations.
- Volunteers logged 33,400 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, Board of Directors, Gift Shop and more.
- Vehicle acquisitions:





1982 Porsche 911 SCTarga Coupe

1927 Ford Model T 4-Door

Corporate/Sponsors	David Aronson	Rosemary Huttel	Tom Cruz	Tony & Esther Sangmaster
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Buick Club of America, Capitol Chapter	Paul Cocciante	Glenn Rondeau	Ray & Shirley Barks	Greg Lurmann
Sacramento Mustang Club	Enrique & Yolanda Gutierrez	Lana Gaffer	Rick Brown	Anne Steele
Executive	Herb B & Jan Hoover	Warren Myhre	Wayne & Barbara Saunders	Michael Zampiceni
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Bill Wallace	Michael Barcena	Cheryl Franzi	Tom Dowling	John P. Hurabiell
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Bret Gould	James M. Dann	Ed Inch	Jim Whent	Robert P Rinauro
Craig & Miki Cuslidge	Thomas Jones	Michael Moore	Norman F & Reba Schwilk	Joseph Massucco Jr
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Jim Happs	Leroy & Pat Ehlers	Daniel Dalke	Audrey Gardner	David Smith
Don Wiesner	Brent & Sue Harrington	William Easton	Don Feliz	Larry Sheridan
Jerry Godfrey	Dave & Debra Berger	James Wells, Jr.	Harry Johnson	Tim Waller
Jim & Kathy Orsburn	Andrew Lees	Leeann Stewart	Wayne Luney	Gordon McGregor
Scott Allison	Suzette Sager	Richard Heltzel	Alan Geiken	Jim Pitois
Eldon & Jaye Lowe	Jack Eskelson	Tim Waller	Guy & Margie Weybright	Mary Orr
Gerald & Susan Trautman	Devin Lahargoue	John M & Sonja Elko	Dale Martfeild	Julio G Arroyo
Bob Daloia	Gene E Vaughn & Teeann Duncan	Dale Liebherr	Wayne Steving	Christian Arroyo-Diaz
Ken & Carolyn Jordan	John Raybourn	Ted Raines	George Jordan	Emerick Kaspar
Mark & Linda Starr	Michael Peterson	Paul Petrovich	Ernie Stermer	Mike Meier
Dennis Cole	Robert Sheffield	Clive & Rachel Whittenbury	Alvin Swanson	David Egolf
	Joseph Licastro	Ron Bischoff	Burl W Waits	John Febbo
David Heltman	•			
David Heltman Jon & Susan Snyder	Lyle Smoot	Lee Butler & Beverly Wilhelm Robert La Mar	Barbara Albert Keith Tronson	Ray Salomon Alan Brattesani

Jon Stalnaker	Elaine Hagopian	Michael Serpe	Don Wenstrand	Lawrence Boyd
Justin Farias	Joe Van Sickle	Thomas Elliott	Leroy Mays	Donald O Craghead
Mark Glover	Neil Lubin	Michael McClure	Ray Fioresi	James Bartylla
Don Price	Juan Villatoro	Alan Grossman	Randy Keenan	Rich Borgquist
Dave Jolly	Richard Merry	Dennis Stange	Robert W. Calvin	J.D. Rowell
John C Swarts	Charles Macher	Lori Pranger	Barry Holland	Nolan Jones
Mary Anne Schendzelos	Kathy Woodyard	Susan Neff	Murray Work	Mike McNally
John Manby	Carolyn Waters	Frank Ritter	Jim Cutright	Jillian Stanley
Martin B Jovanovic	Cheryl Latham	Norma K Rice	Hal Smith	Allen M Luger
Richard Whittinghill	Bill Sessa	David Motz	John Saylor	David Frank
Robert Miller	Chris Crum	Sukhuie Singh	Tom Mason	Karl Wahlborg
Stephen Green	Craig Wright	Dave Bradway Sr.	Richard Murphy	Bruce L Currie
Robert M Deutsche	James J Cosce	Don Leach	Bob Tousignant	John Kramer
Alan Lampe	Randy Kellen	Christian Simon	Ron Vogel	Jerry Reynolds
Charles French	Brian Newman	Eric Henrikson	Barry Beckemeyer	Larry Frantzen
David Rossiter	Tony Rosecrans	Mark Rodriguez	Keith Rearick	Thomas Roth
Kenton Ashworth	Roy Simpson	Ron Stahl	Bob Hendricks	Bill Bourne
Robert Nunes	William Gutierrez	David Roberts	Dorain Britt	Manuel J Viera, Jr.
	Michael Woolcott	Tom Motter	Richard Bohnsack	Milt Balian
Elbert Littier	Bob Williams	Jeffery P Weiss	Richard Pepin	Bruce Reichow
Floyd C Painter	Paul Imrisek	Bill Hill	Charles Crail	Tom W Hatton
Jim Forshey	Anthony Marquez	Frank Richards	Jim Reid	Jerry Bengel
A.J. Underwood	Jason Koyasako	Allen McCrary	Tim Dwyer	Doug Evans
Paul Howard	Jim Feenstra	John Turner	Leonard F Brewer	Richard Wylie
Stacey Castle	Bill Cox	Lynn Marston	John Connolly	Edward Anton
Timothy Facha	Michael Palmer	Mike Jewell	Don McCulloch	James F Norwood
Aidan McLeer	Patty Vassilopoulos	Al Andrews	Bill C Knoblauch	Kenneth Salca
Patrick Felker	Peter Kassel	Kenneth Pleines	Nianne Fisch	Stan Steeves
Burl Skaggs				
Ralph Beshore jr.	Kieth Rauh	Greg Popejoy	Joseph Shenefield	Read Buckman
Jack Parker	Earnie Sides	Burt Walter	Ed Mayer	Joe Conley
Gregg T Atkins	Timothy Swank	Winko King	Gordan Van Alstine	William M. Anderson
Patrick Saunders	Becky Bonneville	Andy Harris	Paul A Graveline	Rick Stevens
Diane M Fishburn	Molly McDowell	Valerie Hawkins	Tom Bailey	Timothy Alton
Craig Whitehead	Timothy Cahill	James Gately	Dave Dunstan	Jim Clubb
Merlin Mauk	John "Eric" Paschek	Etta Johnson	Paul Bird	Richard E. Smith
Dave Petersen	Carl Mielke	Gerhard Bauer	Helen J Hammer	Oscar Anderson
Doug Klien	Steven Hartzell	Phillip Minas	R C Nosler	Jim Stillman
John Dangberg	James Perry	John White	Chris Smith	Allen Reise
Tom Allen	Janet King	Nick Alaniz	Rick Stegeman	Bob Wise
Daniel Neumann	John Philbert	Diane M Yapundich	Leon Cohen	Jim Boyd
Dennis Albrecht	Richard Forsberg	Luke Porter	Donald D Nicholas	Art Smith
George Potiris	Steven Cloyes	Rodger Condel	Demetrios & Deborah Smirlis	Dick Teague
Tim Palmer	Cheryl Maley	Mark Ayer	Richard Fuller	Claude Hessel
Charles Beckwith	Lee VanderLinden	James De Mott	Jackie Flannigan	Ted Simmen
Patrick J Hogarty	Richard Bonfond	Patricia A Roberts	John James	William J Toensing
Richard Floch	Vernon Hart	Richard Staley	Bo Bohannon	John Holm
Drew Gilpen	Bob Vahsholtz	Gus Rodriguez	Dick Gould	Arthur Fenn
Jim Agnew	Ron Weber	Larry Vera	Carl Richofsky	Robert Stone
Michael Hagerman	Richard Simonds	Ben Czaja	Edward Dinova	Stephen T Clark
Bunny Angello	Jackson Ross	Bruce Adair	Richard Owens	Gary Bossuot
Steve Hansen	Stewart Hall	Jay Hendrickson	Bruce Adams	Michael C Henich
Paul O'Neil	Ethelene G McLarin	Barton Perry	James C Appel	Exhibitor
Eric Seifert	James Seiferling	Ben Walker	Chester G Clinton	Mercedes Benz Research & Devlpmt
Ken Rothaus	Henery Leibee	Don Singleterry	John Oliver	Lewis Wiseman
Dan Colson	Scott Ingham	David Yamada	Bruce Ungari	Linda Van Wert & William Clark
	Ann Juell	Edwin Motell	Don Smith	Paul and Elaine Jaworski
Roberta Hopkins	Paul Cowden	Ted Shannon	Roy Hecteman	John DeHaan
Steve Walker			•	

Buck Kamphausen Sarah DeGraw Chad Steinmetz Michael Ling Michael Corcoran Elizabeth Hogg Jeanne Bellinger Jerry Rudy Earl & Alice Scheelar Lisa Kirker John Moore Suzanne Jacobs Jon Norman Kristie Summers Corey Olsen Bob D & Mary Balkow John Balluff Daniel Mello Wesley Swanson Ruth Sitts Richard Decarli Greg Mathews Terry J McQuarrie Tony & Della Emick Keith & Katie Young Bruce Lagomarsino Susan Van Tuyl Larry Goldberg Jacob & Georgianna Schales Dana Brittingham Patrick Ellwood Chuck Peterson Lynn Harter-Killmer Mike Whalen Phillip Connell Walter Pettit Carolynn J. Drudik Sheryl Richardson Dave Matthews Duwayne Brooks Maureen Guetschow Ron Hauck Danah Singapuri John Obenauer Ronald Gilchrist William F Ettlich Jennifer Andronas Maher Alrwahuih Stephen Cannizzaro Naomi Burns Al Price Ron Grantz

George Kuhnke & Naomi Coleal Bill Schulte Kurt Campbell Patrick Cody & Annette Emery

Roger Riggsby Donald Hollingsworth Mary Snyder & Ellie Jones Lewis Kiehn

Joe & Dottie Montgomery Charles Uribe Bob Taylor Marshall & Nancy Kraus Doug Ratliff Christopher Saldana Julian & Diane Holt Frank & Joanne Ramos Rachel Whittenbury Bryan Turner Cameron Billeci Daniel Paige Chris & Melodie Rufer Dale Waldo Anthony Martinez **Car Clubs**

Walter J Pierson Laurette Whalen Rich Huston 356 Car Alta Region George & Fran Sherman Amy Corcoran Harold Baldwin Arcane Auto Society Tom Shove Elise Wallace Gerald Thomas Auburn Region VCCA Nicki Marshall Matt Simpson John F Gormley **Burgiemen Capitol City** Glenn T & Gwen Tilton Dave & Camela Labhard Neal Edwards CA Capitol Buick Club of America

David Felderstein McFetridge Michelle Merle & Judy Neel Camaro Generations Rosalie Amer Nancy Helm John Shirev Capital City Mopars Georgene Craven Dawniell Black Mike Price Capital Panteras

Bruce & Karen Kiser Deena McDonald Shawn Kile Capitol A's Club David and Helen Bashaw Mike Tanner Jody Dunkel Cappuccino Cruisers Philip D & Emma Ford Joedy P Defrank Mary Anderson

Nelson Freitas Julie & Larry Nelson David Moore Delta Sierra Alfa Romeo Club Inc. Phil & Eleanor Smith Craig Weckman Margaret Sarantis Early Ford V8 Club Robert & Carrie Sieglitz Herman Jacobs Todd Ferris El Dorado Region, KFOCI Bruce Woodward

Classic Corvairs of River City

Ashley Rich Greg Kaysen FAST NorCal Chapter Sue Wiseman Bret Lawson Jane Draper Gold Country Street Rods Richard MacFarlane Michael & Ann Evans Anne-Marie Jones Good Intentions Car Club

Bud Myers Donald McNeill Jav Hawkins Hangtown A's

Student **Family** Wayne Hine Imperial Owners Assn. of N. CA Bill & Mary Well Reginald Ento Allison Lores Karel Staple Chapter SDC Leonard Lloyd Michael A. Threadgall Steve Torres Mother Lode Model T Club Steve Spatola Dave Geisler Taylor Corcoran NCRG Horseless Carriage Club

Gary Peterson Cedric McKinney **Dustin Corcoran** Norcal Retrobirds

Vince Jacobs Tad Hashimoto Gregory & Theresa Glubka Northern California Oldsmobile Club Ron Moe Denise Ross Barry Blanc Over The Hill Gang - Sacramento Charles Rider Brett Miller Enrique Serrano Porsche Club Of America - Sac. Valley

Mike Maritch Doug Warrener River City Corvette Club Jack Gumbiner John & Cindy Dunnett Margrethe Baekgaard River City Shelby Club Christopher White Rich Eilers Jacqueline Roberts Richard Swain Roamin Angels Car Club Donald Snider Rods & Relics of Lincoln Hills Ryan Schillinger Sue Morgan Michael Sagie Austin J Joyce Enrico Poort Sac Area Miata Owners Association Gordon Wood Valentin Garcia John & Jill Pashley Sac Vintage Chevrolet Club Wayne & Betty Wenger Joel Wenell John Lindsey Sac.Classic Thunderbird Club

Carl & Louise Gutermann Gail & Bill Holt Sac. Valley Chapter BMW CCA Jon Lona **Teacher** John Hovey Robert Tobin Sacramento Area Mustang Club Robert F & Lorraine Kane Kathie Essex Sacramento Electric Auto Assoc. Heidi Henderson Gordon Gimbel Bo Grebitus Sacramento Jaguar Club Mary Latham

Barbara Willett Jim & Barbara Kellogo Sacramento Valley Model T Club Jason Quillin

Sierra Mustang Club

United British Sports Car Club W Capitol Raceway Alumni Ass. Woodland Street Cruisers Inc.



From the Executive Director

2013 was a busy year for us here at the California Automobile Museum, both in planning for our future and conducting the day-to-day events and exhibits!

We hired a new curator, Carly Starr, who has done an amazing job with exhibitions, education and volunteers. Our Board of Directors, led by Joe Hensler, made great strides toward our goal of securing a new/improved facility, and our increased marketing efforts, headed by Natalie Minas, have vastly improved our visibility in the community!

The Museum's revenue streams of vehicle sales, facilities use and giftshop stayed strong under the leadership of John Anguiz, Hallie Morris and Angel Nunez, respectively, and our community events (CAM Car Cruise, Vettes for Vets, etc.) and trips grew to new heights with Board Members Kim Nelson, Jeff Swain and others at the helm.

The Museum launched a new website that has already attracted double the amount of monthly visits we had prior to the launch.

The Museum's email marketing and social media programs continued to grow, delivering content and interactive experiences via platforms that are part of our visitors' daily lives. Our emails, which go to general audiences with wide-ranging information as well as targeted audiences for car sales and volunteers, now include over 6,800 families. On the social media side, our Facebook page reached 4,200 likes (that's up 58% from last year!) and our Twitter followers are close to the 1,000 mark, allowing us the ability to send these organically obtained followers breaking classic car news at a moment's notice.

I also want to share some of the comments our visitors have made on social media sites, which is even more telling than me reporting all our latest statistics:

What a great place. Nice selection of cars, old and new, some for sale. Staff is very friendly and always willing to talk to you about any of the history there. Brandy, West Sac

Plenty of cars from different era to check out. Even a cool section of old toy car collection. A great place to bring any car enthusiast and kids to see. Kent, Oakland

They have very good collection of Cars! The guide over there was very helpful and knowledgeable. He took us (me and my wife) and told us history about almost each car. We loved it! Mani, Sacramento

Got a half or whole day off? SPEND IT HERE! A buddy of mine (who doesn't love cars) and I spent 4 self guided hours here. Loved it. Roberto, Orlando

I recently had a company Holiday Party in the Alhambra room of the CA Auto Museum. The staff was so friendly and helpful that it took me a little off guard. I also noticed that the guests really enjoyed being able to look through the museum before the event began. Lauren, Sacramento

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.

We have a big year ahead of us as we enter a new era, and your continued involvement in the museum ensures an exciting and promising future for CAM. Thank you for allowing me the privilege to serve with you.

Warm regards.

Karen McClaflin, Executive Director

FINANCIAL SUMMARY Annual Report 2013

COMBINED STATEMENT OF ACTIVITIES FOR THE FISCAL YEAR ENDING 2013

Revenue

TOTAL REVENUE	\$697,804
In-Kind Donations	\$65,055
Museum Events & Trips	\$171,791
Rentals	\$145,642
Vehicle Sales	\$93,741
Exhibit Income	\$39,281
Gift Shop	\$49,538
Donations & Grants	\$31,843
Admission & Membership	\$165,968



Expenses

Expenses	
Admission & Membership	\$13,925
Vehicle Sales	\$29,432
Rentals	\$4,823
Museum Events & Trips	\$80,725
Maintenance, Utilities & Other	\$124,662
Personnel	\$363,079
Miscellaneous	\$31,993
Exhibits & Education	\$14,533
Depreciation	\$11,356
TOTAL EXPENSES	\$674,528
NET INCOME	\$23,276

