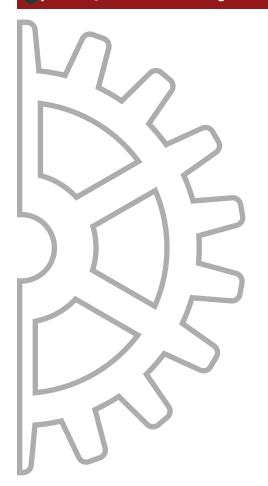




JOE HENSLER

President, Board of Directors

- f Facebook.com/calautomuseum
- @CalAutoMuseum
- jhensler@calautomuseum.org



LETTER From the Board President

Welcome to the 2015 Gearhead Membership Meeting!

2014 was a good year for the Auto Museum. We had a solid year financially with growing revenues, and of course we are good at spending those revenues.

During 2014 we added a full-time Education Coordinator and as a result of our progress in 2014, we have a full-time Development Director starting this week. Much of our existing staff remained through 2014, but we did lose Olessya this year and we miss her, but now have a solid staff person in place.

The CAM Car Cruise was bigger and better than ever with nearly 500 cars attending the event. The Cruise will be led this year by Mike Ritenour, who has been a long-time volunteer at the event and we expect nothing but more growth. Board Member and now Board Vice President Jeff Swain led some fantastic trips with the big one last year being to Italy but with lots of exciting small trips also. Jeff has significant involvement, along with many others, in the Sacramento Brewers Showcase which has been a significant revenue source. No one can forget our Fundraising Dinner with artist David Garibaldi, another big revenue source. It's really impossible in a short letter to acknowledge the efforts of all our volunteers and recognize their importance to our museum.

I believe that we have a really fantastic museum. The vehicles and displays are great; the volunteers are without peer; staff, including Karen McClaflin, is fantastic, but our building is bad! In 2014 we were forced to spend in excess of \$40,000 to repair the roof structure, and unfortunately we had to borrow that money, which we plan to pay off early this year.

We have worked for 8 years to replace the building, and our predecessors worked

for many years before that. However, we are on the edge of making it happen! We believe that sometime as soon as this month, the City will agree to sell us the building. With that, we can begin to invest in something we own. To that end, we have begun a fundraising campaign, successfully exited the "study" phase, and are now beginning the actual campaign. Our goal is to completely renovate the existing building including a new roof, heating and air conditioning along with the associated necessary electrical upgrades and install insulation. A new, paved and tree-shaded parking lot is in order also.

Once we have raised enough money, we intend to build a fabulous, 18,000 square foot addition to the North (front) side of the building which will feature a grand entrance, gift shop, café and kitchen, events area and offices. With that, we will reconfigure the existing building, increasing the display area by 30%! We will finish by adding a building on the South (back) side which will feature a restoration shop where we hope to teach underprivileged young adults restoration skills, a badly needed storage area and maybe even a place for special displays.

To reach our dream will require all of us to step up and pledge "until it hurts". We feel like the community does not see our cause as compelling as say an art museum, or children's museum but we do; we're car people! Please help all of us reach our goals with the new building.

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



Joe Hensler, Board President California Automobile Museum

California Vehicle Foundation



Our mission is to preserve, exhibit and teach the story of the automobile and its influence on our lives

Board Officers

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Randy Masterson
JoAnn Parayno

2014 At a ___ Glance

- Over 54,000 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 776 membership households and an additional 4,500+ members through the 43 Car Club memberships.
- 2,735 students toured the Museum on field trips, and 178 attended educational classes at the Museum.

- The Road Crew took CAM out into the community 44 times.
- The Speakers' Bureau reached over 500 people with presentations.
- Volunteers logged 36,200 hours of service for the Museum's Docent Program, Library, Fundraisers, Committees, Detail Crew, Education Programs, Rental Events, Road Crew, Museum Day, Pit Crew, Newsletters, Car Donations & Sales, Board of Directors, Gift Shop and more.

Vehicle acquisitions:





Others include: 1922 Ambulance Body Donated by Daryl and Teri Prouty

1947 Kaiser Special Donated by Bonanza Parts **Corporate & Sponsor**

CA Capitol Buick of America

Robert Florence

Greg and Susan Goodsell

Gary Johnson

Tal and Carolyn Jones Perry and Betty Knopf

Stephen and Leslie Koonce

Skip Lawrence

John Lindsey and Family JonNastroSellsHomes.com

Mar'West Inc.

OMNI Community Management Sacramento Area Mustang Club

Sacramento Clean Cities Setzer Foundation

Paul and Renee Snider

Howard Stagg

Eugene Tolbert

Milton and Dorothy Webb

Howard Whitver

Zoom Imaging Solutions

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David Aronson

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Richard and Imogene Bleau Desmond Bonnington Jr. and Elaine Bonnington Kenn and Sue Bucholz

Charlie Chisholm

Gregory Chow

Paul and Mary Jane Cocciante

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Georgene Craven **Shane Crimmins**

Bob Daloia and Randi Lackey

Louis and Anna Dinwiddie

John Edlund

David and Patricia Eichner

Mario Farfan and Judy Albrecht

Dan Faustman Terry Fickies

Diane Fishburn **Dennis Flint**

Norman and Bonnie Foley

Bret Gould

William and Connie Green

Enrique Gutierrez James and Edie Happs

David Heltman

Joseph and Gayle Hensler

Michael and Kim Hess Herb and Jan Hoover

Thomas and Martha Hughes

Jay Hyde

Richard and Liz Johnson

Thomas Jones, Jr.

Ken and Carolyn Jordan

William and Nancy Kerler

Barbara Kluender

Mark LeMert

Reuben and Pat Lusvardi Duane Martin, Jr.

Barbara McCrory Bill and Macell Millard

Steve and Betty Morris

Tim Murphy Mike Namba Ricky Negri

Donald Oaks James and Kathy Orsburn Daniel and Anna Raber

Glenn Rambach

Frank and Joanne Ramos Mike and Alanea Ritenour

Paul Robins

Dan and Susan Rodriguez Terry and Ernestine Root

Richard and Irene Ryder Sandy Shongood

Kenneth Smith Jon and Susan Snyder

Virginia Spring

Mark Starr and Linda Schwartz

Carl and Lesley Stein Gary Stringfellow Jeff and Dana Swain

Paul Tanner

Bob and Connie Tarczy

Mike Tatro John Taylor **Gerald Trautman** John Truscott John Wallace Bill Wallace

Don and Bobbie Wiesner

Richard Wilson Dave Wilson Hy and Judy Young

Family

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Kurt and Claudia Campbell

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Michael and Ginny Corcoran

Steven and Juel Craig Bev and Jean Davis Tom Dowling

Dave and Cindy Dunnett

Rich Eilers

Todd Ferris

Tony and Della Emick

Philip and Emma Ford Lana and Igal Gafter David Garibaldi Victor Gellineau

Gregory and Theresa Glubka

Larry Goldberg

Gordon Gimbel

Ron Grantz

Bill and Grace Greenwood Carl and Louise Gutermann

Chuck and Betzi Hart Wayne and Nancy Hine Bill and Gail Holt

John Hovey

Rich and Sylvia Huston

Jonnal Aparna

Jim and Barbara Kellogg Lewis and Barbara Kiehn Shane and Jessica Kirk Robin and Laura Kurth

Dennis Larson

Andrew and Duncan Lees

Leonard Lloyd Allison Lores Akhil Madhani

Mike and Cindy Maritch Terry McQuarrie Ron and Linda Moe

John Moore

Merle and Judy Neel Julie and Larry Nelson

Daniel Paige Robert Perkins

Gary and Dayna Peterson Chuck and Pam Peterson

Walter Pettit Bill Phillips Mike Price Danno Raffetto Dan Root

Jerry and Laura Rudy Kelly and Todd Saccani Phil and Bonnie Salamy Christopher Saldana

Tim Scheil Dave Schultz

John and Marilyn Shirey

Ruth Sitts Donald Snider

Mary Snyder and Elllie Jones

Steve Spatola

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Gordon and Karen Wood

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Ray and Shirley Barks Stephen and Patricia Bechtold

Chuck and Michele Beckwith

Cameron and Lisa Beebe Dave and Debra Berger

Bob Berry

John and Jan Bianchi

Ron Bischoff

Gene and Sally Blackmun Bill Bourne and Ann Baum

Larry Bowermaster Randy Bradshaw Margaret Brown Rick Brown

Darrell & LaRee Brunelli

Lee Butler **Emilio Castellanos** Michael Chamberlain Roy Chamberlin Jim Clubb Joe Conley Ben Couch **Duane Cropsey** Tom Cruz Cyndie Steele

Todd Darling and Scott Mikkelson

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Nolan Jones

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Dennis Leary

Marc and Mary Jane Levinson Josephy and Teresa Licastro

Robert Lilley Eldon and Jaye Lowe Gordon Lutz

Mark Marshall Dale Martfeld

Richard & Linda McLachlan

Mariana Mejia **Thomas Miller David Mullins** Warren Myhre Michael Navarez Kim and Rachel Nelson

Robert Nunes Peter Padilla Michael Peterson Rick Pierce Jim Pinto **Gregory Plant** Albert Powell

Horace Rackley and Sharon Grant

Sewa Ram Arnold Rathmann Keith Rauh Vince Robles Jim Rogaski **Dick Rogers**

Glenn and Rose Rondeau

Ken Rothaus Mark Runyan Suzette Sager Michael Sagie Kenneth and Rachel Salca

Tony and Esther Sangmaster Daniel and Fortuna Schwartz Norman and Reba Schwilk Ted and Rosalie Shannon Lane Shapiro and Larry Hemmings John and Roberta Simcoe

Matt Simpson

Frank and Johanna Smith

Lyle Smoot

Walt and Barbara Speelman

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Stephen Cannizzaro

Michael Carr Stacey Castle Stephen Clark **Douglas Clark Chester Clinton** Steven Cloyes Gary Cochran Leon Cohen John Connolly

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James De Mott Frank DeBernardi Thomas Del-Bon **Edward Dinova** Charles Donaldson Carolynn J. Drudik Mike Dusa

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Weyland Fat John Febbo Dave Felderstein Orion J Felles Arthur Fenn Ray Fioresi Nianne Fisch Jackie Flannigan Richard Floch

Kelli Foley

Jim Forshey

Mel France

Richard Forsberg

David Frank Jerrold Franklin Larry Frantzen Don Fraulob Richard Fuller Dennis Furr Fred Garcia Mark Glover Roderick Gonzalez

Richard Gould Mike Grav Stephen Green Rodger Greer Maureen Guetschow **Garry Gunderson**

William Gutierrez Elaine Hagopian Stewart Hall Helen Hammer Dwayne Hardy

Hugh Harris John and Susan Harrison Lynn Harter-Killmer Jay Hawkins Valerie Hawkins

Greg Hawkins Russell Haynes John Headlee Rov Hecteman **Bob Hendricks** Jay Hendrickson Michael Henich Claude Hessel Richard Hight Patrick Hogarty Elizabeth Hogg

Barry Holland Dennis Hooper **Ernest Huntley** John P. Hurabiell Rosemary Huttel Suzanne Jacobs John Jacobs Garth Jacobson

Jeffrey Jacoby **Bill James** Paul Jaworski Mary Jett

Monty Johnson **Shepard Johnson** Dave Jolly George Jordan Buck Kamphausen

Michael Kaul Bill Keegan Randy Keenan Randy Kellen Janet King

Bruce Kiser Jason Koyasako John Kramer John Kurtzman Dave Labhard Bruce Lagomarsino

Alan Lampe **Brian Langley** Ralph Lawrie Henry Leibee Clark Lewis Erik Lindstedt Michael Ling

Elbert Litteer Neil Lubin Greg Lurmann Andrea Machen Charles Macher John Manby

Anthony Marquez Lynn Marston Tom Mason Joseph Massucco, Jr Merlin Mauk

Ed Mayer Leroy Mays Michael McClure Don McCulloch Gordon McGregor Robert McKechnie

Teresa McLean Mike McNally Mike Meier Daniel Mello

Richard Merry Bill Micsan Carl Mielke Mike Sartor Mike Elliott Joe Mikula **Bud Millard** Don Miller Joseph Mills Joe Montgomery David Moore

Greg Morris Edwin Motell Richard Murphy Tim Murphy Susan Neff Don Neufeld **Daniel Neumann**

John Nevins Brian Newman **Donald Nicholas** Jon Norman James Norwood R. C. Nosler

John Oliver Mary Orr Victora Owens **Richard Owens** Michael Palmer

Martin Palmer Joseph Palmer John "Eric" Paschek Malcolm Pearson Richard Pepin

James Perry **Barton Perry** Dave Petersen John Philbert James Phillips Walter Pierson

Jim Pitois **George Poitiris David Potter** Mark Present Barbara Prosser

Peggy Pulley Tim Quintero Vaughan Ramon Keith Rearick

Bruce Reichow Jim Reid **Hugh Reise** Allen Reise Jerry Reynolds

Frank Richards Carl Richofsky Roger Riggsby Robert Rinauro Patricia Roberts

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Rick Stegeman
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Sue Wiseman

Bill Woodward

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Ashley Wicklund
Alexa Baker
Nick Christolos
Steven Duong
Student, Cont
Cameron Eid
Emily Wicklund
Reginald Ento
Justin Fowler
Valentin Garcia

Tad Hashimoto Jeff Higgins Stephanie Hoover Victor Ignatenkov Kerri Kidwell

Jack Gumbiner

Angelina Kilmer Morgan Kurz Maroufkhani Kyan Timothy Lemus

Jon Long

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Kathy Conrow
Amy Corcoran
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Michael Jensen

Sheryl Richardson Brittany Sanchez Bill Schulte

Danielle Sigurdson Micah Studer Kristie Summers Archie Taylor Charles Uribe Dale Waldo Elise Wallace

Deborah Wayne Craig Weckman Laurette Whalen

Car Club

356 California Alta Region Auburn A's Ford Club of America

Auburn Region VCCA Burgiemen Capitol City CA Capitol Buick of America

Capital City Mopars
Capital Panteras
Capitol A's Club
Cappuccino Cruisers
Classic Corvairs of River City
Daryl G. Wagner Memorial Club

Delta Sierra Alfa Romeo Club Early Ford V8 Club El Dorado Region, KFOCI FAST NorCal Chapter Freewheelers Car Club Gold Country Street Rods

Good Intentions Car Club Hangtown A's

Imperial Owners' Association Karel Staple Chapter SDC Lincoln Hills Sports Car Group NCRG Horseless Carriage Club

Norcal Retrobirds

Northern California Oldsmobile Over The Hill Gang, Sacramento Porsche Club of Am., Sac. Valley

River City Corvette Club River City Shelby Club Roamin Angels Car Club Rods & Relics of Lincoln Hills Sac Area Miata Owners Assoc. Sac Vintage Chevrolet Club Sac.Valley BMW Car Club Sacramento Area Mustang Club Sacramento Jaguar Club Sacramento Valley Model T Club Sierra Mustang Club

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



Karen McClaflin **Executive Director,**

California Automobile Museum

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- @CalAutoMuseum
- director@calautomuseum.org



LETTER

From the -**Executive Director**

4.5 out of 5 average rating online **1,166**

\$47,965 raised online since August 2014

2014 was a busy year for us here at the California Automobile Museum, both in planning for our future and conducting the dayto-day events and exhibits!

Calautomuseum.org continued to attract visitors at an impressive rate in 2014. Over 280,000 people visited the site, a 73 percent increase over last year. The site generated more than \$47,000 since we launched our online store in August 2014. These numbers represent a strong online presence and an active crowd purchasing tickets and registering for classes online.

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 a general audience with wide-ranging information as well as targeted audiences for car sales and volunteers, now reach over 9,500 inboxes. On the social media side, our Facebook page reached over 5000 likes (that's up over 1,000 from last year!) and our Twitter followers have reached over 1,100, 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:

"A great automobile museum! Never knew it existed and so glad we found it! They have everything from the first automobiles on up. The staff is very knowledgeable about all of the cars and will tell you a lot of interesting facts. Definitely worth going and is reasonable!"

- Lorena, Fairfield

"The only auto museum in town with kid friendly displays for touching and play. All the others frown on kids kicking the tires, let alone twisting the drive axles. :)" - Mark, West Sacramento

"I love cars... This was one of our first dates. Four years later we were married at the museum. The staff was wonderful and our guests absolutely loved this venue. We enjoy going back from time to time and love the stories from the docents." - Christina, Antelope

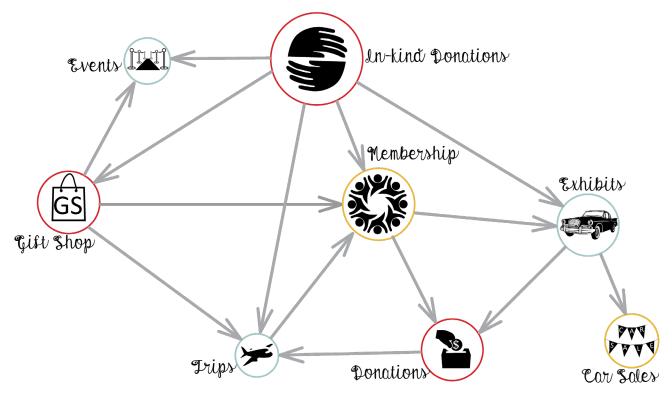
As the Executive Director of the California Automobile Museum, I am proud of what we achieved over the past year and am pleased to be able to share our accomplishments with you. This report reflects the support and hard work of generous donors, devoted volunteers, and dedicated staff members.

Where will 2015 take the Museum? We believe the best is yet to come. We will continue to strive to be a world-class destination for transformative learning experiences. With many exciting new exhibits and programs in the works, a renovation plan coming to life, and a growing presence in the community and throughout the world, there are many exciting opportunities ahead. For the Museum, the journey will never end, but will forever continue to delight, inspire, and transform all those who make it their destination.

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,





INCOME

Admissions/Membership	\$174,285
Donations & Grants	\$ 33,006
Gift Shop	\$ 51,513
Exhibit Income	\$ 70,038
Vehicle Sales	\$127,436
Rentals	\$142,703
Museum Events/Trips	\$225,248
In-Kind Donations	\$ 79,749

Total Income \$903,978

EXPENSES

Admissions/ Membership	\$ 12,905
Vehicle Sales	\$ 32,468
Rentals	\$ 6,221
Museum Events/Trips	\$106,399
Maintenance, Utilities & Other	\$144,615
Personnel	\$429,764
Exhibits/Education	\$ 38,957
Miscellaneous	\$ 59,869
Depreciation	\$ 17,216
Capital Campaign	\$ 27,345
Total Expenses	\$875,759
Net Income	\$ 28,219

