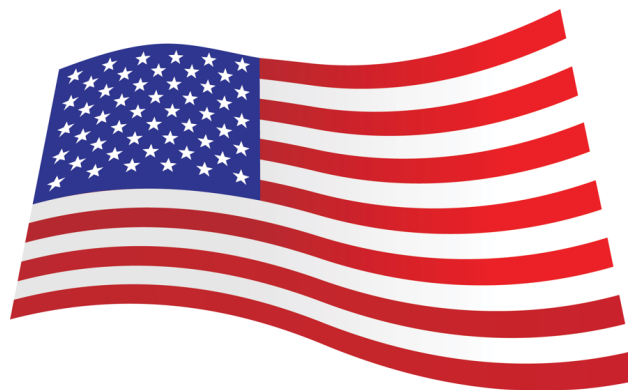


Piedmont Classic Chevy Club

Bowtie Bulletin Special Edition - June 2011

22nd Annual 'MADE IN THE U.S.A' CARSHOW

Saturday, May 28, 2011



From The Prez

Hi everyone.

We've done it again, another GREAT car show.

Thank you to Don Mende & everyone else that contributed time & effort to make our 22nd annual show successful.

Due to the unpredictable weather, we only had 108 cars registered. Along with 40 of our club cars, we were still able to put on a good show. Luckily Don has agreed to continue on for at least one more show. (Can anyone say 4 more years?)

I received many compliments from the attendees at the show, and even more today, a week later while at the Butner show. Delivering their plaques during the show was a stroke of genius. That was a great personal touch.

Thanks again to everyone that worked so hard, it would never happen without ya'll.

Ray Bader

Made In The U.S.A Carshow Recap - Don Mende

Holy Mackerel, the PCCC had one great car show! - Don Mende

I want to start off this special Car Show newsletter with a comment Mike O'Donnell made to me as we were cleaning up after the show. Mike said "it was beautiful to see that mass of PCCC blue shirts come together to give out plaques". To me this sums up the experience of our 2011 car show. We did it together, successfully, accomplished our mission, and had some fun along the way. The proof of that statement could be seen in Keith Archambault's smiling face, normally he is one big pressure cooker keeping up with all those pictures and numbers but at this show he actually cracked a few grins.

I made a last minute major procedural change that I was pretty sure would streamline and simplify the entire process from registration to handing out awards. Problem was I didn't have much of a chance to talk it over with many people before the show and I was scared to death that I would completely screw up the show. Turns out the change worked great and accomplished what I thought it would. I have a couple of other new ideas that I think everyone will like for our 2012 show and this time I promise to talk about them a little earlier in the planning stage.

Our car show was a success in light of impending weather, again. It took a little while for the cars to start coming in but when they determined the weather was OK they started rolling in. The PCCC membership started working the production line and it took off. Jeff had the picture process down to a science and the pass off to Registration was smooth as silk. I never saw more than 4 cars waiting in line to get from pictures to registration or on to parking. That says a lot about all the quality help that Ray had at registration running clipboards and collecting cash.

The Bliss family, George, Jeff, Tia, and Sarah, stood in the sun all day getting cars into our show and successfully parking all of them without a scratch. Now that's a job well done by a great family.

Keith was banging out the pictures Jeff took and I think I heard Keith whistling at one point as he handed the prints to Robert Copeland and his assembly crew. The assemblers would immediately place the picture in its frame and start banging in those tacks. After a while they all started getting into a rhythm, like a chain gang, was Robert singing some soul music? I don't know what they were thinking, eating, or listening to but man they did a great job. We cut off registration at 12:00 noon and by 12:30 all of the prints were done and assembled, almost 2 hours ahead of past shows, unbelievable.



Made In The U.S.A Recap - Don Mende

Then I panicked. One of the changes I made caused our pictures to get out of sequence after they were mounted with no quick way to fix it. Floyd warned me when he heard about my new idea which also affected our judging crew. He and Linwood looked at me like I was crazy and to tell you the truth getting those looks from these two car show pros did set me back on my heels for a while. I had planned for an orderly distribution of these plaques but it was clear that wasn't going to happen. I thought about jumping into the golf cart Sammy Small lent me and riding off into the sunset before Floyd and Linwood could catch me but then I made a decision to just get the entire PCCC crew to grab a couple of plaques and go run out into the field, find that car in the picture, and deliver them to the attendees personally. Now you know that was a desperate move on my part, bound to fail, but whoa, what a hit that was, our clients loved getting to meet our members and our members had a blast meeting our clients up front and personal. I had members running back to get more plaques to deliver and seriously disappointed that they had all been given out. All of the 108 plaques were given out in 15 minutes, can you believe that, awesome, and Linwood and Floyd, we'll be doing this at every show. Bet you have never been to a car show were a member of the club personally handed you a plaque just for showing up. Most shows don't even attempt to take photos of your car and have them finished and mounted on a plaque before you leave the show, much less hand them out personally. I believe our show is way ahead in technology and certainly in customer satisfaction than most of the other car shows large or small. And not just because I belong to The PCCC, I would put our gang up against any I've seen, and I've seen some good ones.

I guess what kept everyone going so strong was all the good food that Joann, Lana, Lois, and Sue kept opening all day. Thanks Gals, the coffee and a biscuit at 6:30 in the morning and the lunch buffet was awesome. I tried to stay away from that fantastic desert table because Sammy made a comment about how much electricity I had used up in his golf cart in just a few hours, something about weight vs. charging time, but I did sneak in a couple of cookies, Sammy will just have to get over it. Just kidding Sammy, you saved my bacon again this year; I'm so spoiled now I don't think I could do the show without your golf cart, a zillion personal thanks.



Our DJ Robert Allison is just the greatest guy in the world. I don't even know what to say about Robert other than Thank You Robert from all of us, you are a gentleman and a real talent and we appreciate all you do to make our little car show a success every year. It wouldn't be the same without you so we've decided to double your pay next year, LOL. For those of you that don't know it Robert refuses to allow the club to pay him for his time and equipment, he just enjoys what he's doing that much, can you imagine. We each owe Robert a pat on the back the next time you see him.

Made In The U.S.A Carshow Recap - Don Mende

The financial goal of the show is to raise money for our charity The Hilltop Home for Children. I'm proud to say that we accomplished that goal. The two major players we had out front that were key in us accomplishing this goal were Barry Kitchener and Les Shelton.

Barry and the membership raised over \$3,000.00 selling car show sponsorships. Barry started strong and finished even stronger. Anytime I got an email from Barry I would look forward to reading it because I knew it was good news coming from one of the most positive people I have ever met. When I was in corporate America running businesses I would have loved to have had Barry on my sales team, quite a guy.

Les took on a brand new role that I thought we needed better focus on, advertising. In the past we had a shotgun approach to advertising, it was all hands on deck everybody do what you can, bullets flying everywhere. With Les we used a .357 approach, a single shot but right on the mark, then move on reload and find another mark. I can't tell you how many times I've tried this again back when I was in Corporate America and failed. Finding the correct personality for this job is key and man did we get lucky when Les volunteered for this job. When you look at a man vs. job overlay, Les was perfect, a rarity. Les single handedly got our little show printed in numerous papers some repetitively and numerous shout outs on two different radio stations, all at no cost to the club! Barry and Les, I'm telling ya PCCC, we better be good to these guys, they're keepers.

Michel Archambault and Barbara Mende raised over \$450 in just about one hour for the 50/50 drawing contributing another \$230 to The Hilltop Home charity, great job.

Well I kind of hate to bring this to an end but in closing I would like to say two things, one I'm sorry if I didn't mention somebody's name here I'm sure I missed somebody, but I want you to know that I thank you just as much for your help as anyone mentioned here. More importantly your time working at our show will make some young child's life better, you couldn't have done a better thing, congratulations. And two, I'm really looking forward to our 2012 car show, it's gonna be kick ass because my army is the A team.

Thx All,

Don Mende

Proud to be the PCCC Car Show Chairman



The PCCC Army

Carshow Chairman

Don Mende

Photography Team

Jeff Hopp

Rick Lewis

Wes Hilliard

Andrew Odins

Emily Odins

Registration Team

Ray Bader

Dick Beach

Thomas Monaco

Don Hoffman

Cheryl Hoffman

Shari Odins

Emily Odins

Craig Merrill

Judging Team

Linwood Johnson

Floyd Barnes

Marshall Wheeler

Don Cooper

Awards

Johnny Ellis

Parking Team

George Bliss

Jeff Bliss

Tia Bliss

Sarah Bliss

Peter Hnat

Chris Fanelli

Bill Goldston

Mike O'Donnell

Marshall Wheeler

Photo Production Team

Keith Archambault

50/50

Michel Archambault

Barbara Mende

Club Food

JoAnn Hopp

Lana Walz

Lois Copeland

Sue Ricker

Dash Plaques / Signs

Don Cooper

Golf Cart

Sammy & Aline Small

Photo Plaque Assembly Team - Robert Copeland

The photo plaques were the result of many members' efforts over the past few months.

Don Cooper utilized a photo of Dan Mangrum's 61 for the dash plaque. This involved vendor contact, evaluation and editing and then the final order of 300 plaques. Additionally, photo boards were purchased by Don to supplement blanks remaining from the 2010 car show.

Ray Bader, Bruce Collins, Don Cooper, and myself gathered to pre-drill the blanks and prep the plexiglass used to mount the photos.

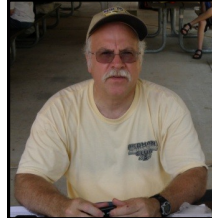
Robert Copeland prepared oak bases to be offered along with the photo plaques themselves.

On the day of the show *Dave Smith, Larry Schadle, Max Cooper, and Johnny Ellis* (assisted by a plethora of elves) assembled all of the 195 plaques. There were 47 door plaques, plus 40 member plaques, plus 108 participant plaques all prepared and ready for distribution by 12 noon the day of the show. Various issues were addressed, options investigated, and final resolutions achieved. Everyone contributed and allowed all recipients to have a quality photo plaque from PCCC.

Additionally, I would like to give a shout-out to *Keith Archambault* for his efforts. He was right on top of the printing and resolving issues as they occurred. Great Job!!

Hope this helps in giving credit where credit is due.

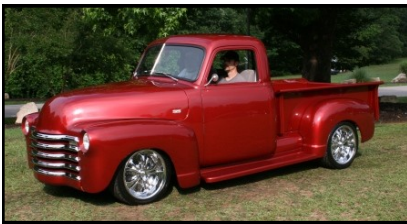
Robert



The day at the Made In The U.S.A Carshow



The day at the Made In The U.S.A Carshow



Photos by Jeff Hopp