

President's Report

Kip's Cockpit – August

Early August means I've just returned home from two weeks at Oshkosh EAA AirVenture, the world's largest airshow. It's an overwhelming experience for all the senses, with hundreds of thousands of people, tens of thousands of aircraft, and continuous ear-splitting noise from large radial engines and low flying jets in afterburner from early morning to late at night.

Some of the thoughts going through my mind throughout the week really makes me question my sanity.

Here are but a few examples;

- A Ford Trimotor gives daily airplane rides from sun-up to sun-down. Every time it flies overhead, I think about Fred MacMurray and his flying flivver (and how badly I need one).
- One evening mid-week, a Temco Pinto TT trainer jet from the 1960's does a flying routine. The whole time, all I can think about is the flying Ford Pinto from the 1970's.
- Parked over in the warbirds area is a 1956 Chevrolet with one of those massive chrome hood ornaments. My mind instantly sees a Vought F7U Cutlass Navy fighter.
- While giving a presentation at the EAA Museum "Flying the Western Front During WW1" there's a photo of Georges Guynemer standing next to his airplane. Whereupon I instantly think about Hispano-Suiza's post war radiator mascot.

It seems I'm desperately lost somewhere in Purgatory, between the levels of antique automobile and antique aeroplane, my feet planted precariously on the ground while my head is somewhere in the clouds. Please don't ask me about airships...

Kip Lankenau

Bug Tussle Trek— September 28, 29

Fall Tour — Nov 8, 9, 10

Pictures of Kip's thoughts from page 1.



Ford Trimotor



Ford Flying Flivver



Temco Pinto TT
Jet Trainer



Ford Pinto flying car



Chevy hood
ornament



Vought F7U Cutlass
jet fighter



Georges Guynemer
Beside his SPAD



Hispano Suiza hood
ornament

Next meeting—August 18

- > Leonard's Museum and The M&O Station Grill (both located at address below)
- > 200 Carroll St
- > Fort Worth, Tx 76107
- > 1:00pm Board Meeting
- > 2:00pm General Membership meeting
- > Members are free to walk around the museum at anytime
- > The Museum is FREE to visit.
- > Food is available at the M&O at a walk-up counter.
- > M&O has won "Best Burgers Fortune Worth" in the past.



Editor's Comments

By John Richardson

This issue is about Communication—key to our clubs long term success. We enjoy "communication" all the time in our meetings and activities—we just call it "comradery". But we need to expand that to others so that our club remains vital and active. The **Communications Committee** has taken on a huge and daunting task that will shape the future of our club if its goals are achieved. They need your support, involvement and enthusiastic backing for them to keep up their own momentum. Talk with one of them about what they are doing, understand how it will affect the club, and help in any way that you can. It's our future...

The ice cream was fantastic!!

July Meeting

By Jerry Smith

On a cloudy day with threatening rain, our AACA Texas DFW Region club met at the home of **Chuck and Lois Murphy** over in Carrollton. We had about 30 or 40 for the ice cream social but only a few classic cars due to the weather. Our meeting was aptly ran by club 1st VP **Kim Keith** in the absence of our President.

We heard from **Charlie Gambulous**, our Texas Tour co-Director, that we will probably break even on the Texas Tour the way it looks right now.

John Richardson and **Roger Dennison** have been working on the Fall Tour to Henderson and the **Syrup Festival**. They reported on progress at the meeting and mouth's started watering over **Syrup** and pancakes and waffles. Can't wait for that tour. Details later in this Spotlight so make sure you've got a room!! And Room for all those waffles and pancakes and **SYRUP!!**



Chuck and Lois' 1914 Ohio Electric (100 mile range). Tesla eat your heart out!!



John and Roger talking about the fall "SYRUP" Festival Tour.

Some of our ladies enjoying the room and layout of the **Murphy's** house. And it was especially nice to be able to hear each other which adds to the enjoyment of the club!! ➡



Cole reporting on "The Bug Tussle Trek". More later!



Miscellaneous issues

Next meeting—

August 18

> **Leonard's Museum
and The M&O Station**

Grill (both located at address
below)

> **200 Carroll St**

> **Fort Worth, Tx 76107**

> **1:00pm Board Meeting**

> **2:00pm General Member-
ship meeting**

> **Members are free to walk
around the museum at an-
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> **The Museum is FREE to
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> **Food is available at the
M&O at a walk-up counter.**

> **M&O has won "Best
Burgers Fortune Worth" in
the past.**



Fun, ice cream and great conversation at the Murphy's in July

Have you seen all the great things that Chris Stathopulo is doing on the website? Have you seen the pics of you on the race track in your car during the Texas Tour on the website? Lots of great things happening this year so get your car gassed and oiled and come join us on the Bug Tussle Trek and the Fall Tour. You'll be glad you did!!

COMMUNICATION, COMMUNICATION, COMMUNICATION

In this issue, John Richardson interviews Debra Lankenau thru texts and emails to get insight in the why's and how's of the Communications Committee. It's an informative report that answers many questions. It should draw you closer to our club and provide more enjoyment for us all. It will also introduce the committee so next time you see them, say hello and ask them that question that you've been wanting to ask.

Election time is right around the corner. Be thinking of who you want to nominate for what positions in our club!!

9.28.24



**AACA Texas DFW
Region**

**56TH ANNUAL BUG TUSSLE TREK
FALL EDITION**

THE COOLEST BUG TUSSLE TREK EVER!

The Tour starts in Farmersville, Texas, spending the night in Paris, and exploring the back roads of Texas to Bug Tussle and beyond.

Overnight Reservations at The Comfort Inn: 903-785-0089,
With a \$99 Negotiated Bug Tussle Rate.

3035 Ne Loop 286, Paris, Texas, 75460

This tour is open to anyone that wants to come along with us.

Online registrations at ----

<https://texas-dfw.aaca.com/bug-tussle-2024/>

More details on our website!

Wagonmaster: Cole Clayton,

kc5swi@verizon.net or (817) 313-6661

Save the Date!

for the **coolest** Bug Tussle Trek ever!

September 28-29, 2024

Communications Committee

Things you want to know!

By John Richardson

*Recently I was able to interview **Debra** about our **Communications Committee**, to really get a good understanding of our Committee's objectives, activities and challenges. While what they have been doing has been shared in the meetings, not everyone has been able to know the scope and breath of what they are hoping to accomplish. It's a daunting task, and of course, can always use additional help. Read on to see what's up and how you can help! JR*

What prompted the formation of the CC?

Several things.

First, there was a lot of confusion concerning the name change of the club to Texas DFW Region and what it meant, and secondly, it was about the different websites and social media presence the Region had. All the websites/on-line presence were used for different reasons and they were managed individually, not at all or infrequently. A marketer's nightmare!

In order to grow our club we need to be more active across all on-line (and non-online) communication methods to appeal to people who now use these media methods all the time.

At the February meeting held at the Haas Museum, the club president asked for volunteers to address this, and communications in general, to get with me after the meeting. This was a surprise to me, but with my marketing background, I understood because of the inconsistency in branding and messaging.

At the March meeting, the BoD approved the Communications Committee with the goals to have consistent branding and marketing across all mediums. It was then brought before the general membership which also approved.

What did you initially hope to accomplish?

Consistency in our branding - our name, our logo, and our outbound messaging - on our websites and Facebook pages and create a team with the skill set to accomplish and sustain this. Many volunteers stepped up, and when asked, were glad to help. Initially, we were able to define graphic standards, update the logo, and create a color scheme based on the current website. We started focusing in on our formal website and method(s) of communication in-house. And we even created a tag line.

Bigger in Texas ... Better in a Classic Car

Meet your Committee Members



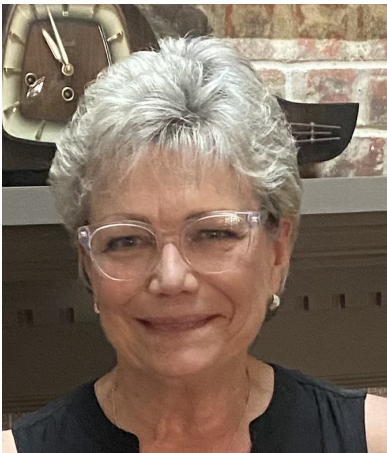
**Debra Lankenau—Chairperson
and Head Cheerleader**



**Andy Remitis
VP and Board Liaison**



**Chris Stathopulo
Webmaster Extraordinaire**



**Terry Hrehoick
Design Master**



**Tammy Keith
Membership and
Social Media**



**Betty Dawson
Distribution**



**Nichole Gambulos
Webmaster Emeritus**



**John Richardson
One of the
Spotlight Guys**

More Communications

Has your scope grown since starting and how?

The scope has grown quite a bit since the committee keeps catching the flying monkeys!

Part of our initial goal is to support the BoD, enhance in-house communications, and help our events and tours. For instance, we identified the functionality we needed on the website - registration and the ability to sell items and collect funds securely. This would include existing and new memberships, tour registrations, and branded club apparel.

We also looked at the many Facebook pages and now have plans to consolidate them.

The designer on our committee, Terry Hrehocik, created a new mast head for the Spotlight with the correct name and logo, as well as the graphic standards that we want to implement across all forms of communication.

With the differences in delivering email with Google, Yahoo, Microsoft etc., we opted to adopt Mail Chimp as the preferred method of email communication to members and for outbound marketing to non-members. Member and volunteer Betty Dawson stepped up to the plate at that March meeting to help with Mail Chimp as she does with the Model T club.

Furthermore, it was critical that we define roles so we could pass the ADMIN function to new members as members rotate on and off the committee.

What do you feel the team has accomplished so far, and what have been the challenges getting there?

- Defined graphic standards, updated the logo, and created a tagline.
- Made sweeping changes and updates to our club website.
- Implemented online tour registration
- Implemented an eCommerce solution on the website to add memberships and sell and collect funds.
- Implemented Mail Chimp to communicate with members; still working the kinks out.
- Business Card - is in the 4th revision before we present to the general membership. The Business Card will be one of our methods of outbound communication to interested non-members.

Branded Apparel - putting together a selection of branded shirts for members to purchase near our cost.

Challenges:

1. National website - currently, this site is free and there was a question about what functionality we could load on it and how much hard disk space was allocated. Since those early days, the website has been significantly upgraded and there is plenty of room for growth.

2. Change is difficult - For example, we failed to communicate to the general membership about the change in the SPOTLIGHT delivery. The Editors have us trained to look for the "SPOTLIGHT" email on or around the first day of the month and when we changed to Mail Chimp there were some technical issues, members didn't recognize the email address or the format, or our email may have been marked as junk. We are working the kinks out with Mail Chimp and communicate to the membership the new process.

More Communications

Where do you now see the scope of the CC, and how should it fit in to the club and its activities?

Communication is key to a thriving club. We want to assist our Board of Directors in growing the club, and creating excitement to our membership base. We should be able to draw new members in using our existing and new communication capabilities. I see the Committee will be a 'standing' committee as technology evolves since it is part of our daily lives.

With an expanded role of CC what now do you want to accomplish?

We have to expand and maintain the platforms we've created: the website, social media, email, and outbound marketing.

Especially outbound marketing. In the past we may have had a paper flyer to communicate about our club. Now everything is on-line and cross-linked. So how do we get our media presence and club information out to just anyone that's interested?

As I mentioned before, it's critical our CC volunteers have cross-training based on their skill set to back up key-stone communication platforms. Plus, we welcome any member who would like to participate even in a small way if they have a skill set they are passionate about.

How do you see the CC helping to grow membership and existing member involvement?

The CC is essentially the marketing arm for the club.

Chris, webmaster, is making timely updates to website. He'd like to add personal stories about members' and their antique car(s). But, he needs content from members! So, if you've got a minute and want to share the history of your favorite classic, write it up and email it plus photos to Chris.

Online registration is up and running on the website for non-paid events that enables the event director to plan accordingly. Again, this would be a consistent way to interact with our members and non-members.

National AACA has given us an email list of all national members in Texas that we actively market to sending them emails about the upcoming Bug Tussle Trek, and inviting them to our meetings and events. We just wish we had this up and running to support The Texas Tour, but this all takes time and talent.

What can our members do to help?

Our members can help us spread the word of our passion for vintage vehicles to their other 'car' friends and the other car clubs they are members of. Promoting Bug Tussle Trek would be a great place to start! An email with a flyer has been sent out to our membership base to give them the tools they need to help us promote Bug Tussle.

As mentioned, we could use help from members who have creativity and a knack for social media posting.

If you are a photographer and want to publish your car photos, send them to the webmaster and make a post on the Club's Facebook site. We want to create a vibrant, online community!

Write up your favorite memories of you and your classic vehicle and include a bit of vehicle history to share and educate others for the website and social media. I'm sure the Spotlight editors would like a story or two!

Be an advocate of the club, pass out business cards (the CC is making final revisions) and invite your car friend to a meeting, the Bug Tussle Trek, or our Fall Tour!

Communications Mission Statement:

Our mission is to celebrate and preserve the rich history of antique automobiles by fostering a community of enthusiasts in the Texas DFW region. We aim to educate, engage, and inspire our members and the public through dynamic communications, promoting a passion for vintage vehicles while enhancing the club's presence.

Goals

Enhance Member Engagement:

1. Foster a sense of community and belonging among members through regular meetings, activities, and exclusive member benefits.
2. Increase member participation in club events and activities.

Expand Public Awareness:

1. Raise public awareness about the club and its activities to attract new members and supporters.
2. Highlight the historical significance of antique automobiles and the club's role in preserving this heritage. [future]

Promote Events and Activities:

1. Effectively promote club events, including car shows, tours, and [educational workshops], to ensure high attendance and engagement.
2. Showcase the club's activities and achievements through various communication channels.

Strengthen Brand Identity:

1. Establish a cohesive and recognizable brand identity that reflects the club's values and mission.
2. Ensure consistent messaging across all communication platforms.

Activities

Website:

1. **Content Updates:** Regularly update the website with news, event announcements, and feature stories on antique automobiles and member profiles.
2. **Online Registration:** Provide online registration to members for special events, tours, and meetings when necessary.

Social Media:

1. **Community Building:** Engage with followers through comments, shares, and direct messages to foster a vibrant online community.
2. **Regular Posts:** Maintain an active presence on Facebook, Instagram, and Twitter with daily/weekly posts featuring car spotlights, event highlights, and club news. [Need a Social Media Volunteer]
3. **Engagement Campaigns:** Run interactive campaigns such as photo contests, trivia quizzes, and live Q&A sessions with experts.

Outbound Marketing:

1. **Email Newsletters:** Send out monthly newsletters with updates, upcoming events, and featured articles to keep members and supporters informed.
2. **Press Releases:** Distribute press releases to local media outlets to announce major events and milestones. [Need Volunteer]
3. **Partnerships:** Collaborate with local businesses, museums, and educational institutions for cross-promotional opportunities and sponsorships. [Need Volunteer]

Communications Mission Statement cont'd

Branding:

1. **Visual Identity:** Develop and maintain a consistent visual identity, including logo, color scheme, and typography, across all platforms.
2. **Merchandise:** Create branded merchandise such as apparel, stickers, and accessories to promote the club and foster a sense of pride among members.

Storytelling: Share compelling stories about the club's history, member experiences, and the significance of antique automobiles to build a strong narrative around the brand.

By implementing these strategies, the Antique Automobile Club of America, Texas DFW Region, will strengthen its communications, enhance member engagement, and expand its reach to new audiences while preserving the legacy of antique automobiles.

Sunshine Report

By Nuris Hester

Hope many of you received email that was sent out on our cherished member Charlie Gambulous, Sr that has been placed under hospice care and how the family appreciates cards and prayers for him. We sent a general card from AACA wishing him rest, recovery and blessings. We wait to hear more from Charlie and Nichole on his status under this intervention to keep him comfortable and cared for at home.

Chuck and Lois were our gracious hosts for the wonderful July Ice Cream social; what many of us didn't know is that a few days prior to the meeting Lois had a pacemaker placed to help her. A get well card was sent with much thanks for still hosting the group with this issue so recent.

Stay cool and send your info to your Sunshine person as you hear of life events (i.e. significant birthdays, illness, passings and of course weddings or anything that would benefit from an encouragement card and prayers from our group).

Keep it on the sunny side!

FREE Bug Tussle Trek! Save the dates Sept 28,29



Leaves
Farmers-
ville at
8am
sharp.





Fall Tour—Save The Date: November 8, 9, 10



Hold these dates for the Fall Driving Tour to Tyler and Henderson TX

We will be driving out of east Dallas on the morning of the Friday the 8th, and touring/stopping on the way to our hotel in Tyler.

One of the places we will be stopping is the American Freedom Museum in Bullard. Associated with the Brook Hill School. The exhibits outline key dates and activities in American History that highlight its fight for Freedom. There is an \$8/person entrance fee, so start saving now..

Saturday morning (early!) to Henderson to experience the Syrup Festival (<https://www.hendersontx.us/14/Heritage-Syrup-Festival>), and tour back to the hotel.

Enjoy group dinners and hospitality room ‘experiences’. Return to Dallas Sunday morning.

Rooms are blocked at the Holiday Inn Express 2421 East Southeast Loop 323, Tyler, TX, 75701. Use this link to book [Antique Car Club Booking Link](#) for only \$112/night (free breakfast) or Ph 903-566-0600 to call and hold your reservation under “Antique Car Club” !!

Currently we have 9 cars registered, and can always expand to more!

Questions: Contact John (johnhrich@tx.rr.com) or Lynda (lyndarich@tx.rr.com)

And thanks to Roger Dennison for helping!



Saw a 1927 Ford Model T 1 Ton Truck for sale that had a note on it that said “running when parked”



Meeting Minutes

By Sue Frisby

Date: Sunday, July 21, 2024

Time: 2:00 p.m.

— **Place: Lois & Chuck Murphy's** for Ice Cream Social. **Kim Keith** (First Vice President) called the meeting to order. **Kim** gave a brief "thank you" to the Murphy's for hosting the meeting and Ice Cream Social, and he also expressed sympathy to **Charlie II** for **Charlie Gambulos** who is in Hospice care. **Nuris Hester** Sunshine Chair: She reported that the notice of Charlie Gambulos' move to Hospice care was sent to all members earlier this month.

— **Membership:** As of now we have **95** members with one pending, **Andy Riemitis** (Second Vice-president) reported that he is looking for meeting places for August, September, October. If anyone has a suggestion, please let him know. He will let the group know when places are found.

— **Debra Lankenau** (Treasurer): reported that she is awaiting all the receipts from the Texas Tour. She will have more to report next month.

—**Fall Tour: John Richardson & Roger Dennison** urged everyone to get their hotel rooms for the tour. Information on the tour is in the July Spotlight.

They have been working with the **Syrup** Festival personnel without much help from them....such as parking so many cars....so we will be leaving as a group to travel and park on Saturday morning. We will be visiting the **Freedom Museum** during our tour.

—**Charlie II** (Texas Tour) reported that we can expect a net zero for the Texas Tour. Good news! We broke even!

—**Bug Tussle: Cole** reported that all is going well. To register is a two- step process....one is to pay money for lunch, dinner, shirts, etc. The other is to register for the tour. This is a FREE event and anyone can join. We are encouraged to invite anyone who would like to come. A map of the tour will be sent to all who register in case they would like to join us along the way and not do the whole route.

—**Pamela Crisson** introduced her guests **Gary Neiryck & Jerry Gray**.

—**Communication Committee: Debra** applauded the committee for working long hours on getting our club more efficient and up to date with a better website, making registrations easy....etc. Members are **Tammy Keith, Chris Stathopulo, Andy Riemitis, Nichole Gambulos, Terry Hrehocik & Debra Lankenau**. (Pics later in this Spotlight.) If I missed anyone, I apologize.

The meeting adjourned at 2:24pm. Lots of ice cream and sugar-laden goodies were had by all.

Respectively submitted by **Sue Frisby** for Judy Kerr-Guysinger

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	Chris Stathopulo	ccstathos@juno.com	972-931-3767
TOUR DIR(s)	Carey Frisby	cwfrisby@gmail.com	214-697-9666
BUG TUSSLE DIRECTOR	Cole Clayton	kc5swi@verizon.net	817-313-6661

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PATE SWAP	Charlie Gambulos II	214-924-3086
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SUNSHINE	Nuris Hester	817-846-8995

God Bless America !

2024 CALENDAR

**Every 3rd Sunday at
2pm**

August Meeting

August 18th 2pm

Leonard's Museum

200 Carrol St

Ft. Worth, Tx. 76107

Bug Tussle Trek

Sept 28-29

Leaving from Farmersville as usual—8am

Fall Tour to east Texas

Nov 8-10

Election season is coming for our club too.