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THE OFFICIAL NEWSLETTER OF SANTA CLARA CORVETTES



March 2018





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President - Stuart Calhoon From The Driver's Seat



As you may be aware, the 2018 Car Show season did get resolved last month. Diablo Valley Corvettes agreed to host a third Type I car show, assuring a

competitive season, so our Corvette Spectacular will also be Type I. This is of course more overall work than the Type V would have been, and we will be looking for all members to help out.

Roger Wiley and **Ray Taylor**, this year's Chairmen, will be asking for sign-ups for the various jobs that need to be done. Please sign up for at least one task – or even better, two.

After a somewhat tumultuous presentation of the 2018 Budget at last month's meeting, your Board has reworked the budget, and a modified version was posted on the website on Feb 17 for all members to review. A narrative describing the budget and changes from last year was also posted. An e-mail was sent out to all members, letting them know where to look for this information. We will be voting on the \$10 membership fee increase and the revised 2018 Budget at the March Business meeting (3/7/18).

Now that the new ZR-1 has been introduced, I'm anxious to find out which SCC member will be the first to pop for

one. I'd love to see one in person. And then I'll work on whomever gets one to let everybody drive it on May 10 at the Hooked on Corvettes event at Thunderhill Raceway.

We're into March now, and most of this month is still Winter (Spring begins on the 20th). We don't have a lot of activities on our calendar yet, but take advantage of the TGIT and Type V car shows that are available. (And **Rick Riccardi** will very likely have some more RED-C runs.)

It has come to my attention that the city of Los Altos is considering a measure to ban smoking in all public places. Set for discussion by the City Council on March 13, the measure would allow smoking only in cars and single-family residences. If passed, this will certainly apply to our Corvette Spectacular. Not sure of the impact, but there may be some.

I spoke with **Buzz Marsden** about progress on the issues of our aging membership, and Convention attendance. He has been working on these and discussing them with other national Corvette clubs and with GM marketing personnel as well. He will be bringing together WSCC club presidents soon to start discussions within WSCC.

Stuart

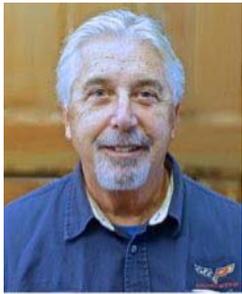
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Under the hood Details for Wayne's C7

Cover Car

Featured on this month's cover is **Wayne Dorsey's** 2016 Laguna blue Z51 stingray. It also sports a Stage 2 carbon flash ground effects package and a custom APR carbon fiber rear spoiler. The car rear lights and reflectors have been blacked out! Custom under the hood airbrush work was done by Steve Ray out of Kentucky! Thanks to SCC No Fear 7 will be featured across United States and Canada on Armor All wash wipe boxes! That was a fun experience! They should arrive on the store shelves anytime. The car gets cleaned and detailed with Adams polishes. Cover picture with the brick wall was taken at the 2016 Veterans Day parade in downtown San Jose!



Welcome!

Cliff Martin - Membership Director

Well, as we enter the month of March we have 166 members, of which 59 are Individual and 107 are Family members. We have a new member joining in February, please join with me and welcome **Austin Schipper**. **Austin** brings with him a 1969 and a 1973 corvette, welcome aboard **Austin**.

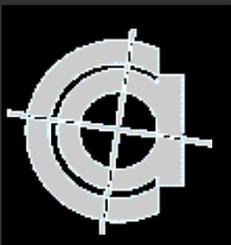
As Spring approaches our club is hard at work bringing numerous events to offer the membership. As I am writing this report we have scheduled this evening a TGIT at La Paloma Mexican restaurant, I have been there previously and can tell you it is great. This weekend **Gary Leighton/Ron Beck** and **Dave Johnston** have joined forces for a Cars, Coffee, Lunch, Bud Tour and a tour of the Jelly Belly facility in Benicia. Thanks guys for another outstanding event. We also have the Auto Cross season kicking off in the very near future.

So for our new members as well existing members, the 2018 Year looks like an exciting year full of numerous events. So get involved, join in on the fun and make every effort to help out. No I didn't forget the upcoming car shows....my favorite. Dave has put together a list of upcoming car shows, including some which may include an overnight stay. I have to say it's a great time to be a member of Santa Clara Corvettes.

So club members get out there; get your oil changes, tires balanced, hair combed and nails trimmed.....

Drive safely and enjoy!

Cliff



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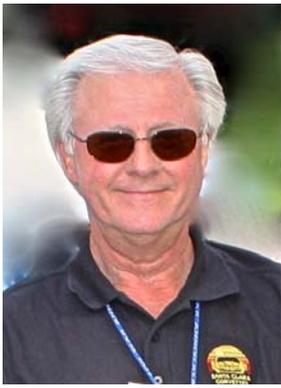
P.S. I TOOK OVER THE CORVETTES FROM TIM BOONE, MY HUSBAND



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Social Directors Gary Leighton & Ron Beck



Hello Everyone. The February TGIT celebrating National Margarita Day was at La Paloma Restaurant and was a smashing hit with fine Mexican cuisine, authentic ambiance, and 39 attendees. The restaurant gave us a warm welcome and provided excellent service. Photos below are from La Paloma Restaurant.

corvettes that sign up will be staged and displayed in a reserved area at the winery for visitors to admire. In addition, for those that want to spend the night and tour some wineries on Monday, contact **Gary Leighton**. All are welcome! For additional details, refer to the calendar. **Editor's note: See page 8 for a late breaking report on the February 24th social run.**



Gary and Ron



We want to thank **Wayne Dorsey** for arranging our March TGIT scheduled for 3-15-18 at the High Five Pizza Company. It is a versatile family-oriented pizza place and sports bar that has been in business since 1989. In addition, to serving pizza, the menu provides a variety of comfort food: ribs, chicken, slam dunk sandwiches and fries.

We are pleased to announce that we have posted on the calendar, our first Napa Wine Tasting and Display Cruise that has been arranged for Sunday, 3-25-18. We want to thank **Rick Riccardi** for organizing this event with Sequoia Grove Winery to celebrate a special wine release with a Corvette show. The first 14



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24 February Social Event: Cars, Coffee, Anheuser-Busch, and Jelly Belly By Gary Leighton and Ron Beck

The Social Directors collaborated with **Dave Johnston** to piggyback on the Coffee and Cars, in order to get a “bang for buck day” with two fantastic tours: Anheuser-Busch and the famous Jelly Belly Factory. We were enlightened with the history of Budweiser beer and the quality assurance that goes into the brewing process, which has gone through multiple transformations since the 1800’s. In fact, during the prohibition period, Busch manufactured soft drinks and ice cream. Moreover, in 1936 the Clydesdale horses became an icon to the Anheuser-Busch company and over 100 horses travel all over the United States today to market their products.

We ended the great day with a self-guided tour through the Jelly Belly Factory where we learned the fascinating process of manufacturing jelly beans. An interesting tidbit is that President Reagan relished the jelly beans so

much that he always had them in the oval office, which boosted the sales of the company. In the art gallery we viewed portraits of several famous people including Ronald Reagan, John Wayne, Elvis Presley just to name a few, which took more than 16,000 jelly beans to design. The Jelly Belly Company has the largest collection of flavors in the world and are always adding new flavors. We also had the opportunity to stimulate our taste buds with samples, including the Krispy Crème collection.

In conclusion, we had 29 members and 20 cars attend the social tours. If you have not had the opportunity to visit these family owned facilities, these are “must do tours”. See the Jelly Belly photos on page 10; The Cars and Coffee tour is on pages 14 and 15.





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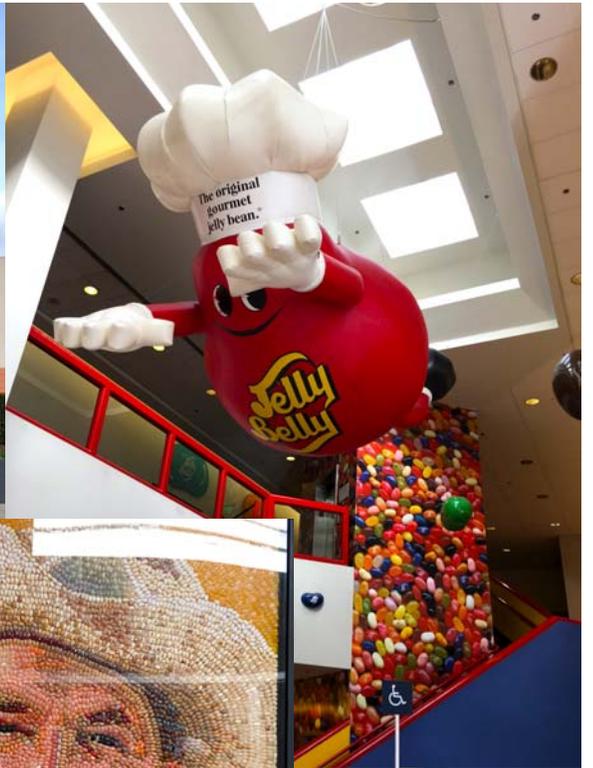
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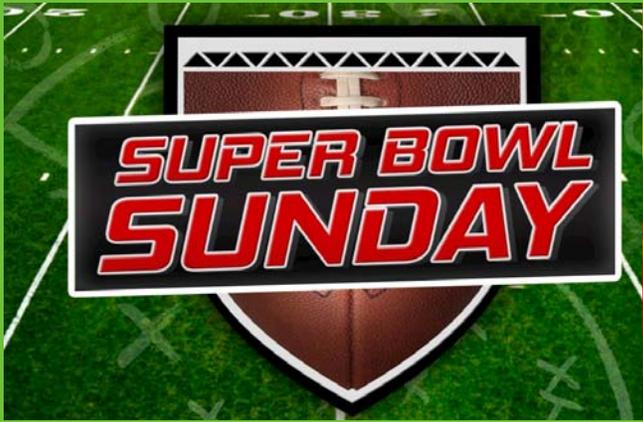


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3	JAN	SHIRLEY	KEV	SHIRLEY	JIM	BOB	SHIRLEY	NICOLE	BOB	BARBARA
6	KEV	SHIRLEY	KEV	SHIRLEY	LAUREN	CHERYL	LAUREN	BOB	CHERYL	BOB
1	NICOLE	KEV	SHIRLEY	DAVID	BOB	KEV	SHIRLEY	BOB	LAUREN	CHERYL
5	LAUREN	KEV	SHIRLEY	DAVID	BOB	KEV	SHIRLEY	BOB	LAUREN	CHERYL
9	KEV	SHIRLEY	KEV	SHIRLEY	LAUREN	CHERYL	LAUREN	BOB	CHERYL	BOB
7	THE	DAVID	SHIRLEY	KEV	SHIRLEY	BOB	SHIRLEY	BOB	LAUREN	NICOLE
0	CHERYL	YOGI	LAUREN	NPA	LAUREN	CHERYL	LAUREN	BOB	CHERYL	BOB
2	SHIRLEY	CHERYL	LAUREN	BOB	LAUREN	CHERYL	LAUREN	BOB	CHERYL	BOB
8	LAUREN	CHERYL	LAUREN	CHERYL	LAUREN	CHERYL	LAUREN	BOB	CHERYL	BOB

130 - BARBARA
200 - NICOLE
300 - CHERYL
EOG - SHIRLEY





Photos courtesy of Sandy Mendia and John Warner

CARS, COFFEE, AND DONUTS: SPECIALTY SALES CLASSICS BY DAVID JOHNSTON

On a chilly but sunny Saturday morning an unexpectedly large number of cars (including Corvettes, a Lambo and a Viper) and 30 members braved the elements inside the refrigerator that Specialty Sales Classics called home. There was a never-ending supply of fresh donuts and coffee as well as a detail demo (on a Corvette) and a raffle where several SCC members won some valuable prizes. Inside the building were many eclectic cars of all ages and brands, all well-restored. Outside (which was warmer) there were a fair number of muscle cars and other beauties to view. Photos on pages 14 and 15.



SPECIALTY SALES CLASSICS TOUR



New SCC member **Austin Schipper** and his black 1969 Corvette.





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Malcolm Lawton: Competition, Motorsports

Welcome to March! We'll see if it "Comes in like a lion and out like a lamb". As I write this in later

February, winter has definitely arrived. Our first event is the SCC annual trailer clean up and BBQ on Saturday April 7th at the home of **Mim** and **Chris Petersen**. Please see the SCC calendar for all the details. It's always well attended so "many hands make light work" (We often do end up working on the trailer lights. 😊) The BBQ is great, so come out and have a good time!

The Autocross schedule for 2018 has been posted to the SCC website. The first Autocross of the season will be held on April 14 and 15 by North Bay at Solano Community College. Details are on the SCC

website. Our first Autocross will be held April 28 and 29 at the Cow Palace with details on our SCC website.



If you haven't recently, it's time to check the age of your tires. As you recall there is a 4 digit code on the tire sidewall with the manufacturing date. Several car manufacturers recommend that tires not be used past 6 years. The NTSB conference regarding tire age can be found at this URL: www.nts.gov/news/events/Documents/2014_Tire_Safety_SYM_Panel_4b_Kane.pdf

On a sad note, I recently heard via David Ray of Tom McCarthy's passing. He was the founder of Thunderhill Raceway. Per David "Many scoffed at his dream of a club owned raceway. He had the fortitude and toughness to make it happen". Services were held February 27th.

I look forward to seeing everyone at the trailer clean-up and Autocrosses. If you haven't attended these events I encourage you to try it, you'll like it!

Malcolm



The Drivers meeting for one of our Cow Palace autocross events, last year.

CORVETTE: TROUBLE IN PARADISE

BY GREG SELZER

Because of the overwhelming popularity of the Corvette show car introduced at General Motor's January 1953 Motorama, Chevrolet decided to start production of the new car in June of that same year. It's now signature body material, fiberglass, was chosen to speed start up and reduce tooling costs. Anticipating strong sales, Chevrolet invested in a new Corvette manufacturing facility in St. Louis capable of manufacturing 10,000 cars per year in 1954.

As rosy as it first appeared, a host of problems would surface that plagued the early Corvette. First, Chevrolet dealers didn't know how to sell a sports car, particularly one that was almost twice the price of their 1953 Bel Air, which sold for \$1874. The average person going into a Chevy dealership couldn't afford a Corvette, while the sports car enthusiasts who could afford one had little interest in going to a Chevrolet dealer. But the sales issues paled in comparison to the Corvette's manufacturing problems.

In spite of the early promise of the innovations in fiberglass, the new Corvette body quality was poor. The body and door panels didn't fit and the bodies leaked. Additionally, the convertible top and side curtain arrangement was awkward, and the tri-power carburetor configuration even had tuning issues. Of course, repair techniques were not yet developed for the fiberglass bodies, so the dealers could not fix the body fit issues for the consumer. By extension, body shops didn't know how to repair the fiberglass cars if they were damaged. The public was understandably wary of this new material. (Authors note: When viewing a C1 today the body flaws actually give the cars more character because of the history they reveal. In some C1 restorations the flaws may have been corrected)

Chevrolet only added fuel to the fire. While the quality control issues were crippling on their own, they were compounded by a disastrous marketing decision to put all of the three hundred 1953 Corvettes into the hands of celebrities, rather than the enthusiasts who had lined up early to buy the car. Chevrolet was hoping for glowing endorsements and high profile positive publicity from the rich, and famous. The publicity that they received was anything but glowing or positive. Though enthusiasts

might have been forgiving of production flaws in an exciting and innovative new car, celebrities were decidedly not.

From the consumer perspective, the enthusiast press of the day liked the car's engine performance and handling but were disappointed by the transmission and brakes. Unfortunately, Chevrolet didn't anticipate that the automatic transmission would have such a negative effect on the enthusiast car buyers. Sports car fans pointed out that the manual transmission would have facilitated downshifting for both acceleration and the engine-braking that would be required for such a heavy car on a road course. The feeling was that there were many promising features about the car, but that Chevrolet had missed the mark with a few key decisions influencing performance.

While Chevrolet corporate was under fire, the dealerships had their own bottom line to worry about. Many large dealerships refused to order the high-priced, low-volume Corvette. Dealers who had been selling them refused taking new deliveries late in the 1954 model year because of the ongoing quality problems. Ultimately, Chevrolet only manufactured 3,640 Corvettes in 1954 and was left with 1,100 unsold at the end of the year. The production of the significantly improved 1955 model, which included a brand new V-8, would have to wait until the backlog was gone. The fiberglass body quality issues were already being worked on and would be seen in the new 1956 body.

Ultimately, only 700 of the 1955 models were sold: 7 six-cylinders and 693 V-8's, of which only 75 were the new, late-year, 3-speed manual transmission.

Compared to the 10,000 units originally projected, 700 cars a year was devastating. Chevrolet decided to cancel the Corvette at the end of the 1955 model year, just two years after it was born.



1955 Ford Thunderbird [Antonick, 2013]

A beautiful show car ignited interest in a new American sports car. An overly ambitious marketing strategy and some design flaws put it on very thin ice and almost killed it, and the overwhelming success of a competitor saved the day.

As the saying goes, truth can be stranger than fiction. No one could have anticipated that Ford's attempt to edge out the Chevrolet Corvette would save it from extinction, least of all the two companies themselves. From this underdog beginning in 1953, through all its ups and downs, every generation of the Corvette

The Unexpected

But a funny thing happened in 1955. It was called the Ford Thunderbird, and a staggering 16,155 of them were sold that year.

There was no greater rivalry in the auto industry than that between Chevrolet and Ford. They competed toe-to-toe in every segment, In fact, only a month after seeing the outstanding response to the original '53 Corvette at Motorama, Ford started the Thunderbird program to meet the competition. Now, after the roaring nationwide success of the Thunderbird there was no way Chevrolet could leave the new 2 seat sports car market, no matter how bad the Corvette sales figures were to date. Ford could not be seen to have won this battle – not now.

The good news was that, even in its first year, Ford had decided to market the Thunderbird as an upscale “personal car”, not as a sports car. Three years later, in 1958, the Thunderbird was redesigned as a much larger (and increasingly popular) 4-seat automobile.

But in spite of the power of the Thunderbird in the market, Ford's brief, successful excursion into the two-seat personal car market did surprisingly good things for the Corvette. Thanks to corporate competition, the Thunderbird actually saved the Corvette from extinction. Perhaps more importantly, it also validated the premium sports car market in America. The Thunderbird gave Chevrolet an idea of how many of the *right* car could be sold.

Then and Now



1955 Corvette [Antonick, 2013]

has improved – from the original C1 to today's C7. It is now recognized as a world class sports car, known as one of the very best values in automotive performance.

Thanks Ford!

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To be continued next month.



David Johnston: Competition Car Show

Last month in this space I wrote that it was looking like it would take a miracle for Corvette Spectacular to be a Type 1 car show in 2018. Hallelujah! We have our miracle. Discovery Bay

Corvettes stepped up and announced that they would be willing to be the third club necessary to make the 2018 car show season a WSCC Competition Series.

SCC members will have to participate in two of the three WSCC car shows (Vette-O-Rama; Discovery Bay's show yet unnamed; and Corvette Spectacular) in order to qualify for the year-end awards. We need to get our competitive juices flowing and challenge all those who were awarded First Place finishes in 2017-this might be your year to get that recognition. We also need to participate in Spectacular by volunteering to help put on SCC's biggest event of the year. Please contact **Ray Taylor** or **Roger Wiley** (2018 Spectacular Co-Chairs) to see how you can do your part.

There was only one car show event last month-Cars @ Kaffeehaus in San Mateo. We assembled a total of eleven SCC members in ten cars and they arrived from all different directions. **Doug Johnson** from the West (Half Moon Bay area), the **Fuerniss'** from the East (Fremont); **Les Brandin** from the North (Brisbane) and the rest from the South. All those present were driving Corvettes with the exception of **Al and Gloria Fuerniss** who arrived in a little gray machine from Italy. About ten days prior to the event they purchased a new Lamborghini Huracan which Gloria had ordered with painted brake calipers to match her outfit the day of the show.



After about an hour or so looking at the various cars on display (a very eclectic group) we departed west of Hwy 92 and then south on Hwy 35 (Skyline Blvd) to Alice's Restaurant for brunch. It was a beautiful day and therefore there were hordes of motorcyclists and few parking spaces available. We all got to sit together on the outside porch under a nice, warm propane heat lamp. The most popular item on the menu was eggs Benedict but everyone seemed to enjoy whatever they ordered.



As mentioned at the last General Meeting, there is a listing of almost all car shows within a couple of hours drive of the Bay Area and that is being maintained so that it is current and available to anyone who expresses an interest. Just let me know and I can send you the list in an email or contact me at the meetings where I will be passing out printed copies to anyone interested.

Looking ahead to car shows in March, there is "Cars in the Park" sponsored by the Marina Rotary-restricted to cars older than 1976. Even if you don't plan to enter the show it would still be a nice drive to Marina to look at what is on display. You might even continue on just a few miles and have lunch or dinner in Monterey or Carmel. Sounds like a nice way to spend a Saturday.

Have some fun and take in a car show somewhere!

Dave

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Maxine's surprise B-Day for Roger Wiley's 75th

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510-449-2639

Points Chair: Sandy Mendia

408-888-0643 slmendia@comcast.net

Hospitality Chair: Cameron Brown

408-267-8849 cambrown47@gmail.com

Club Wear Chair: Shirley Svindal

408-247-4881 svindal2@comcast.net

Goodwill Ambassador: Rob Lezama

650-922-1210 RobbieRobbie58@yahoo.com

Corvette Spectacular Chairs:

Roger Wiley: wiley_r@sbcglobal.net

Ray Taylor: danata@comcast.net

SCC Upcoming Events!

MARCH 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- 7 Business Meeting, starts 7pm
- 15 TGIT, High Five Pizza, starts 4pm
- 17 Cars in the Park @Marina, at 8am
- 25-26 Napa Wine Tasting and Display
- 28 Board Meeting, starts at 6:30pm

APRIL 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

- 4 Business Meeting, starts at 7pm
- 7 Trailer Clean Up and BBQ
- 7 12th Annual Hooters Car Show
- 21 Corvettes of Lodi Type 5 Car Show
- 22 Legends on Display 38 Car Show
- 25 Board Meeting, starts at 6:30pm
- 28-29 SCC Autocross Cow Palace
- 29 Pacific Coast Dream Machines

*Some dates may be added after this goes to press so always check the sccorvettes.org website for the most current information

March Birthdays

03 - Stuart Calhoon
 03 - Mike Charsinsky
 11 - Buzz Marston
 12 - Jan Minearo
 12 - Tish Niehans
 13 - Shirley Svindal
 14 - Ruth Marston
 15 - Tim Kennedy
 15 - Steve Merrick
 15 - Dave Thomas
 17 - Roberto Lezama
 20 - Lowell Vivian
 23 - Cameron Brown
 26 - Raymond Buck
 31 - Eric Jacobsen

Anniversaries

1984 - Kay Malin
 1984 - Ralph Yonusoff
 2006 - Robert Kuwada
 2006 - Sharon Kuwada
 2007 - Ken Jacksteit
 2015 - Cliff Martin
 2015 - Shirley Martin
 2016 - Keith Burton
 2016 - Steve Churchill
 2017 - Steve Smith

SCC Attends Terry Brownson's Celebration of Life



P.O. Box 2634
Santa Clara, CA
95055-2634



To:

Postage

Silver State Classic Challenge and Nevada Open Road Challenge by Helen Landis



- the sister race of the Silver State Classic Challenge (SSCC) is trying a new format - see the Redline (Winter-Spring) article. The participation is limited to 135 cars and expected to fill up fast. If you are interested - contact Bunny Hill (sscc.us@gmail.com) to get your name on the list of people interested in running the race. SSCC is trying to open up a new website before they open registration, so getting on the list is imperative. When the site is opened up, Bunny will let us know and your race registration and fees will be due in very short order.

Mim Petersen and I have been a successful team for the past four September Silver State events. We keep getting closer and closer to the mark every time. It is not as easy as it seems. You are to travel a specific mileage, a specific range of speed, and arrive at a specific time - easy right? Come on out and try it!

This spring (May 17 - 20, 2018) the Nevada Open Road Challenge (NORC)

The Pictures are from last September's race. Stop watch: This was Mim's split time. Our target time can be seen on the sheet below the watch. We were .36 seconds slow by her watch. Out on the course our target speed was 125mph and with a maximum speed of 145 mph.



Santa Clara Corvettes is a not-for-profit organization formed to appreciate the Chevrolet Corvette. Our monthly business meetings are held on the first Wednesday of each month at the Los Altos Masonic Building, 146 Main Street in downtown Los Altos (1/2 block up from San Antonio Rd.) Meetings start at 7:00 PM. All interested Corvette owners and enthusiasts are invited to attend. For more information, contact anyone on the Board of Directors, or write to: Santa Clara Corvettes, P.O. Box 2634, Santa Clara, CA 95055-2634. Visit us on the internet at www.sccorvettes.org for info, pictures, and the latest events.