

# ENROUTE™

An eNewsletter of LeMay - AMERICA'S CAR MUSEUM®

ACM eNewsletter

June 21, 2011

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## ***NAPA Named ACM's 'Official Auto Parts and Retailer' and will Open 'NAPA AutoCare Center' Inside Museum***



**KNOW HOW**

LeMay - America's Car Museum will house 500 cars... and with a lot of cars comes a lot of maintenance. To address this need, the National Automotive Parts Association (NAPA) recently signed an agreement to design and fully equip the NAPA AutoCare Center at the Museum, set to open in May 2012.

"Car owners go to NAPA Auto Parts when they need parts for their vehicle, and our museum is no different, except we have hundreds of cars with thousands of parts," said David Madeira, ACM president and CEO. "In addition to providing everything we need to properly maintain our cars - some of which are more than 100 years old - the NAPA AutoCare Center will be a locale where we hold clinics for future generations of 'car guys and girls' to learn how to keep America driving."

[Read the full story here.](#)

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***From Wedding Bells to Concerts, ACM's the Place for Special Events***



Corporate, community and private event planners can now reserve dates at our 165,000-square-foot museum. Museums are sometimes perceived as one-dimensional, somewhat stuffy environments. Conversely, ACM is designed to be "a vibrant nine-acre campus that compels people to return over and over," says David Madeira, ACM president and CEO. "It's not just a museum building."



**Would you like to be featured in our [Motor Mouth Blog?](#)**



Tell us a story about your first car, an example of a time that exemplifies why you love cars, or any car story you want to share! We may post it on the Motor Mouth Blog.

[Submit it here](#)

**[Club Auto Kirkland](#)**

Thursdays:  
3 p.m. - 6 p.m.

Saturdays:  
11 p.m. - 1 p.m.

**Get Involved & Stay Informed:**

Accordingly, Madeira recently announced that ACM has begun accepting reservations for corporate, community and private events. "Imagine getting married in the shadow of a Duesenberg collection or holding an annual meeting surrounded by muscle cars," says Madeira. "Our Museum mission is to be at the heart of the world's car culture. Simultaneously, our campus is designed to create a memorable atmosphere by utilizing our banquet facilities, café and theater. We've even got a 3.5-acre outdoor show field where we're planning to host concerts, car shows and large civic events."



Designed with enough space to tell the story of America's love affair with the automobile, the Museum will be able to accommodate groups from five to 2,500

people. The Museum will also have more than a dozen individually configured, ADA-compliant event spaces, including the Grand Gallery, with a 500-guest capacity and outstanding acoustics for concerts; the Banquet Room to host business events such as board meetings and conferences; the Cafe venue for smaller events and gatherings; and the expansive outdoor Show Field for hosting concerts, festivals and civic events.

Event organizers interested in hosting an event at ACM can visit our website for more information or contact Sandy Scott at 253.779.8490 or email [sandy.scott@lemaymuseum.org](mailto:sandy.scott@lemaymuseum.org).

***Students with an Eye on Cars***

Since ACM's collection spans more than a century of automotive history, we can offer a myriad of educational opportunities for students to learn and experience this part of our heritage. Education is -- and will always be -- a key component to the Museum's interests.

[Construction Progress](#)

[Check out Our Blog!](#)

[Become a Member!](#)

[Volunteer](#)

[Check out Upcoming Events](#)

[Visit Club Auto Kirkland](#)

[Visit Club Auto Colorado](#)

[Book an Event](#)

[Make a Donation](#)

[Purchase a Paver](#)



During the summer of 2010, and now in 2011, members of the Fife High School Key Club will participate as judges for the "Favorite Three" pick of the morning during the '[Coffee CruiseIn Open House](#)' events held at our Fife headquarters. The goal is to expose students to the sport of car collecting.

Judging is performed entirely by the students. They are given instructions to study the collectors' cars and, if possible, talk with the owners about their vehicles. Each of the student judges are asked to pick their three favorite choices and to tell us why. The cars at the Coffee CruiseIns cover a wide range of vehicle eras and conditions, so the students have had their work cut out for them. Students have discovered they liked a No.1 show car as much as a "work in progress" car. The judging process has proven to be a learning activity as well as fun for the students and car owners.

Byron Smith, ACM's Kiwanis contact, says "We're really grateful the museum has allowed us to participate in the events. We need to keep strong interest and involvement with America's classic automobiles, long into our next generations."

**Official Providers:**



[Read the full story, here](#)

## ***ACM Featured Events:***

### **July Coffee CruiseIn**

Join us for our third and final Coffee CruiseIn of the season at our facility in Fife. Get an update on the new Museum, meet fellow car enthusiasts and enjoy a tour of the car collection. Bring your collector car, rain or shine! The first 100 entrants will receive a commemorative dash plaque!



**WHEN:** Saturday, July 9, 2011

**TIME:** 9 a.m. - noon

**WHERE:**



LeMay - ACM Headquarters  
3701 20th St. E  
Fife, Washington 98424

## 23rd Annual Pacific Northwest Historic Vintage Auto Races + Club Auto Members Event



Join us for the annual Pacific Northwest Historic Vintage and Auto Races and visit the ACM booth. Club Auto and ACM members will receive free tickets and lunch for Sun., July 3, 2011.

The Pacific Northwest Historic feature many of the world's rarest and most beautiful pre-1970 race cars. This year, more than 250 vintage race cars are expected to enter, including Ferraris, Lotuses, Cobras, Corvettes, Porsches, Austin

Healeys and some less recognizable names, such as Elva and Ginetta. Most are in mint condition through extensive restoration, and many attain speeds in excess of 150 mph. Some of the cars are valued at more than \$1 million, many have impressive racing histories and competitors come from all over the West Coast and Canada. The paddock area and in-field are open to all spectators.

**WHEN:** July 1-3, 2011

**TIME:** 8:30 a.m. - gates open  
9 a.m. - 5 p.m. Friday qualifying and racing  
9 a.m. - 5 p.m. Saturday/Sunday practice and racing

**WHERE:**  
Pacific Raceways (formerly Seattle International Raceway)  
Highway 18, Kent, Washington.

### TICKET PRICES:

**Adults:** \$25 one-day pass Friday, Saturday or Sunday; \$40 multiple day pass

**Children:** age 7 - 16: \$5 per day

**Children:** 6 years and under are free.

Full color programs suggested donation - \$5

**VIP Parking:** \$5

**Field Parking: FREE**

Tickets available at the gate.

**LeMay - ACM Club Auto Members and above will receive one free ticket for Sunday, July 3, 2011 and are invited to join us for lunch at our booth.** Please contact Sandy Scott for more information at [sandy.scott@lemaymuseum.org](mailto:sandy.scott@lemaymuseum.org) or 253.779.8490.

[Visit our website for further details](#) or follow on [Facebook](#).

**Pre-Inaugural ACM  
Collector Car  
Showcase**

Collector car owners and car clubs are invited to join us for the third ACM Collector Car Showcase, Aug. 7, 2011. The judged event will be held from 9 a.m.- 3 p.m. at ACM's Fife headquarters. Classes for the 2011 Collector Car Showcase are the same as last year's, and there's no cost to enter. Early sign-up is a must as space is limited and there will be **no day-of-show registration at the event.**



[Click here to visit the website to download the Collector Car Showcase registration form](#)

**WHEN:**

Sunday, Aug. 7, 2011

**TIME:** 9 a.m.- 3 p.m.

**WHERE:**

LeMay - ACM Headquarters  
3701 20th St. E  
Fife, Washington 98424

**COLLECTOR CAR SHOWCASE ENTRY:**

Free for participants

**MAIL YOUR FORM TO:**

P.O. Box 1117  
Tacoma, Wash. 98401

**SPECTATOR ADMISSION:**

\$10: Adults



\$5: Children ages 6-12 & active military

Free: Museum members

**PARKING:**

Nearby lots across 20th St. E.

**ACTIVITIES:**

In addition to the cars, there will be ACM sponsor displays, food & music

**MORE INFORMATION:**

Sandy Scott: 253.779.8490 or sandy.scott@lemaymuseum.org



**2011 Hard Hat & High Heels Gala**

Tickets are now on sale for ACM's exclusive "Hard Hat & High Heels" preview party to celebrate Tacoma's newest cultural landmark. The fundraiser will include a first glimpse inside ACM and will feature a cocktail reception, dinner, live auction, entertainment, surprises and more!

**WHEN:** Saturday, Sept. 24, 2011

**TIME:** 6 p.m.

**WHERE: Future site of:**

LeMay - America's Car Museum

2702 East D Street, Tacoma

**ATTIRE:** "Construction Chic"

**PRICE:** starts at \$175 per person



**Hit the Road on this End of Summer Tour:**

Like its members, ACM is active, outgoing and knows how to

have a good time. Our June Wine & Wheels tour sold out quickly, but there's still time to register for our-end-of-summer tour: ***Around the Bend D.I.Y Tour*** in September. Space is limited, so early registration is a must! See below for more details and sign up today!



## **Around the Bend D.I.Y. Tour:**

***September 13 - 16, 2011***

Central Oregon's high desert is home to some of the best scenery, greatest roads in the west and the vacation Mecca of Bend is its gateway. As one of the Museum's low cost "Do It Yourself" tours, participants take care of their own lodging and meals... with our recommendations, of course. The three, half-day loop drives will be escorted and there is a get-acquainted mixer and an end of tour picnic provided.

Early room booking is strongly suggested. We can supply a list of recommended motels and inns. [Click here for details](#) on pricing and itineraries.

To register for this fun tour, contact Sandy Scott at 257.779.8490, toll free at 877.902.8490, email: [sandy.scott@lemaymuseum.org](mailto:sandy.scott@lemaymuseum.org).

**[Click here to view all upcoming events](#)**

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## **Volunteer News:**

***Check out these upcoming volunteer opportunities***

### **Public Relations: Online research and marketing**

We are looking for up to three volunteers who are willing to research, compile and track information, via an excel spreadsheet, of the various car events calendars, radio stations and news media web sites that list upcoming events locally, regionally and nationally. We need these volunteers to then post information on these web sites regarding ACM's upcoming events for the year. This is a job that can be done at home and on your own computer, on your own time, as it will most likely be an ongoing project. We will provide the details; all you need to do is add them to the appropriate web sites.

Volunteers who are interested in working on this project should be organized, detail-oriented, comfortable using a computer and need to be somewhat familiar with web sites and online

publishing platforms. Examples include the Tacoma News Tribune, Weekly Volcano, NW Car Events Calendar, Hemmings Motor News, etc. For more information, please email [holly.wood@lemaymuseum.org](mailto:holly.wood@lemaymuseum.org).