

ENROUTE™

An eNewsletter of LeMay - AMERICA'S CAR MUSEUM®

ACM eNewsletter

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Sipping The Fruits of Victory

By: David Madeira,
President & CEO of LeMay - ACM

Now that we've moved past the halfway point on constructing AMERICA'S CAR MUSEUM, it's a nice time to assess how we got here and what the future holds - a rather difficult task in merely 300 words.



Shortly after I came aboard as president and CEO in 2002, the ACM board and I decided we had to create a destination, not just a museum. We needed a show field to host everything from vintage car concourses' to rock concerts. We wanted to show drive-in movies on the outside wall of the museum. (Think about a summer Saturday night with "American

Graffiti" as the main feature.) Bottom line: We had to create ways to make this fun; make it a vibrant campus that would compel people to return over and over.



We decided this project would be built 100-percent through philanthropy, it would serve as the heart of the world's automotive culture and, after

conducting a situation analysis, we agreed the museum would have to be marketed nationally and, accordingly, embraced by people across the country if we were ever going to succeed.

Fundraising moved along nicely until the recession of 2008 hammered us. Despite tough times, we finally attracted enough funding to begin construction in June 2010. After breaking ground, I invited a couple of



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 that you want to share! We will post it on the Motor Mouth Blog!

[Submit it here.](#)

[Club Auto Kirkland](#)

Thursdays:
3:00 pm - 6:00 pm

Saturdays:
11:00 am - 1:00 pm

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my core leaders, who had been with me from the start, to open a special bottle of Madeira to toast our long, but fruitful journey. Man, that bottle of wine from my namesake island in Portuguese sure tasted good.

Today we're looking at completing the exterior of the Museum sometime this summer, and though still in the midst of never-ending fundraising, we'll soon be announcing plans for our 2012 grand opening. Sure, we've had our share of doubters along the way, but I invite them to see first-hand what has been accomplished. They can gladly join us in a celebration toast.

ACM President & CEO on Autoline

The Museum received a great plug recently as ACM President & CEO David Madeira appeared on Autoline After Hours. The weekly webcast is hosted by veteran Detroit automotive reporter John McElroy, who also hosts [Autoline Detroit](#). Madeira, joining live via Skype, had a good time discussing ACM's past, present and future with McElroy, and co-hosts Peter DeLorenzo of Autoextremist.com and Mark Gillies (former Car and Driver executive editor). The lively conversation included topics such as why Madeira doesn't like to refer to ACM as a "museum" and why it's being built in Tacoma.

[Click here](#) to see the full show (episode #93) or view below:



Whatever You Do, Don't Say "Museum!" - Autoline After Hours 93

The 1948 Tucker on loan at the Portland Art Museum

The 1948 Tucker, lent by The LeMay Family Collection, complements of ACM, will be on loan at the [Portland Art Museum](#) for the "The Allure of the Automobile" exhibition June 11 through September 11, 2011. The exhibition will showcase one-of-a-kind, custom-built designs that incorporate remarkable advances in automotive styling throughout the 20th century.



[Make a Donation](#)

[Purchase a Paver](#)

Commemorative Stone Pavers: Get them while they last!

Construction on the new Museum is getting closer to completion every day, which means all customized ACM stone pavers will soon be installed. For a donation of only \$100 or more, you can have a personalized, commemorative stone paver permanently



installed in the Grand Plaza leading to the Museum's Collector Car Center. Our paver program ends May 31st, [so purchase yours today!](#)

These stone pavers are customizable, meaning you can have your name engraved, have it inscribed in memory or in honor of another individual or use it to commemorate a special occasion, such as a wedding, anniversary or birthday.

Your paver purchase includes:

* A tax-deductible gift of \$100 gives you a 4" x 8" stone paver engraved with your personal message of up to three lines of text with a maximum of 20 characters per line. You also receive two single-use new Museum passes.

* A gift of \$250 gives you an 8" x 8" paver with an inscription of up to five lines, and you also receive an Individual Driver's Club Membership, which enables one adult to gain unlimited admission to the Museum for a full year.

* A donation of \$500 entitles you to a 12" x 12" paver with up to seven lines of text. You also receive a Family Driver's Club Membership, which provides unlimited admission to the Museum for one year for two adults and up to six children.

Create your own legacy on the stunning new ACM campus. It's an excellent way to show your support for the Museum and, at the same time, receive tangible recognition for your generosity - forever!

Volunteer News:

Collection Management Volunteer Staff is Shifting into Top Gear

As the new ACM building moves toward completion, the Museum's vehicles have been going through several levels of conservation and careful display preparation. All the cars, trucks and motorcycles will need to be fully assessed, cleaned and dressed before ACM opens, and much of this work is being accomplished through the generous support of ACM's volunteer staff.



Two volunteer staff training classes were recently conducted on vehicle assessment and vehicle detailing. The vehicle assessment class was conducted at the Museum's facility at Fife by Renee Crist, ACM director of collections, and was attended by 12 volunteers. The class covered the process of vehicle authentication, research and display assessment. The information gathered in the process will help the collection management team plan for a car's preservation and



conservation needs.

One of the highlights of the class was breaking the group of 12 'assessors-in-training' into separate teams assigned to assess three of the museum's cars. Putting this exploratory process into action was a helpful, informative experience for all the assessors, as well as a lot of fun. Staff volunteer Pat Crist, part of the collection management volunteer team since 2006, served as 'crew chief,' sharing his experience and counseling the teams as they poured over the cars.



A special four-hour training class for our detail crew was also held at (ACM sponsor) Griot's Garage, which highlighted the proper ways to utilize Griot's line of fine car care products. Griot's staff was headed by award-winning detail professional Jason Killmer, whose presentation focused on how best to handle the numerous steps in the delicate cleaning and preservation required for our museum car finishes. Collection management staff volunteer Tom Gordon served as detail crew chief at the Fife facility and performed as the team leader for the day.

Both classes had long waiting lists due to their high level of interest by Museum volunteers. Those interested in attending should watch for the new class schedule, which will be posted sometime later this spring.

Stay Tuned for Upcoming Volunteer Opportunities...

Our list of volunteers is growing and it's wonderful to see the talent and enthusiasm being offered. However, many volunteers have indicated that their engines are idling and they are ready to go! Be patient and stay tuned - as Spring arrives and the car show and cruise-in season approaches, there will be more opportunities for volunteers to help out for all kinds of events. In addition, we are refining and defining future volunteer roles needed to support the opening of the new museum.

Information will go out via email to our Volunteer Distribution List asking for participation in upcoming events, classes and projects. To be sure that you are on that distribution, you must have a signed 2011 Volunteer Application on file. [Click here to download the application form from the website.](#)

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