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ACM eNewsletter

February 15, 2012

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With the Grand Opening right around the corner, it's a sprint to put the final touches on ACM.



ACM IN THE NEWS

With the museum's debut set for June 2, media attention has been at an all-time high - highlighted by *USA Today* and *The Washington Post* stating ACM is one of the world's "8 big openings of 2012." The museum was ranked alongside the Avenue of Sphinxes in Luxor and the SkyPoint Climb on Australia's Gold Coast.



Read *USA Today's* full article [here](#)

Club Auto Kirkland

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

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

Upcoming Events

**Get Involved &
Stay Informed:**

[Check out Our Blog!](#)

Here are some other stories of note:



KING 5 News recently received a sneak peek inside ACM, that was picked up by [Yahoo News](#) and [MSNBC.com](#). Watch the video [here](#).



The Oregonian featured ACM in their travel section. Read [here](#).



Sports Car Market published some outstanding shots of ACM, compliments of photographer David Imanaka. Read the story and view the photos [here](#).

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Official Providers:



"Like a Good Neighbor:" State Farm Named Presenting Sponsor of ACM

ACM has finalized an agreement making State Farm its presenting sponsor for 2012. The museum will be officially called "State Farm Presents America's Car Museum."

State Farm - ACM's largest corporate sponsor - will collaborate with the museum on a variety of special projects, including the State Farm Theatre, which features a 360-degree movie screen located in ACM's Collector Car Center.

"State Farm is one of the most well-known and respected organizations in the country, and we are excited to align ourselves with their culture of education, philanthropy and community involvement," said David Madeira, ACM president and CEO, who, among other jobs in education, worked as a university vice president before assuming duties at the museum. "We're expecting to attract around 400,000 visitors annually, and nearly one-quarter will be school-age children. Education is a driving force behind assuring our museum becomes a thriving learning facility and teaming up with State Farm fully supports this philosophy."

"As the nation's leading car insurer, it seemed natural that State Farm sponsor this unique and interactive facility," said Tim Van Hoof, State Farm assistant vice president for marketing. "We are especially excited about the State Farm Theater, which will bring to life the history of the automobile and the spirit and passion Americans have for it."

State Farm also sponsors the Seattle, New York and Chicago Auto Shows, where ACM has a strong annual presence. The two will collaborate on efforts at those events as well.



Mazda Raceway Laguna Seca and ACM Finalize Marketing Partnership

ACM and Mazda Raceway Laguna Seca (MRLS) have entered into a



reciprocal marketing agreement that provides advertising and display opportunities for the museum during events at the raceway in Monterey, Calif., with similar opportunities for MRLS at the museum.



"Mazda Raceway Laguna Seca is one of the world's great racing circuits," said Dominic Dobson, chief development officer for ACM and a former Indy Car racer who has competed at MRLS. "Motorsports enthusiasts from around the world come to races there, and this is an audience we'd like to attract to the museum. This partnership will benefit both parties tremendously."



ACM is partnering with famed track in Monterey, Calif.



Mazda Raceway Laguna Seca hosts some of racing's most prominent events, and is home to the treacherous "Corkscrew," a left turn/right turn combination that drops 109 feet between turns eight and nine.



The MLRS promotional agreement includes exhibit space for ACM during specified event weekends at Mazda Raceway, where ACM will be able to display vehicles and provide information to spectators about the Museum and its upcoming events and exhibits.



"This agreement partners two of the top automotive venues on the West Coast, so there is a natural synergy between our organizations," said Gill Campbell, CEO and general manager of Mazda Raceway Laguna Seca.



Museum Appoints New Chief Operating Officer and

New Sales Manager

MICHAEL CRAFT
PHOTOGRAPHY



Arscenia



Paul Miller, a former Tacoma city councilmember, has been appointed ACM chief operating officer, and LeAna Reising, who worked in local catering and special events for nearly two decades, has been named sales manager.

Miller, a lifelong resident of Tacoma, has been serving as ACM's owner's representative, overseeing the construction of the Museum. The former Tacoma deputy mayor is also a longstanding member of ACM's board of directors and is the current secretary of the board.



LeAna and Paul next to a 1927 LaSalle 303 Roadster.

Miller, the managing general partner of Miller Investment Partnership since 1979, has been a board member for many civic organizations, including the Sound Transit Board and the Pierce Transit Board, serving as chair for both organizations. He was also on the board of the Puget Sound Regional Council and is donor advisor to the Greater Tacoma Community Foundation.

"Paul is the perfect person to serve as COO, a position that is critical to our success," said David Madeira, president and CEO of ACM. "He literally knows the landscape better than anyone, and

knows the players without needing a scorecard. He understands the impact this Museum will have - not only from his perspective as a board member, but also as a lifelong member of this community."

Reising, of Enumclaw, has worked in the local catering and events industry for nearly 20 years, serving most recently as outside sales director for Pacific Grill Events and Catering, where she delivered a 40 percent increase in sales during her first year. At ACM, she will serve as the primary contact for individuals and organizations seeking to have a unique event experience.

"LeAna brings a wealth of event experience to ACM, and her innate knowledge of local groups and organizations will serve the museum well," said Madeira. "She will play an important part in helping us achieve our goal of making our museum a vibrant gathering spot for the community and groups from around the country."

CARS ARE THE STARS

Green Avanti Being Restored to Original Form

After 40 years, it's returning to "Avanti White"



The Avanti prior to being restored.

By Renee Crist, ACM collection manager

During the past couple of months, ACM's Avanti, dubbed Avanti #1001, has undergone some major changes. Our monthly updates at lemaymuseum.org showcase the recent progress.

So far, the car has been completely stripped by our all-volunteer Avanti rescue team in Bellingham, Wash., under the direction of James Bell of the Bell Studebaker Museum. In final preparation for paint removal, James and his crew have cleared out everything under the car - the driveline, brakes and fuel lines, exhaust system, etc. - so they can safely soda-blast the frame.

The volunteer crew, which consists of members of the Whatcom County Chapter of the Studebaker Driver's Club, has meticulously dismantled the car, taking care to label and bag every part. Additionally, the Avanti's rear-end has been temporarily replaced, so the original can be completely refurbished. Once the car returns for reassembly, new leaf springs and suspension - from the A-arms to the front - will be added.

The car is currently in Spokane having the paint stripped in preparation for body work and a fresh coat of paint.

Read more: <http://www.lemayMuseum.or/page.php?id=441>

CALLING ALL MUSEUM DOCENTS

ACM is actively seeking qualified candidates

Museum docents are volunteers who will be positioned throughout the gallery and collection areas of the museum to provide visitors with information and directions. They must be very knowledgeable about ACM history (including the building itself), current exhibits and attractions and be prepared to direct visitors to information about the vehicles, displays and membership. Docents will also act as collection monitors to protect the cars, trucks and other displayed items.

Docent interviews and classes are scheduled to begin in March and April. If you are interested in becoming a museum docent, contact Danella Donlan, ACM volunteer coordinator, at danella.donlan@lemayMuseum.org.



Docents will help bring the museum's collection to life.

While docents will be expected to be well-versed on the nature of current displays, they will not need detailed knowledge of each vehicle. Instead, they will direct visitors to the placards, storyboards, website and other resources that contain detailed vehicle information.

Candidates should have excellent communications skills, be comfortable interacting with the public and help foster a friendly, fun environment. They must be willing to learn required information and have the personal initiative to keep updating their ACM knowledge, specifically pertaining to changing exhibits and events.

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