

National Corvette Museum Report for January 2020

Happy New Year to all and welcome to a new decade! With all the high horsepower cars that are coming out in 2020, including the new C-8 Mid-engine Corvette, perhaps this decade will, like the 20's of the last century, be known as "The Roaring 20's", although for a completely different reason. Speaking of Roaring Horsepower, follow along below for some of the latest news coming out of the National Corvette Museum (NCM) in Bowling Green Kentucky:

New NCM exhibit:



CAR-TOON CREATURES KUSTOM KARS & CORVETTES

The art & influence of Ed "Big Daddy" Roth

Many of you probably remember cartoons like the one above from when you were young, whether it was in your favorite car magazine, MAD Magazine or comic books. "Back in the 1950s and '60s, kids who liked cars bought hot rod magazines along with t-shirts, models, stickers and toys from Roth Studios. They featured caricatures of cars with giant smoking slicks and fire coming out of the exhaust, with blown engines and cartoon monsters at the wheel" says Bob Bubnis, Museum Historical Media Coordinator and lead Curator of this exhibit. The National Corvette Museum has teamed up with Tom Peters, retired Director of Exterior Design for the 8th Generation Stingray Corvette, to put together this exhibit. Per Bob, "Tom would begin copying those Big Daddy Roth drawings, and in the process, he learned about how to draw cars with personalities and attitudes. The monsters were just cool. The most notable one was Rat Fink, who will serve as the mascot throughout this exhibit."

The exhibit begins with a photo op with a giant Rat Fink statue, then moves on to a re-creation of Ed Roth's garage. In addition to being a cartoonist and t-shirt designer, Roth was a car constructor and pinstriper, with many of his cars on loan for the exhibit. Thanks to Roth car collector and President of Galpin Motors, Beau Boeckmann, guests will be able to see the Orbitron, Mysterion, and Tweedy Pie, as well as Ed's personal truck that he would use to do his pinstriping work from. On loan from The Petersen Museum is The Outlaw, and from the National Automobile Museum in Reno, Nevada is Beatnik Bandit.

A journey through the exhibit will take visitors through a 1960s toy store where they can see the vintage toys that sprang from Roth's imagination. See everything from key chains, sticker collections, statues, and of course, model kits. Millions of models were sold to kids like Tom Peters, fueling the passion for cars. Roth's silkscreen shop with the actual equipment he used to make those t-shirts will also be on display.

The Museum is bringing in cars from builders who were inspired by Ed Roth, such as the Iron Orchid built by Dave Shuten, Gary Reid's Bubble Ray Corvette and a Rat Rod. This part of the exhibit showcases the personal takes enthusiasts have had on Roth's work.

The exhibit will feature other surprises along the way, with the tour ending featuring a re-creation of Tom's studio at the GM Tech Center, along with one of the Corvettes he designed from the Transformers movies. To face off with that Corvette, we're also going to have a special car on loan from Galpin Auto Sports—their new Galpin Ford GTR1 supercar. The cars, together, dramatically show how Ed Roth influenced the automotive world as a whole. The match-up is especially fitting as Roth's t-shirts often played on the rivalry between Chevy and Ford. "Ending the exhibit like this seemed like the perfect homage to his legacy," added Bob.

“Anyone from that era will love taking a trip back through time to see these cars and artifacts together in the same place,” said Bob. “In addition to that though, we will be introducing Rat Fink and his gang of crazy creatures to a new generation. There will be lots of friendly monsters throughout the exhibit to keep young people entertained. I can see grandparents bringing their grandchildren and sharing their stories from that important time in history. Maybe they’ll even want to buy one of the models they built back then to put together now.”

A major part of our Museum’s mission is to offer experiences that fall in line with S.T.R.E.A.M. curriculum. Using touch screen monitors, videos of Tom Peters, GM staff and Galpin Auto Sports will show school groups how Science, Technology, Robotics, Engineering, Art and Math all come together to make these amazing cars. The exhibit is aimed at encouraging young people to discover what they are good at and build upon those skills with an education that they can take to the workplace. The touch screens will go back to a tour experience aimed more at adults between school visits. “It’s all very exciting and innovative,” said Bob. This exhibit will run from January to December 2020.



National Corvette Museum welcomes 4 new Board Members: At the December National Corvette Museum fourth quarter board meeting, four new board members were officially added with their terms starting January 1. Joining the team are Shannon Lamarche, Michael LaRocca, Jerry Mosbacher and Neil Watanabe. Here is some more information about them.

Shannon Lamarche comes to the Museum Board with a strong business and mechanical engineering background, and a history with GM. She was an intern at GM’s Van Nuys plant working there a semester followed by a summer internship prior to graduating, and she met her future husband, Jeff through her stint at the plant. They’ve been married for 33 years. Shannon’s employment background is diverse, yet all connects back to her engineering degree and MBA. TV and movie producer, business owner, real estate, luxury travel planner... her career endeavors illustrate her organization skills and attention to detail. “I’ve been married to a GM executive for 33 years and worked for GM myself. I understand how a car company works, not that you’d need to know that to be an asset on the Museum board, but I’m looking forward to sharing any insights I can.”

Shannon’s connection to the National Corvette Museum began in 2014 when her husband Jeff took the role of Plant Manager at GM Corvette Assembly. His first week on the job was the same as the Museum’s sinkhole – a day when Jeff was placed in front of tv cameras to share the news that GM would aid in restoring the cars, and he and Shannon personally donated towards the cause. Jeff served on the board during his year and a half stint in Bowling Green, with the couple becoming Lifetime Members of the Museum in 2015 and have stayed connected ever since.

She plans on representing Corvette's female enthusiasts well. "I think it's important to have a female perspective. We add a really good balance," shared Shannon. There are a lot of Corvette enthusiasts who are female, and we sometimes feel left out. A lot of people don't know the history of female contributions to the brand. Sharing this history and becoming involved on the board might help women to better connect to Corvette." "When I was in Long Beach at the Grand Prix race in April, Amy Hardin from the NCM was telling us about the new initiative she was launching – Elfi's Silver Pearl Sisterhood – and the goals of the group. I absolutely wanted to be a part of it." Shannon joined the 'Sisterhood' as member #6. The group voted at the Museum's 25th Anniversary Celebration for their collectively raised funds to go towards a new Damsels of Design exhibit in the Museum. Shannon and her husband Jeff live in College Grove, TN – just south of Nashville. They have two grown children and three grandchildren.



Shannon & Jeff Lamarche



Michael Larocca & Sons

Michael LaRocca is one of the NCM's newest enthusiasts, but he jumped right in with both feet and he hasn't slowed down yet. "I always grew up a GM and Chevrolet guy, but it took some time to work up to a Corvette. My first car was a 1984 Camaro Z28." His first Corvette was a 2019 ZR1 that he purchased in 2018, complete with the Engine Build Experience and R8C Museum Delivery. He has a 2020 Stingray with Z51 package on order. Michael included a couple of key sidekicks in his Corvette experiences. A dad of three boys and a girl, Michael invited his son Alex (who was 12 at the time) and son Nick (who was 10) to join him for the Engine Build. "We came down from our home in New York City, spent the night in Bowling Green, got to the factory around five in the morning, watched the safety video, had a presentation by Kai and Nora, and then spent the day building the engine with Andrew. It was awesome." With the car being a two-seater, it was Nick who had the honor of making a return visit to take delivery with his dad at the Museum. "Of all the kids, he's the most interested in cars. He likes working with his hands and takes pride in his work."

Michael also won tickets through a fundraising auction by the Museum to the Corvette Reveal in Tustin, CA – and it was a no brainer to bring Nick. "Nick was, by far, the youngest at the reveal, and he proudly sported a suit purchased hours before the event. We met Mark Reuss, Tadge Juechter, Kirk Bennion and others, all of which were so welcoming and happy to see us. What a special and unforgettable experience for a father to share with his son."

Michael's ZR1 Corvette became a part of his side business, Ready Motorsports, and is a dedicated track car that was prepared by Phoenix Performance and runs at the Monticello Motor Club. "I have a handful of cars, but the Corvette is the highlight of them. There aren't a lot of cars at the track that can keep up with it. Between its visceral growl and its glowing ceramic brakes, it sure gets a lot of attention!" The motorsports business started from Michael's passion for high-performance driving, and his coming to the realization that there were many others like him looking to test their skills on a track in a capable car. "Little by little, the business has taken off. With Michael's experience and business acumen through Ready Computing and Ready Motorsports, he's ready to put his skills to use for the Museum and MSP. "I'm excited to join. There are a lot of ways I can help on the technology and marketing side, and I'm ready to contribute and make a difference."

Jerry Mosbacher

They say there are three stages of a fulfilling life: Learn, Earn and Return. And for Jerry Mosbacher of Houston, TX he is in the return stage, which led him to join the NCM Board. “I want to do things to give back to the community and give back to society.” During the ‘earn’ portion of his career he managed and owned a number of businesses, but it was racing that he’s always had a passion for. “We are a car family. My brother was a Corvette owner and racer early on, and I’ve been racing my whole life, since I was four years old.”

His first Corvette was a 1974. “I have had every series of Corvette except the C8, so I still yearn for some things!” Currently in his collection are a 1966 Corvette Convertible, a 1970 Big Block Convertible, and a C7 Z06. “I race all over the country in Corvette – probably a couple events a month,” shared Jerry. “Road racing, tracks like at NCM... Laguna Seca is my home track in California. I also enjoy Road Atlanta, located in Georgia. I participate in time attack racing where you try to get the fastest lap against other drivers.”

Prior to moving to Texas, Jerry lived in California, and prior to that lived in Louisville, Kentucky where he bought one of the first C5s. “I picked it up and drove it to Bowling Green to the front of the Museum. It was 1996 and the very first place I took my Corvette. That’s when I became a member.”

Being an avid racing fan, a bucket list item for Jerry was to travel to Le Mans for the 24-Hour race. His wife, Debbie, and daughter, Lauren, joined him for the 2019 Museum in Motion: Le Mans trip, his first trip with the Museum. “2019 was a historic race because it was the last Le Mans race for the C7.” Upon returning from the trip, Jerry and Debbie upgraded to Lifetime Membership.

Jerry is passionate about both the Corvette brand and the NCM. “The NCM in Bowling Green, is where you go to live the brand. Nobody has what you, the NCM has created. That’s why GM is so lucky to have the Museum. It’s America’s brand and America’s place to see the brand. If you’re thinking globally – it’s where the world goes to see the brand.” A goal for Jerry’s time on the board is to help draw new visitors and members to the NCM and Bowling Green. “I’m looking forward to bringing passion to the brand and exposing and bringing in new ideas and new people to experience the brand and continue to keep it vibrant. Old things keep it buoyant. New things keep it successful. The stalwart Corvette folks who have been carrying the flag, now it’s time to give them a hand and bring in more people.”



Jerry Mosbacher



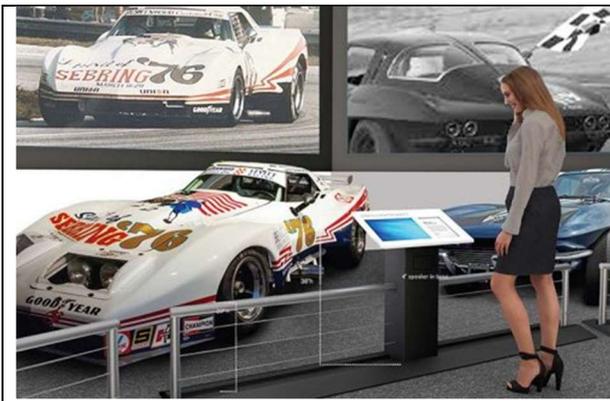
Neil Watanabe

Neil Watanabe

Neil Watanabe has lived in Southern California for most of his life, having graduated from the University of California at Los Angeles. A car enthusiast who has owned and loved Corvettes over the years, he has a family connection to the brand through his cousin, Larry Shinoda. “I admired Larry and looked up to him as an entrepreneur and genius,” said Neil. “He was passionate about automotive design and often shared how important it was in his life.”

Neil recently served as CFO of US Auto Parts, Inc., one of the largest e-commerce aftermarket automotive parts resellers. “This position allowed me to keep in touch with the automotive industry sector, as well as all of the related contacts in the industry, which could be useful to the Museum.” Neil has an extensive background in retail operations, strategic planning and operational management with over 35 years of finance, accounting and operational experience for both public and private national retail companies. He is also a Certified Public Accountant. “My extensive business experience has been centered on both financial and operational management in both retail store and e-commerce,” shared Neil. “I have a large network of professional contacts in business, which I believe would be beneficial in assisting the National Corvette Museum achieve its goals of both membership, sponsorship and professional assistance in various areas to achieve the future objectives.” He is looking forward to being a West Coast contact for the Museum. “I am pleased to continue to support the National Corvette Museum from the West Coast with our large contingency of Corvette lovers! I look forward to sharing and updating all interested parties on the great things that the National Corvette Museum is doing for those that are passionate owners.”

Museum’s Performance Gallery Undergoing Major Remodel: The National Corvette Museum has embarked on a major exhibit remodel bringing one of the Museum’s earliest display spaces up to date with a design that truly reflects the sleek and stylish nature of America’s favorite sports car. “The Performance Gallery is one space in the Museum that has been around since the building’s grand opening over 25 years ago,” said Derek E. Moore, Director of Collections / Curator for the Museum. “In the early days an elevated ‘racetrack’ was in place to give display cars a feeling of motion and being on the grid, but due to difficulties changing out the vehicles, was later removed. The space has housed an interactive pit crew challenge, educational driving simulator and various artifacts through the years, but now needs more than a refresh. It’s time for an overhaul!”



In 2018 the Museum met with an exhibit company to get ideas and renderings on what the new space could look like. “We wanted not only a clean look, but also a space that would lend itself to showcasing historic racing videos and stories about each car on display. The concept is to have projection with each car, as well as digital labels that allow visitors to learn more through an interactive experience,” said Moore. “Rather than remove or paint over the existing racing mural, we will install a secondary wall that keeps it protected and intact behind the scenes.” Funding for the exhibit was garnered through a private donation.

“It’s America’s Sports Car. In terms of car and performance for the money, in large measure, the Corvette street car can hold its own against the top sports car manufacturers around the world. It’s always something the common man can get into. My love of Corvettes carried over from my father. As soon as I could get one, I got one. We have a place that is celebrating the brand, celebrating the marquee, and the huge history of it. Having known there was a time that there was a prospect that the program was going to shut down – it’s almost unfathomable that we are now to the C8. We are to Zora’s dream of having a mid-engine and I’m ecstatic. I hope it will do what GM has been hoping for a long time and that is to bring in younger customers. I think it’s really cool we are doing this renovation to the Museum to have something more interactive, to have something the younger people will appreciate and be able to learn how unique Corvette is, and frankly sports car history.” The new exhibit is planned to open in late March, 2020 – with an official ribbon cutting slated to take place during the Michelin NCM Bash April 23-25.

Current Corvette Raffles: The Corvette raffles at the NCM are a major fundraiser that helps to keep the museum operating. I typically mention these at our monthly meetings and in the Newsletter. All you need to do to enter a raffle for a chance to win one of these fabulous Corvettes is go to the NCM Raffle web page: <https://raffle.corvettemuseum.org/>, click on **download an Order Form** which will enable you to open or download and print the latest form. Just fill it out & send it in to the NCM with a Credit Card number, and they will purchase the tickets for you and enter it into the raffle drawing right there in Kentucky! Please jot down on

the bottom of the form “Ticket sold by Kevin Wilson - CMCS” so our club gets credit for the order. Also, please let me know if you send in an order (kevinwilson@q.com). If you would prefer to purchase tickets with cash or a check you will need to bring your form to a CMCS meeting, and I can get it processed. Here is the current Raffle line-up:



2019 Black Corvette Z06 Coupe Limited to 1000 tickets
- Price: \$250
Drawing: January 23, 2020 - 2:00 PM.



2019 Blade Silver Corvette Grand Sport Convertible
Limited to 1500 Tickets
Price: \$150.00
Drawing: February 20, 2020 2:00 PM



2020 Black Corvette Coupe Unlimited tickets - Price: \$20
Drawing: April 25, 2020 - 2:00 PM.
Here are the lowest priced Raffle Tickets by far!
These are the least expensive tickets and for just \$20 and it's a new C-8! These tickets make a great present. Give the top part of your form to your gift recipient.

The 2019 Torch Red Corvette Coupe Raffle on 12/19/2019 was won by Craig Guth of Houston, TX with ticket #1221 of the 1500 Sold.

Current National Corvette Museum Events: With the New Year kicking off the NCM is busy planning some great adventures, both on the road (Museum in Motion events - MiM) and at the museum (NCM) for the next year. So be sure to keep an eye on this space for additional upcoming trips to consider for your future vacation planning purposes. Registration is open on some of these events now and they fill up quickly. You can find more details about them and sign up here: <https://www.corvettemuseum.org/explore/events/> . These are the events currently posted by the museum:

- MiM Daytona Rolex 24 presented by Michelin: Jan 22–27, 2020 Daytona FL (wait list)
- MiM Plantation Tour: Mar 31–Apr 4, 2020; New Orleans LA (**SOLD OUT**/Waitlist)
- Michelin NCM Bash @ NCM Apr 23–Apr 25, 2020 (Registration end of 2019)
- MiM Bash Tail of the Dragon Run & Biltmore: Apr 26–29, 2020, Biltmore Estate NC (Registration Open)
- The C-4 Gathering @ NCM: May 14-16, 2020 (Registration opens early 2020)
- 2020 NCM-MiM Le Mans Tour: June 5 - 16, 2020. England & France (Sign up on wait list now)
- NCM 26th Anniversary Celebration & Hall of Fame Induction Sep 3–5, 2020 (Reg open late Spring)

Did you know: The Museum features over 80 Corvettes in periodic settings, including mint classics, one-of-a-kind prototypes and modern-day wonders of engineering and design.

That's all for now – Save the Wave!