

# QUARTERLY REPORT

Q4

## FIVE-MINUTE DRIVE: Q&A WITH KEN GROSS AND RAFFI MINASIAN

Automotive author and museum consultant/curator Ken Gross has faithfully served on our Board of Directors since the Collectors Foundation became a reality in 2005; auto and consumer product designer Raffi Minasian joined the Board a year later. Their contributions to the hobby and the Foundation – through the gift of their time, talent, effort and vision – are greatly appreciated. We asked them to discuss their affection for collector vehicles and share their thoughts about the future of the hobby and the Collectors Foundation.

### YOUR LOVE OF COLLECTOR VEHICLES OBVIOUSLY MOTIVATED YOU TO BECOME INVOLVED WITH THE FOUNDATION. WHERE DID THAT COME FROM?

**KG:** A neighbor of mine owned an MG TC. I became fascinated with that car and wanted to know more about sports cars. I purchased my first issue of *Road & Track* in May 1954. My town had a hot rod club (although I wasn't old enough to join), and I bought my first issue of *Hot Rod Magazine* in November of the same year. Around the same time, I bought a copy of Ken W. Purdy's "The Kings of the Road" and Henry Gregor Felsen's novel "Hot Rod," and I was hooked. I began collecting automotive books and magazines, and now I have every issue of nearly all the U.S. automobile magazines and hundreds of books – old and new – on cars and motorcycles. My parents let me buy a car when I was 15 and I spent hours working on it, learning what made it run and improving it (on a limited budget). I started part-time freelance writing about cars and motorcycles in 1972 and it's been my full-time occupation since 1986.

**RM:** I fell in love with cars at an early age. I bought my first one (a small Italian race car) in 1973 when I was only 11 years old. I loved the look, the colors and the intensity that the shape of a car conveyed to me. I pretty much decided that cars were going to be a big part of my future. I just had no idea I could work with them professionally. I did well enough in high school to get accepted to UCLA and enrolled in its design school as an industrial designer. At that time I built my own car and showed it at the 1983 Auto Expo in Los Angeles. The head of the Transportation Design Department at Art Center College approached me about the school's Automotive Design program. There I met Strother McMinn, who encouraged me to use my love of both classic cars and car design to work in both areas.

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**KEN GROSS**



**RAFFI MINASIAN**

## HOW DID YOU BECOME INVOLVED WITH THE COLLECTORS FOUNDATION? WHY DID YOU JOIN THE BOARD? WHAT HAS YOUR EXPERIENCE BEEN?

**KG:** If I remember correctly, McKeel Hagerty asked if I would be interested. I joined the Board when it was called the Hagerty Fund. I sincerely believe in the basic mission of the Foundation. If we are to continue enjoying vintage cars (and boats), we'll need a cadre of skilled people to restore and repair them. Many of the older generation of collectors and restorers are passing away. At the same time, as more manufacturing work moves offshore, we are losing essential mechanical skills that can provide a good living for young people and contribute to the perpetuation of collector cars. The Foundation encourages programs that help young people learn the restoration trades.

**RM:** I read about one of the first projects the Collectors Foundation had supported and wanted to learn more, so I emailed (Executive Director) Bob Knechel. I told him I lived in California and would be happy to introduce him to my associates and other collectors on the West Coast. Bob and (Board Member) Mike Stowe came out to meet with me, and we found there was a nice synergy in the work I had been doing in design education, supporting automotive tech programs at schools and working with collectors on long-term collection planning. Shortly after that, I joined the Foundation as a Board Member.

The CF has done an amazing job of supporting and developing important high school and college programs, auto tech programs, museum education initiatives and community awareness activities. It has been very gratifying to see firsthand what foundation resources can do both for kids and the hobby.



## ARE YOU OPTIMISTIC ABOUT THE COLLECTOR VEHICLE HOBBY?

**KG:** Yes. I believe that interest in collectible cars has never been higher. As we add new decades of collector cars, and they are seen at shows and on the roads, more people are encouraged to preserve and maintain the automobiles they admired, wanted and may have owned in their youth.

As long as legislation and proper fuel allow our collector cars to be driven and used, and we can interest the younger generation to participate, I think the hobby will continue to thrive.

**RM:** Absolutely. The automobile is a cultural icon. We all benefit from cars as appliances, but cars also serve an important part of our need to preserve, restore and celebrate different time periods. Cars offer a unique sculptural and kinetic experience to naturally curious hands and eyes. As long as we are inspired to make or remake these machines, there will always be a desire to collect and preserve automobiles.

## WHAT ROLE IS THE FOUNDATION PLAYING IN THE FUTURE OF THE HOBBY? CAN, OR SHOULD, IT EXPAND ITS ROLE? WHAT MORE SHOULD IT BE DOING?

**KG:** The Collectors Foundation is helping to ensure there are talented people who can restore and maintain old cars. That's essential. The continuing task is to raise the CF's awareness and let major car clubs and associations know about the Foundation's work, so they can promote it among their members, contribute to the organization and help connect the CF with even more worthy groups that may need financial help. I believe the HVA (Historic Vehicle Association) can be a vehicle to further the Foundation's influence.

**RM:** The CF is very proactive in providing financial support to learning institutions specializing in automotive and marine programs. This is our primary goal. However, we are an important conduit of understanding for programs, communities and other institutions that might not see the value in what we're doing. Making our goals and objectives clear and dedicating funds against those objectives has added credibility to many struggling programs, particularly those with little or no marketing budget. We've given a collective "voice" to many programs left behind in the wake of educational budget cuts. People ask me, "What does your foundation collect?" I like to answer: "People who are passionate about learning. It turns out there are a lot of them around cars and boats."

## IS SERVING ON THE COLLECTORS FOUNDATION BOARD ALL THAT YOU HOPED IT WOULD BE?

**KG:** It's a wonderful opportunity to work with people I like and respect on a cause which we all believe is important – even essential – to the survival of the collector car hobby.

**RM:** It is an honor to support the many programs and young people who have directly benefited from the Foundation's contributions. There is no better reward than seeing young people achieve their dreams within a supportive and inclusive community.





## LEADING MARKET ANALYST GIVES BACK TO THE HOBBY HE LOVES

Dave Kinney is convinced that early exposure to classic automobiles had a positive influence on his life's direction. That's why he stepped up and became one of 12 "Founding Partners" to make a major financial commitment to support the work of the Collectors Foundation.



"Starting in my early teens, I worked at a dealership that sold classic and exotic cars. Although I was bored with school, I couldn't get enough information about the history, back stories and characters surrounding cars from the earliest ages," said Kinney, an automotive journalist and founder-publisher of *Hagerty Price Guide*. "I didn't realize it at the time, but my interest in cars helped to support an overall interest in history. My middle school and high school years were the toughest of my life. You might say that my automotive interests sustained me in difficult times.

"I know that there are thousands of other kids who did not have the early exposure to the collector car hobby, the lucky breaks and the supportive parents that I had. I firmly believe that the majority of people want to achieve; many just give up when they don't see a possible path to success. By sparking an interest in classic cars, the Collectors Foundation helps kids find that path."

During the past 25 years, Kinney has owned hundreds of collector vehicles and has participated in the sale, repair and valuation of all types of cars. Along with his success came the desire to give back.

"Having someone share your interests who can carry forward the knowledge and skills of previous generations of collector car owners benefits us all," Kinney said. "If this connects with just one at-risk teen, then it's all worthwhile."

- Jeff Peek

## DIRECTIONS: NEWS FROM THE EXECUTIVE DIRECTOR

The Collectors Foundation wouldn't be where it is today without the help and dedication of hundreds of people pulling together for the benefit of all. As I reflect on 2011, I am grateful for:



**The continuity of leadership and passion on the Foundation's Board of Directors.**

**The visible and charismatic leadership of Chairman of the Board Corky Coker.**

**The 12 "Founding Partners" who have stepped forward to join with Hagerty in major financial commitments to the work of the Foundation – David Kinney, Coker Tire, Bob and Betsy Jenkins, Iconic Motors LLC, John Groendyke, National Motor Club, Buck Kamphausen, Eugene Selden, Mike and Dawn Fisher, David and Sharon Hewitt, Hemmings Publications and the Paul Andrews Family Foundation.**

**Over 4,000 new donors to the Collectors Foundation – enthusiasts from 49 states.**

**The addition of a second staff position for the Foundation – Velvet Batteiger is now our Operations Coordinator.**

**The dedicated and compassionate mentoring of at-risk youth by car and boat enthusiasts.**

**The commitment to young people and the future of historic vehicles and boats by knowledgeable faculty who teach restoration technology at colleges, community colleges and certification programs around the country.**

**And the hundreds of vocational and technical training school teachers in our public high schools who stay committed to their calling even as their programs are near extinction.**

I believe the future of the collecting community is brighter because of the individuals and institutions working to inspire and teach the next generation day after day. I am proud that the Collectors Foundation – this philanthropic movement powered by like-minded collector enthusiasts – has become a significant leader and contributor to the cause of preserving the past and building the future.

Sincerely,

Bob Knechel



## MUSEUM'S 'HANDS-ON EXPERIENCE' PROGRAM TEACHES TECHNICAL SKILLS – AND LIFE LESSONS



The Northwest Vintage Car and Motorcycle Museum's Model T Speedster program continues to gain momentum. Thanks to the gracious support of the collector car community, at-risk students at Roberts High School/Tech Prep Academy in Salem/Keizer, Oregon, are building a Model T Speedster – as well as learning valuable life skills.

Through its "Hands-on Experience" program, the museum hopes to spark interest among youth to continue its passion for collecting, restoring and preserving vintage cars and motorcycles. This is the third year of the program, which received a \$5,000 start-up grant from the Collectors Foundation. Since 2008, 17 "mentors" from the museum have given more than 5,000

hours of their time to help create positive relationships with participating students, 50 percent of whom come from broken families. The result is not only increased



automotive knowledge and skill, but higher school attendance, grades and graduation rates (see below).

Participants develop basic skills in welding, automotive mechanics, automotive electronics, metal fabrication, woodworking, engine theory, body design and repair, paint and upholstery, and also learn the importance of teamwork. At the end of the school year, when work on the Model A Speedster has been completed, each student will have an opportunity to drive the car, then will be presented with a Speedster Driver's Certificate.

Among the success stories is a graduate named Jessie, who had been kicked out of school prior to joining the program but now works for a machine shop and is also enrolled in the local community college's automotive program. Jessie believes "more kids should have the opportunity to do stuff like this" – and with your help, they can.

## 'HANDS-ON EXPERIENCE' RAISES THE BAR

RESULTS FROM THE FIRST THREE YEARS OF THE PROGRAM ARE TELLING:

Source: "Hands-On Education" by Dean Lohrman, Teacher/Academy Coordinator, Roberts High School/Tech Prep Academy, Salem Keizer Public Schools.

08-09

School attendance of Hands-On/Speedster students prior to program:	<b>48.6%</b>
School attendance of Hands-On/Speedster students while in program:	<b>83.2%</b>
Graduation rate of senior students not in program:	<b>65.4%</b>
Graduation rate of senior students in program:	<b>80.4%</b>

09-10

School attendance of Hands-On/Speedster students prior to program:	<b>50.7%</b>
School attendance of Hands-On/Speedster students while in program:	<b>85.1%</b>
Graduation rate of senior students not in program:	<b>65.8%</b>
Graduation rate of senior students in program:	<b>88.5%</b>

10-11

School attendance of Hands-On/Speedster students prior to program:	<b>51.1%</b>
School attendance of Hands-On/Speedster students while in program:	<b>90.3%</b>

## NEW CF LOGO CONVEYS THE PASSION AND ENERGY OF THE COLLECTOR CAR COMMUNITY



When the Collectors Foundation Board decided to update the organization's logo, it had to look no further for creative ideas than Board Member Raffi Minasian, a freelance artist and widely published illustrator.

Integrating input from Minasian and the rest of the CF Board, and working with sketches from a local design agency, Hagerty created a fresh-looking logo that conveys the passion and energy of the collector car community. The finished design features an image of an automobile along with a new tagline: "Preserve the Past. Build the Future."

We hope our friends and supporters like the new look, which has been incorporated into Collectors Foundation advertisements, brochures and stationary. Over the next several months, our website ([www.collectorsfoundation.org](http://www.collectorsfoundation.org)) will be redesigned to incorporate these new design elements. The site will feature more photos, videos and stories about our grant recipients.

We invite you to visit our website now and throughout the year. Please share the Web address with your friends and family. Together we can **preserve the past and build the future.**

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Preserve the Past. Build the Future.

# 2011 SCHOLARSHIPS AND GRANTS: \$295,768 AWARDED AND FUNDED

**McPherson College, McPherson, Kan. (\$5,000)** – Scholarship funding for high school students who wish to attend the college's Summer Restoration Institute.

**Discovery World, Milwaukee (\$10,000)** – Grant to support the interactive facility's collaboration with Bradley Technical High School and its "Schooner Boat Works" program.

**Mabank High School, Mabank, Texas (\$7,500)** – Grant for equipment in the school's restoration technology program.

**Abba's House, Traverse City, Mich. (\$15,000)** – Matching grant to support the residential treatment center's restoration technology program.

**Northwest Vintage Car and Motorcycle Museum, Brooks, Ore. (\$5,000)** – Grant to continue support for the museum's "Model T Build" program for alternative high school students.

**Vancouver Community College Foundation, Vancouver, B.C. (\$10,000)** – Matching grant to support the school's NASKARZ program for youth in trouble with the law.

**Art Center College of Design, Pasadena, Calif. (\$10,000)** – Grant for scholarship funding, shared between three students within the school's transportation design program.

**College for Creative Studies, Detroit (\$10,000)** – Grant for scholarship funding, shared between two students in the school's transportation design program.

**McPherson College, McPherson, Kan. (\$45,000)** – Nine scholarships for students majoring in restoration technology.

**Washtenaw Community College, Ann Arbor, Mich. (\$10,000)** – Eight scholarships to students in the auto technology/Custom Cars and Concepts program.

**Clover Park Technical College, Lakewood, Wash. (\$6,000)** – Grant for equipment and a scholarship in the school's restoration technology program.

**Benjamin Franklin Institute of Technology, Boston (\$10,000)** – Grant for scholarships to students in the auto technology program who are focused on restoration technology.

**Iowa Central Community College, Fort Dodge, Iowa (\$45,000)** – Three-year grant for specialty equipment as the college prepares to open its new restoration technology program.

**Eastfield College, Mesquite, Texas (\$10,000)** – Challenge grant to establish a Street Rod program.

**America's Car Museum/LeMay Museum, Tacoma, Wash. (\$9,600)** – Two internships at the Museum during summer 2011.

**National Packard Museum, Warren, Ohio (\$4,800)** – Internship at the Museum.

**Alfred P. Sloan Museum, Flint, Mich. (\$10,000)** – Internship program for college students in the museum's Buick Gallery.

**GASC Technology Center, Flint, Mich. (\$5,000)** – Grant for vocational tech high school students to apprentice at the Sloan Museum's Buick Gallery.

**Studebaker National Museum, South Bend, Ind. (\$4,800)** – Internship in the museum's archival department.

**Northwest School of Wooden Boat Building, Port Hadlock, Wash. (\$5,000)** – Scholarship.

**The Landing School of Boat Building and Design, Kennebunkport, Maine (\$5,000)** – Scholarship funding shared between five students.

**Great Lakes Boat Building School, Cedarville, Mich. (\$5,000)** – Grant to assist the school with branding and marketing material.

**International Show Car Association's Career Day, 13 shows around the country (\$5,000)** – To assist with transporting vocational high school students to the Career Day events.

**Port Townsend Aero Museum, Port Townsend, Wash. (\$10,000)** – Internships at the museum's Vintage Airplane Restoration program.

**Herreshoff Marine Museum, Bristol, R.I. (\$10,000)** – Grant to establish a wooden boat restoration and maintenance program for youth.

**Art Center College of Design, Pasadena, Calif. (\$2,500)** – Collectors Foundation Transportation Design Scholarship for Kids and Teenagers.

**Inland Seas Education Center, Suttons Bay, Mich. (\$3,000)** – Grant for 10 junior high school students to build pram boats and learn how to sail.

**New Hampshire Boat Museum, Wolfeboro Falls, N.H. (\$2,440)** – Grant to support four scholarships for at-need youth in the museum's Youth Boat Building School.

**Indiana State University's Motorsports Camp, in collaboration with Indiana State Museum at Indianapolis (\$9,122)** – To sponsor a camp to help inner-city elementary school children gain interest in math and science through motorsports.

**DeKalb County Technology Center, Rainsville, AL (\$6,000)** – Supporting an automotive restoration project at the school.

**Preserve the Past. Build the Future.**

