



Corvette



Gazette

Our 41st Year



Santa Clarita, California USA

June 2019



July will mark the 50th Anniversary of the Apollo moon-landing and the Corvette was there for this patriotic event.

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Santa Clarita Valley Corvette Club
P.O. Box 800943
Santa Clarita, CA 91380-0943
Find us on the web at www.SCVCC.org



SCVCC Upcoming Calendar of Events

July 3 General Meeting – Vincenzo’s Pizza



Date Change - Wednesday July 3rd, because of Holiday!

Meeting still begins at 7:30 PM – But come early to grab a bite from their selection of pizza, pasta, and sandwiches! Valencia Plaza at 24504 Lyons Ave, Newhall.



July 4 Parade and lunch at Margarita’s Restaurant.

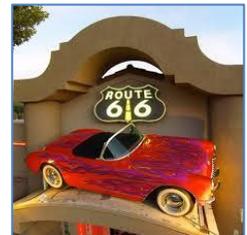
Our club is proud to once again participate in the Santa Clarita, 4th of July parade, which will be followed by lunch at Margarita’s! Check the website for times and meeting location.



July 18

Taste-of-the Town – Route 66

This month we return one of our perennial favorites, Route 66! Let’s gather for friends, burgers, and more! 18730 Soledad Canyon Road, Canyon Country. See you at 6:00pm!



July 20 A fun SURPRISE breakfast, with a follow-up activity!

It’s time for another surprise breakfast run, followed by a surprise post-breakfast activity! Meet at the Walmart on Newhall Ranch Road. Drivers meeting 9:15, caravan hits the road at 9:30.

Oct 4-13 Southwest Caravan- Albuquerque Balloon Festival and National Parks



Now is the time to make your plans and reservations for this special road trip. Interest list is available.

Planning meeting TBA.

Three Months at a Glance



SCVCC Activities Planning 2019
Santa Clarita Valley Corvette Club
3-Month Event Planner

July 2019

3	Wed	General Meeting - Vincenzo's Pizza - Social starts around 6pm, Meeting at 7:30pm ~ 24504 Lyons Avenue, Newhall - East of I-5
4	Thurs	4th of July Parade & Lunch afterwards at Margaritas Mexican Restaurant Meet up time TBD for the parade, normally around 6am. Lunch reservations tentatively for 11:30am/noon. Stay tuned for exact timing!
18	Thurs	Taste of the Town: 6pm – Route 66 Classic Grill 18730 Soledad Canyon Road, Canyon Country
20	Sat	Surprise (late) Breakfast Run..... plus a secondary destination. It's going to be a fun filled day together! Meet at Walmart at the corner of Newhall Ranch Road/Copperhill @ 9:15am/Depart @ 9:30am

August 2019

1	Thurs	General Meeting - Vincenzo's Pizza - Social starts around 6pm, Meeting at 7:30pm ~ 24504 Lyons Avenue, Newhall - East of I-5
15	Thurs	Taste of the Town: 6pm – Wood Ranch BBQ & Grill 25580 The Old Road, Stevenson Ranch
19	Mon	Lunch at La Cocina Bar & Grill (Golden Valley Rd/Sierra Hwy), then caravan to SCV Senior Center. Tour new center & check out our plaque on the Donor Recognition Wall. Meet at restaurant: Lunch @ 11:00am, tour @ 1:30pm
24	Sat	Let's stay cool with a fun run to the Beach after lunch at Ladyface Alehouse in Agoura, then caravan to The Getty Villa on the PCH Explore art, architecture, beautiful gardens. Lunch 11:30am/Tour 3:00pm Meet at Chuy's/Outback (The Old Road) @10am/Depart @ 10:30am

September 2019

5	Thurs	General Meeting - Vincenzo's Pizza - Social starts around 6pm, Meeting at 7:30pm ~ 24504 Lyons Avenue, Newhall - East of I-5
8	Sun	Golf 'n Stuff - Ventura - Come join us for some fun and laughs while miniature golfing. Afterwards we will be stopping at El Pescador Restaurant in Fillmore for an early dinner. Depart noon, miniature golf at 1pm, early dinner ~ 4pm
19	Thurs	Taste of the Town: 6pm – BJ's Restaurant-Brewhouse 24320 Town Center Drive, Valencia
28	Sat	Don & Connie Ceo's - 4th Annual Lasagna Dinner - Limit 50 guests 4pm cocktails / BYOB – 6pm dinner There will be a sign-up sheet for appetizers & desserts Cards, dice & socializing following dinner, pool/jacuzzi if you want to swim



From the Driver's Seat

June 2019 President's Message

Can you believe another club year has gone by? 2018 – 2019 is in the record book and a new year has already begun. This past year was one to remember. The big event was our year-long celebration of our 40th anniversary as a club. That milestone brought us a re-designed logo which lives on as a reminder that we are continuing to move forward as a club.

Speaking of moving, the past year included moving, for sure. Events beyond our control dictated that we move from our meeting location at The Oaks of Valencia to “who knew where” as the saga unfolded. We experienced what turned out to be an unaffordable one-month trial meeting at the Embassy Suites hotel where a nearly unanimous vote to move back to Vincenzo's Pizza Newhall took place. So, move we did.

Moving additionally was a big topic in the club early in the club year with numerous couples relocating from our fine community and club eastward to Arizona for new experiences in a new location. I hope it wasn't us who remain who caused the exodus, but rather their displeasure with daylight saving time and all of the clock changes involved. Besides those couples, we have recently been notified of other members relocating to other areas and interests as well.

The move of our now past members this past year has now evolved into more movement in the club. Not to Arizona, but from the membership waiting list to full club membership for Al and Jill Boley, Miron and Judy Kalebjian, Ray and Lorraine Kimple, Bob and Sharon Spierer, Peter and Carrie Di Orio, Jimmy and Robyn Webster, Steve and Terri Romine, Jimmy and Marsha Simpson and Virginia Gregory. Can you believe so many waiting for spots to open?

With all of that said, we remain solid as a club and are moving on track as we complete another great month. We enjoyed our outing to the Nethercutt Museum and the Bear Pit for BBQ. Our Taste of the Town took us to Saddle Ranch at the Valencia Mall for some good time together. Then, the highlight of the month was our third annual member appreciation picnic at Steckel Park in Santa Paula. Picnics are nice and picnics are fun, but they are even better when you get there in your Corvette and spend it with your Corvette friends. June was a good month and a fitting end to our 2018 – 2019 club year.

I, along with your 2019 – 2020 board of directors are committed to keeping up the traditions of our great club and serving the membership to keep our focus on having fun together in our Corvettes. Please take time to show your support to our board members when you see them throughout the year. They are: Jim Webster (Vice President), Dan Clarkson (Secretary), Elke Couples (Treasurer), Judy Woodings (Membership), Donna Webster, Karen Jewett, and Don Ceo (Activities), Judy Turkheimer (Quartermaster), Steve Turkheimer (Communications) and Mark Ware (Webmaster).

Our membership is strong and we have plenty to look forward to in the new club year. Keep in tune by checking our website often and I will see you all at the July 4th Parade to get rolling into the new year!

Mike



Business Meeting on the 1st Thursday of each Month

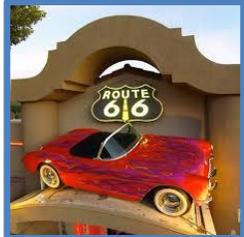
Social Hour at 6:00 p.m. Meeting at 7:30 p.m.

Vincenzo's Pizza Newhall

Valencia Plaza

24504 Lyons Avenue (East of I-5), Newhall

Next Business Meeting: Wednesday July 3rd, 2019



Social Gathering on the 3rd Thursday of each Month at 6 PM

Route 66

18730 Soledad Canyon Road

Canyon Country

Next Social Gathering: July 18th, 2019

Birthdays and Anniversaries

Andrea Lewanda	Jul 2
Terri Romine	Jul 4
Jill Boley	Jul 12
Renee Trock	Jul 20
Pat Van Patten	Jul 21
Judy Kalebjian	Jul 23
Gene Schmidt	Jul 24
Jim Webster	Jul 24
Ed Hoffman	Jul 26
Teresa Zullo	Jul 28



Allen	*June 14, 1971	48 years
Boley	July 15, 1973	45 years
Bottoms	July 30, 1970	49 years

Note: Please notify your **Newsletter Editor** if your name has been missed. Your special day is important, and our roster may not have all the correct information.



Meeting Minutes

*Recorded by Dan Clarkson, Secretary
June 2019*

The meeting was called to order promptly at 7:30pm by President Mike Woodings. The Corvette Corral outside was a glorious sight. The interior of Vincenzo's was filled by club members happily attacking the Italian cuisine.

Mike acknowledged past member Wayne Simons. Wayne and Marcy are selling their beloved C4 ZR1 as well as their house to tour the world in their motor home.

Mike noted that it was the 75th Anniversary of D Day, one of the most significant events in history. He pointed out that 53 Corvette ships from five nations were part of the invasion force.

The minutes from the previous meeting were again passionately and perfectly recounted and approved by a sustained standing ovation.

Elke Couples astonished and saddened the assembly by declaring that this is her sixth and final year as club treasurer. She presented our sound financial picture as well as the status of the annual dues collection.

Vincenzo's owner Steve Katz addressed parking procedures, the TV displays, table rearranging and decor. He solicited ideas for a club poster provided by Budweiser.

President Mike said the Julian trip was excellent and fun. He reminded all of this Saturday's Nethercutt sortie and went over the departure plans for the picnic on the 22nd. Bring \$4 cash per car so that the lead car can pay for the caravan at the park entrance.

Mike went on to address the bylaws requirement to renew dues by June 30th or get a "Greetings and Salutations" letter from him. The 4th of July parade needs more cars. Additional glovebox rosters are available.

The president announced the results of the just completed election. Thirty-seven voters participated. Mike returns as president. New board members are Scott Gregg, Steve Turkheimer, Judy Turkheimer and Jim Webster. New officer positions will be determined by the next board meeting.

The Southwest Caravan to the October Albuquerque balloon races and the national parks is on and still accepting signups.

Membership chair Judy Woodings announced that several regular membership slots have opened up and would be filled by those associate members on the waiting list. She welcomed Debi Clarkson back to regular membership. Debi, like many other wives, gave up her regular membership several years ago to make room for the increased interest in club membership. She built and maintained the club website for fifteen years. She discussed how she came to join the club in the first place and what an important part it has played in her life.

Judy welcomed two visiting couples; Cayce and Kat Culbertson (C7 Z51), also Sean and Connie McCulley (C6 Z06).



Mike recognized two anniversaries. The Siecke's 60th and the Bancroft's 46th.

Donna Webster of the Activities Corps presented the next three months of their plans for us. She reminded the group that our next meeting will be on a Wednesday, July 3rd, to accommodate some sort of national festivities the next day. She stressed the need for a good headcount prior to the picnic. If you sign up and don't show up you will be assessed \$20 for the caterers. The 4th parade has seven cars; we should have more. There is a surprise event on July 20th and a Senior Center visit on August 19th. Don Ceo is working on a tour of the Jet Propulsion Laboratory, probably in October.

The president commended the Activities committee for their selfless efforts and great plans.

Quartermaster Deana Shaver waved goodbye and encouraged everyone to come buy her patriotic apparel.

The 50/50 money was gathered by Tom Tomlinson. The \$145 went to Karen Jewett. Badge It Or Lose It was won for the second time in a row by Moira Moe but this time neither she nor her badge was present. It rolls over.

Car Talk. Steve Hilton invited interested drivers to join him at Willow Springs on June 15th.

Birthdays and anniversaries were acknowledged to great delight as the group sensed the meeting was almost over.

The meeting was adjourned at 8:26pm.





QUARTERMASTER'S CORNER

Great Clubwear
for
Summer
is Here!



NEW Ladies Tees



**YOUR
Quartermaster
Judy Turkheimer**

Show PLUS Go!

- Always look great in Club T-Shirts!!!
- Club Jackets for all occasions!!!
- Stand out at Club events!



Polos



Ladies Visors



Men's Shirts

**Best Dressed
Corvette Club
in Santa
Clarita!**

The Corvette Kiosk will be **OPEN** for the general meeting. Judy will be at your service to address your clubwear needs. You can always contact her on-line at quartermaster@scvcc.org between meetings for special Clubwear matters.



**Taste-of-the-Town:
Saddle Ranch, Valencia Town
Center**

SADDLE RANCH
EST. 1999
STEAKS * BULLS * ROCK N' ROLL

It's chop house time! Indeed, it was when twenty-five of us met at one our local favorites, the Saddle Ranch. Originally, we were scheduled to meet at the Red Robin



Restaurant, but we found out ahead of time that they were not able to make it happen for us as they had originally promised. But no matter, George, and the other fine folks at the Saddle Ranch are always happy to make us feel welcome.



The super friendly wait staff did a great job with our large table, and everyone was pleased to see the baskets of warm biscuits arrive while we reviewed the menu for the evening's offerings.

The Saddle Ranch has something for everyone from, steaks and ribs, to salads and sandwiches, and we did our best to represent just about everything from the menu.



The food was good, hot and flavorful - just the way we like it.



Following our dinner, we were pleasantly surprised when they sent out complimentary desserts in the form of

warm bread pudding alamide, yum!

It was another great Taste of the Town, although no one from our group rode the bull, most enjoyed shooting it for a while. Be sure to join us next month for burgers, fries, and chocolate shakes at Route 66!



Saturday Trip Nethercutt Museum

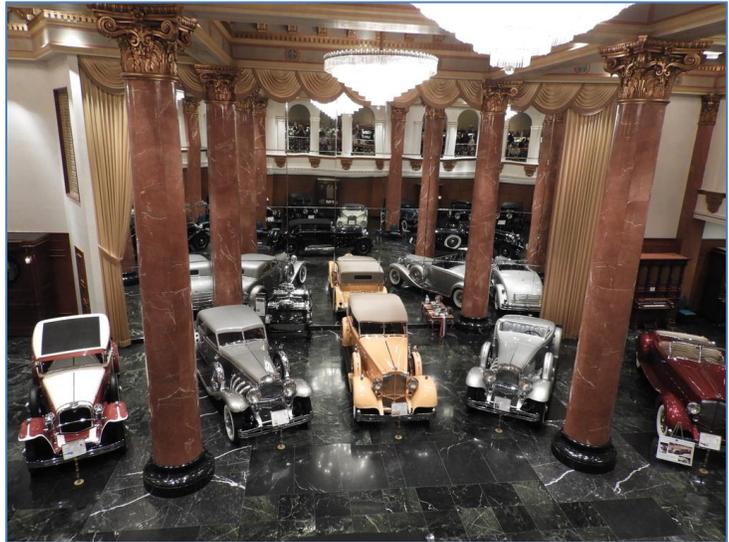
Sylmar, CA
June 8, 2019

Nineteen Corvettes gathered on a beautiful, top-down Saturday morning for some small talk and coffee at our usual southern meeting spot. Following the short drivers' meeting, we began the short drive to Sylmar, where we gathered again in the lower level of the Nethercutt Museum to find ourselves folded-in with several other car clubs, an Elk's lodge, and a number of civilians who were all there for the tour.

Our guide, a full-time employee and curator for the museum, was extremely knowledgeable and offered a lot of interesting facts about the displays, museum history, and some behind the scenes information. During the tour we were also given plenty of opportunities to wander around the magnificent automobiles,

Art Deco hood ornaments, ornate music boxes, Hummel figurines, and an impressive collection of mechanical musical instruments.

Our guide was quick to point out that everything in the collection is fully functional, and the point was emphasized during the tour finale when he turned the mighty Wurlitzer pipe organ loose against a vintage Steinway player piano, and the resulting duel was an impressive performance of one-hundred-year-old technology.





When it was over, it wasn't really over because there was so much more left to see, but we simply ran out of time! So, I guess we will just have to go back again at a later date.

After the tour, our group, less about fifty of our new-found tour friends, made the drive to Mission Hills and the famous Bear Pit, Missouri-Style Bar-B-Q restaurant. What specifically is Missouri style BBQ you may ask? Well, it's simply a broader term for traditional Kansas City Style BBQ, which is a slow-smoking technique over

a hard-wood fire, and then served with a thick, tomato-based barbecue sauce. This held true for lunch which included the full menu of ribs, brisket, hot links, chicken, and all the fixings, including their legendary garlic toast.



This was a fun, well planned event that made for a

great Saturday morning adventure. If you were not able to attend, and have never been to the Nethercutt Museum, you owe it to yourself to take some time and check it out. The Nethercutt family, and by extension, Merle Norman Cosmetics,

has spent 63 years building this collection of concourse quality cars, and an array of other rare collectibles that has become their local legacy.



Check out Shutterfly (<https://scvcc.shutterfly.com>) for all the pics



2019 Summer Picnic: Steckel Park, Santa Paula

According to Wikipedia, a picnic is a meal taken outdoors as part of an excursion – ideally in scenic surroundings, such as a park, lakeside, or other place affording an interesting view, or else in conjunction with a public event, and usually in summer. Our third annual SCVCC picnic definitely fit the bill in all aspects. We had a meal. The event was outdoors, in a scenic park. It was part of an excursion with our beautiful caravan. It celebrated an event, out member appreciation. And, it was scheduled on the second day of summer. Well done Activities Committee for such attention to detail!



Since our first annual club picnic in 2017, a tradition was born and our picnic event has improved with each outing. We again held our picnic at Steckel Park, on Highway 150, north of Santa Paula. The park offers everything needed for a gathering of a club our size. There is plenty of parking for a Corvette Corral. There are pavilions for dining and games. There is open space for competitions and plenty of shade for just hanging out. Steckel Park was the place to be on June 22 for our member appreciation event!





Events like this don't just happen though. We don't just show up at a designated spot for a caravan and roll into our destination with a lot of prior planning and preparation. The Activities committee and their picnic support team have been meeting and preparing for months making this one afternoon possible and our thanks go out to all who worked so hard to make our picnic a success.

As always, picnic day started early for our set-up team as they claimed our spot at Steckel Park and went about the set-up activity, once again making sure every detail matched Mark Ware's extensive preparation spreadsheet.



At a reasonable start time of 10 AM, attendee members gathered at the designated assembly area in the Walmart lot for headcount and sign-in and payment of parking fees, eager to move on to the awaiting picnic. Light traffic allowed us to keep our 19 Corvettes together in a spectacular caravan westbound on CA 126 all the way to our destination.

Once there, we rolled into our reserved "Corvette Corral" we

caravanners all witnessed the splendid set-up that was waiting for us. Both covered pavilions were decorated, game areas laid out and equipped with all types of picnic games and music was in the air.



The staff from Laird's Butcher Shop in Santa Paula was on hand and already preparing our picnic feast as we arrived. Their cooking skills seem to improve with every event we attend in the Santa Paula area. They add to our pleasure at not only our picnics but at the Santa Paula Chevrolet bi-annual BBQ events as well. Picnic baskets of old were nice, but BBQ is a great call.



PIC 8 While music played in the background, picnickers went about visiting and competition in the events on the lawn. Bocce ball, croquet, cornhole game, Jenga, bingo, and the Corvette tabletop race competition were all available. The volleyball was flat and there was no spiking this time out.



Bocce ball, croquet, cornhole game, Jenga, bingo, and the Corvette tabletop race competition were all available. The volleyball was flat and there was no spiking this time out.



The call to eat went out and the line quickly formed to pick and choose from the Tri-tip, Chicken, sausages, and all the trimmings available for our picnic lunch.

As soon as the BBQ sauce was wiped from the corners of our mouths, dessert was on everyone's mind. With the many choices available, the blackberry pie apparently was at the top of the list and disappeared in a blink of the eye.

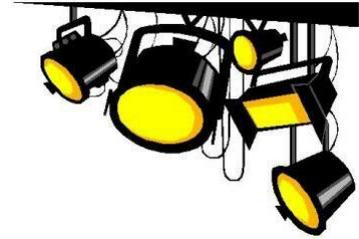


Throughout the afternoon, there were numerous raffle prizes given out and a nice 50-50 pot as well. All of the bases were covered!

Throughout the afternoon, there were numerous raffle prizes given out and a nice 50-50 pot as well. All of the bases were covered!



The bottom line in this report from your writer's point of view is that all in all, the picnic was fun, delicious and again a success. Besides the Activities committee it is all of the attendees who are to be thanked too for coming out and adding to the fun of the event. We appreciate each and every one who worked and played together as a club to make Picnic 2019 a fun time. Well done!

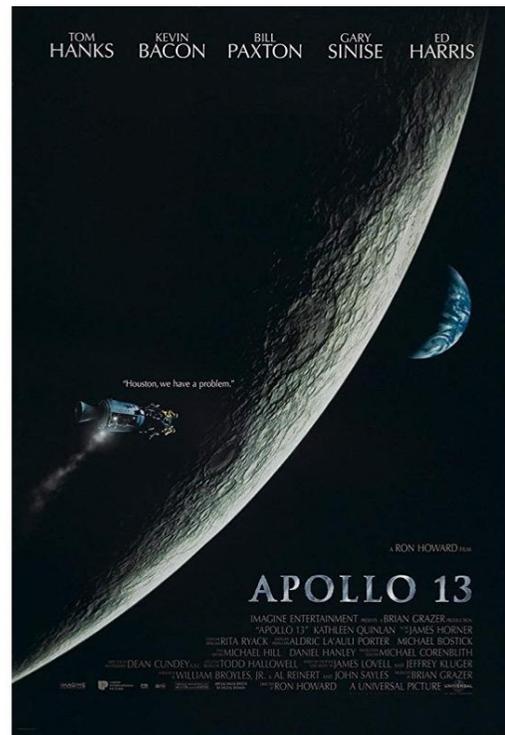


Continuing with our look back at a some of the Corvettes that have made it onto the silver screen. This month we have a **DOUBLE FEATURE**. First, we find ourselves heading to Cape Canaveral, Florida to see if our Apollo 13 astronauts have all the right stuff...and for our **SECOND FEATURE** we get to see British journalist, and co-host of The Grand Tour, drive Neil Armstrong's Corvette.

Apollo 13 – 1995

"Failure is not an option."

This Oscar winning docudrama, directed by Ron Howard, is nowhere near a car flick, but what makes it a candidate for our Corvettes Gone Hollywood this month are the supporting actors, and by that I mean the Corvette Stingrays.



The film has an all-star cast that includes Tom Hanks, Kevin Bacon, Gary Sinise, and Ed Harris. Our boy Opie Taylor went to great lengths to create an accurate portrayal of the life and times of these astronauts, and as we already learned—if you have been reading along on your home version of the newsletter—is that during the 1960's, nearly all of the astronauts drove Corvettes. So, in the name of accuracy, this tradition is depicted throughout the film.



Anyway, the film is set in 1970 Cape Canaveral, Florida, and dramatizes the true story of the Apollo 13 lunar mission in what was supposed to be Apollo's third mission to the moon. But things take a dramatic turn when an on-board explosion takes out much of the power and depletes the oxygen

supply. The accident forces NASA to abort the moon mission, and instead turn their attention to getting the three astronauts home safely.

After powering down the main space capsule, the three astronauts retreat to the still attached lunar landing module which acts as a life support capsule while the ground crew back at mission control try to figure out how to get the damaged space capsule, called Odyssey, back to earth.



Ultimately the three men find themselves hurling towards earth not knowing if the heat shield on the Odyssey is intact, but (spoiler alert) they make it. Once safely splashed down in the Pacific Ocean, they are recovered by the USS Iwo Jima, where they rushed home so they can drive their Corvettes...at least that's how it ends in my version.



None the less, this is a very well-made, patriotic film, that documents just a portion of what these astronauts and their families went through during that era. Although there are many great scenes in the film, one that stands out in my mind is when Tom Hanks'

character, Jim Lovell, is at a traffic light in his red, 1970 Stingray, and next to him is a beautiful, white and blue, Shelby GT350. That just makes you proud to be an American!



Double Feature

This month's double feature is a great Television episode on Amazon's, The Grand Tour, Season 3, Episode 9, where James May has the opportunity to drive Neal Armstrong's 1967 Corvette.



Even if you are not a regular viewer of The Grand Tour (and why wouldn't you be, really?), this is an opportunity to see Neil Armstrong's original condition Corvette, driven by a British automotive journalist who is truly moved by a moment of American patriotism!





The guys who had all the right stuff also had the right car...

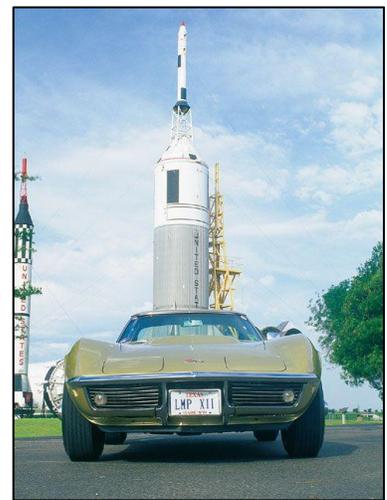


The whole thing started when Alan Shepard rolled into the Johnson Space Center to begin his astronaut training in the spring of 1959 driving his '57 Corvette, and thus began a love affair between Astronauts and their Corvettes.

A couple of years later this was perpetuated by General Motors when they presented Shepard with a shiny, white, 1962 Corvette in appreciation for his service to the country.



But that was the end of the free Corvettes because astronauts were not allowed to make product endorsements, and NASA felt like this was too fine of a line. So, to circumvent the policy, Jim Rathmann Chevrolet and Cadillac in Florida came up with a “special” lease program that would allow the astronauts to lease any GM car for \$1.00 a year. According to GM, six of the Mercury astronauts took advantage of the arrangement





and drove home with Corvettes. The only hold-out was John Glenn, who decided to get a station wagon instead because he had a family.



Shepard and Virgil "Gus" Grissom famously dueled back and forth in their Corvettes to the point that a few years later they both ordered identical 1967, 427/435 horsepower Corvette Roadsters. Grissom then secretly made some changes to the gearing and widened the rear wheel openings to allow room for bigger tires.

Sadly however, just a few months later Grissom, along with his fellow astronauts Roger Chaffee and Edward White, died in the Apollo 1 fire on the launch pad at Cape Kennedy. About a year after

his death his wife returned the Corvette to Rathmann's dealership, and it eventually surfaced in 2007 at an auto auction in Arizona, where it was purchased for \$275,000!

Then the Apollo 12 crew, which consisted of Mission Commander Pete Conrad, Lunar Module Pilot, Al Bean, and Command Module Pilot Dick Gordon, took it a step further when they ordered a trio of matching, 1969 Corvettes. The Riverside Gold coupes were each equipped with 390-hp, 427 engines and a custom painted black color scheme designed by Bean himself to represent rocket wings on the back of the cars.



When the moon landing program came to a close in 1971, so did the Corvette lease program. But the tradition has been carried on by many of the astronauts of today as they continue to push the limits and find their need for speed.





A MOMENT IN TIME...



Laff Traxx





SCVCC Officers 2019 / 2020

<u>Office</u>	<u>Name</u>	<u>Telephone</u>	<u>Email Address</u>
PRESIDENT	Mike Woodings	661-964-8168	president@scvcc.org
VICE-PRESIDENT	Jim Webster	661-644-0360	vp@scvcc.org
SECRETARY	Dan Clarkson	435-922-1512	secretary@scvcc.org
TREASURER	Elke Couples	661-799-3900	treasurer@scvcc.org
MEMBERSHIP	Judy Woodings	661-212-2889	membership@scvcc.org
QUARTERMASTER	Judy Turkheimer	661-993-4788	quartermaster@scvcc.org
ACTIVITIES COORDINATOR	Donna Webster	661-644-0543	activities@scvcc.org
ACTIVITIES COORDINATOR	Don Ceo	661-753-7791	activities@scvcc.org
ACTIVITIES COORDINATOR	Karen Jewett	661-753-6226	activities@scvcc.org
COMMUNICATIONS OFFICER	Steve Turkheimer	818-635-8639	communications@scvcc.org
NEWSLETTER EDITOR	Scott Gregory	661-645-8199	newsletter@scvcc.org
WEBMASTER	Mark Ware Steve Turkheimer	661-993-8128 818-635-8639	webmaster@scvcc.org





Down the road...

- Independence Day July 4th
- Hot Dog Day July 17th
- Ice Cream Day July 21st
- Gorgeous Grandma Day July 23rd
- Vanilla Ice Cream Day July 23rd
- Hot Fudge Sunday Day July 25th
- National Lasagna Day July 29th
- National Nude Recreation week July 4th -10th (Attn: Activities Committee)
- SCVCC Southwest Caravan, Oct 4-13





VETTE VITTLES

for connoisseurs of fast cars and slow food

Not a recipe, just a fun food memory to go with our *Vettes in Space* month. How many of us remember Space Food Sticks, the predecessor to today's protein bars? And how about some Gorilla Milk, and Tang! It's all part of a complete astronaut breakfast, so get some today!





Final Thoughts

By Scott Gregory



They're here...almost.

As I'm sure most everyone is aware, Chevy has announced that they have finally got a C8 running long enough to trot one out for its world debut on Thursday, July 18th. So, after endless spy photos, leaked dealer sheets, discovered patent drawings, reams of concept art, rumor, conjecture, and tall tales, we finally get to see our swaddling in all its new-born glory.

Of course, the debut is not without plenty of controversy concerning the new euro-sport, mid-engine design that lurks beneath that padded-up, arctic-duck-hunter-white camo wrap, which rumor has it will be a paint option for 2020. Just kidding...maybe.

But here's the deal, Corvette has a problem. It's the same problem that Harley Davidson is facing—the current Corvette consumer is aging out of the market. Yes, it's true. Corvettes, like Harley's, are the retirees' vehicle of choice for us aging baby boomers. I'm not knocking it, I own one of each, but the next wave of retirees - Generation X - has little interest in dropping the better part of six-figures on one of their parents' cultural touchstones, be it on two wheels or four.



So, like Harley, Corvette has been forced to redesign for a new generation of buyer, or more accurately, a new demographic. Since the late 1970's the market for young Corvette buyers has steadily declined, and Chevy has been nervously content to follow along with the current generation of geriatric gearheads, but reality dictates that the boomer market is slowing. So, then what? The Gen-X'ers and their predecessors, the millennials, are going to want their own cars of choice, most likely in the form of a Beemer, Audi, Volvo, or an electric Tesla.

But still, why would anyone not want a Corvette? Well, I think it's partially because the young people didn't grow up during the pony-car era that carried the mystique of America's sports car. They also didn't build scale plastic models, attend custom car shows, read hot rod magazines, or go to auto races. Simply put, they are too busy with their own interests to be immersed in our personal time capsule. You may argue that your kids and by default, your grandkids, love your Corvette, and they can't wait to inherit it! That may be true, but I would argue that is primarily because of their emotional attachment. The litmus test would be if instead of the car, you left them \$90,000 in a plain brown envelope, would they run out and drop it on a new Z06? I can't say, although I know my daughters who grew up immersed in the hotrod and custom car culture, would not. Why? Because they don't listen to the Eagles! They also don't shop in brick and mortar stores, or watch TV on a television, or eat in restaurants that have plastic menus with pictures of the food, or where they don't serve avocado toast or things that are rolled in flaming hot Cheetos. They only drink micro-brewed IPA's, and would



not dare to be caught on Snapchat with a can of Oly or Hamm's, and they certainly don't want to be with the old folks on Facebook holding up a lighter at a Neil Diamond concert.

To add another layer of isolation, Corvettes are caught in the middle of the market. They are not part of the current muscle car genre that includes the Camaros, Mustangs, and Chargers, and they're not really accepted on the world stage with high-end sports cars like Ferraris, Lamborghinis and McLarens. So, unless Chevy finds some new, dare I say- younger buyers, the genre is doomed. Can't happen? I hold up exhibit A, the Dodge Viper. Still not convinced. How about Oldsmobile and Plymouth – our grandparents' car of choice.

Besides that, Corvettes aren't practical for younger buyers. They are too expensive to purchase, repair costs are prohibitive, and the high cost of insurance, tires, fuel, and maintenance are more than most young people can bear for a vehicle that comes standard with a factory installed force-field that resists sippy cups and car seats.

So, what is Chevy to do? Well, they start designing for a new breed of buyer, just like Harley has been forced to do. Of course, Corvettes do have a few advantages over Harleys— they are easier to keep upright at low speeds, we don't have to stress an arthritic hip to get a leg over it, and the operator doesn't have to eat as many bugs...although the yellow ones do taste like Gummy Bears.

But for now, we baby boomers are still in the game, and the Corvette is still “the car” of our generation, and I for one am enthused to see what Chevy has come up with. Of course, once the base model is unveiled, then comes the Z-package models, and before you know it these things will be lined up on the front row of every Chevy dealer in town. Once the bloom is off the vine, C8's will be everywhere— listed by the dozens in Auto Trader, parked on “We Finance Anyone” car lots, and parted-out in wrecking yards, but I'm getting ahead of myself. On the other hand, have you seen the concept for the C9 electric Corvette? Oh, and that C10...I can't wait, now that's going to be a car!

Anyway, please remember that this is your club and your newsletter, and we are always grateful to all of you who have contributed articles, photos, and ideas.

Your Editor can be reached at newsletter@scvcc.org, including any contributions for an upcoming issue.

- That moment when you turn down the music while driving around looking for an address, so you can see the house numbers better....



Scott Gregory
Newsletter Editor