



# Healey Hi-Lites



## Join us for the Bluegrass Club Christmas Party.

Hunting Creek Country Club

Tuesday, December 16

6 pm cash bar

7 pm buffet dinner

\$20 per person.

**Please RSVP by November 22 to Jack Burns with your payment and number of guests.  
416 Plum Ridge Road Taylorsville, KY 40071**

Hunting Creek Country Club 6807 Foxcroft Road Prospect, KY 40059-9129

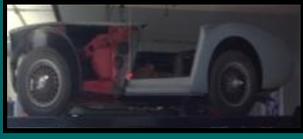
From I-265 (Gene Snyder Freeway) Exit to your right at the end of the Freeway onto US 42. Continue 1.6 miles east on US 42 through the town of Prospect. Turn right into the Hunting Creek subdivision onto Hunting Creek Drive. Continue for 6/10 of a mile to the second street on the right. Turn right onto Foxcroft Road. Continue 3/10 of a mile on Foxcroft Road to the Club entrance.

*Thanks to Don and Rande Swann for arranging our party this year.*



## Presidents Letter

By: Tom Gish



The regular meeting will be here soon. The date and place have changed. The place was changed because Rooster's was booked, we are moving to Rafferty's on Breckenridge Ln. near Red Lobster. The date was moved up to avoid the Thanksgiving rush. We are meeting Tuesday Nov. 18. The time and cast of characters stays the same. The meeting will cover the election of new officers and the announcement of a board meeting. Bernie Lamp will entertain us with his knowledge of the workings of the Healey.

The Christmas party is set for Dec 16th. The location again is the Hunting Creek Country Club, in Prospect. The time is 6 for cash bar and dinner at 7. Stories and lies begin as soon as 2 people arrive. We are on a short time table so be sure to bring your check to cover the \$20.00 per person cost. Jack Burns is accepting the money and the club is paying the balance of the cost of the Gala.

Hope we have a good turn out again this year. Last year we had 35 attend, maybe we can top that? See you Tuesday.

## Austin Healey Historic Photos



## From the Drivers Side... By Mike Schneider



Big news from our family. Many of you have known daughter Lisa for decades. Lisa's first conclave was Oconomowoc in 1983 and she has attended about a dozen conclaves since then. She earned trophies in the gymkhana's and rally's. Arlene and I are proud to announce we have a new Future 50 member. Lisa and Ricky now have a baby boy, Vic. Victor Kenneth came into this world 11-10-2014. Lisa chose his first name in honor of my dad. Mom and baby are doing well. Father is still in shock but recovering. :)

After a summer of moving from one members house to another we are back in the standard mode of meeting at a restaurant. The big change this month is that we will meet on the third Tuesday of the month instead of the fourth Tuesday. That was decided to keep from conflicting with Thanksgiving week. During the meeting this month we will vote on the nominees from last month's meeting. All of the current officers were nominated with the addition of Bill Wilding for VP and Jim Werner for the Board of Directors. Since the nominees are un-opposed it will only require an acclamation by those attending.

On November 7 & 8, 2014 the delegates and AHCA officers met in Indianapolis for the annual fall delegates meeting. The first order of business was for Edie to give us an update on Chuck. For those of you that haven't heard Chuck is suffering from vasculitis and his kidneys are at a very low functioning point. He is on dialysis. Currently he has to go the hospital every three days. A home dialysis machine won't be available until sometime in January.

Next on the agenda was the club reports. There were several consistent aspects of most of the reports. Most of the clubs have huge balances in their checking account and the other aspect was that winery tours were very popular. Some of the clubs donate large sums each year to charities such as Special Olympics, then



make more money the following year. Many of the clubs do rotate their meeting locations with modest success. A number of the clubs that rotate the meeting location mentioned that their attendance is a small portion of the membership. Many of the clubs have weekly or monthly drives. The general rule was that if the drive was 50 miles or less the attendance was very good. If the drive was over 50 miles then the attendance dropped off considerably. Sue and Leroy Joppa have retired from the delegate position. Sue is suffering with a malignant brain tumor.

Membership report- we will change the rebate cycle to quarterly. With the huge balances in the local clubs checking accounts the need for getting the rebates quickly has diminished. They will still receive activity reports monthly except during the renewal cycle and during that time the reports will be sent out every two weeks. Each membership director will receive a non-renewal report immediately after the due date of January 15th so they can find out who has to be reminded to renew. The new website now provides for a member joining online to have immediate access to the members only section of the website.

Club Support- Gary Feldman- The regional clubs that allow members to join the regional club and not the local club are invoiced each year for the local only members. Due to some insurance changes a few years ago the AHCA insurance also covers local only members of affiliated regional clubs. We, Bluegrass Club, don't have local only members. We stopped that process in 1992. Since the local only member is benefiting from the insurance coverage it was voted by the delegates two years ago that each local only member should pay \$5.00 annually toward the cost of the liability insurance. Gary also is in charge of a promotional program for recruiting new members. The program is a targeted free one year membership program. Gary reported that those that received the free membership two years ago renewed at the rate of 74%. Gary has passed out all of the promotional cards. Most attendees expressed an interest in having more promotional cards printed. Another aspect of Gary's job is that of club support. In that vein he is going to work on getting more delegates involved and participating.

Safety-Don Klein- SEMA is a collector car enthusiast organization that has lobbyists in every state legislature and the national congress. SEMA strives to keep laws from being passed that will negatively impact our hobby. Moss and other suppliers are now carrying a fuel cutoff switch. If the car experiences an abrupt stop or rolls over it will stop the fuel flow. The switch can also be mounted on the inside left footwell panel. When you exit the car, hit the switch and it will shut off fuel flow. When you return press the hidden button to restart fuel flow. A nice theft prevention feature. Since this is an electronic device it is a hunch on my part that it won't work with mechanical fuel pumps.

Promotions-Ben Moore- Ben continues to set the bar very high for ideas and presentations. Ben introduced new cards that you can keep with you in the car for promotional purposes. The cards are a little larger than a standard post card so it won't likely get lost in the paper work kept in your car. He then talked about the new website. The new website has lots of statistics that can track website activity. One of his promotions involved digital advertising. The advertising website reported that 257,169 people saw the ad and 1200 clicked on it taking them to the new website. Those are tremendous numbers. Ben plans advertising campaigns on Facebook and professional websites, such as doctors, lawyers, cpa's etc. Based on the profiles that people set up when they start a Facebook page the Facebook system can know who is prime candidates to see the ads. Advertising on Facebook is extremely inexpensive given the targeted market. Much thanks was given to Dave May, John May and Carl Brown for their work on the previous iteration of the website. Ben plans to have interviews of some of the founding people of the AHCA available on the website. There will be more detailed stories on the history of the AHCA, the Healey marque and DMH. The ultimate objective of the website is to be the resource for all things Healey.

Hagerty Insurance is now partnering with the AHCA. Hagerty has an ad on their website for the AHCA. They will provide sponsorship and on-site support for the conclaves. The Hagerty website has model guides which will help you figure out what a Healey is worth based on current market activity.

The AHCA website will have the presidents monthly article, updated photos and videos, much more written content that touches on human interest. There will also be work put into the website to make it higher in search results. That in itself is a very complicated science. What has to be done is programming at the meta data level to fool the robot programs the search engines use to troll all websites on the web into thinking the AHCA website deserves a higher rating.

Conclave-Jim Frakes-An electronic version of the conclave guide book is now on the website. It took two years of scanning and research to put this together. The guide book is a series of pdf files that can be printed or downloaded.

Carl Brown reported that the 2014 Conclave had 263 registrants and generated \$16,697 of profit with half going to the host club and the other half going to the AHCA.

Pete Sturtevant-2015-Enclave- Healeys on Hallowed Ground- The meet for 2015 is a combined effort between the Austin Healey Sports and Touring Club and the AHCA. Ray Donovan is the co-chair from the AHSTC and Pete is the co-chair from the AHCA. They have over 100 registrations so far. They plan to market to all Healey owners within a 700 mile radius plus 25 international Healey clubs. Gerry Coker and Mike Dale will be the honored guests.

John Jacobs-2016-Conclave-Wheels Over the River. The theme is 'Family Reunion'. They are partnering with Concours de Elegance of Cincinnati. This is the second oldest concour in USA. Live music each night is planned. One of the door prizes is a completely overhauled 1275 engine. (sidebar-this is the third conclave I can think of in which a father-son or son-father team are heavily involved in running a conclave. Little Mike and me in 1993, Ben and Sonny in 2012 and now John and Jake Jacobs).

Treasurer-Bev Sealand- Bev passed out a report based on the AHCA finances. In most line items the club is under budget and in general in excellent fiscal health. If you would like specifics ask me.

National Delegate-Steve Byers-one of Steve's biggest challenges is how to communicate with his constituency. A number of national members don't have an email address, so it is difficult for Steve to keep in touch with the national members.

Insurance-Fred Dabney-yes, he dips his toes in two different pools. Fred reported that our insurance bill was less than budgeted for 2014. Considering the probable increase in the bill we will likely come in at the existing budgeted amount. All is good in the world of insurance for the AHCA.

The Healey Marque-Reid Trummel-Reid wants a tech editor to provide tech articles. There is a plethora of articles from years past. The tech editor could re-fresh the articles and pictures and then run those in the Marque. There is already enough tech information in print that a tech editor wouldn't necessarily have to write articles from scratch. Reid offered the same bid as last year for 2015, that of 11 issues and one calendar.

Regalia-Steve Bell-Steve has launched a new regalia program. We are partnering with Rockland. The regalia will be available on 90 day cycles. The regalia will be available during the first 30 days for purchase. The next 30 days will be used to fulfill the orders. The last 30 days will be used to create the next promotion. The AHCA will not have to stock anything nor handle any money. Periodically the AHCA will get a commission check from Rockland based on purchases. The regalia items will be advertised in the Marque and on the website. The items offered will change with each cycle.

DMH Memorial Fund-Baird Foster-reported by Bev-Fund currently has \$11,031.87. Bic Healey was the chair of the fund. Due to Bic's recent passing his son Peter will now chair the fund. The money in the fund is used for maintaining a walk way that DMH loved and walked many times near his home. It also provides a modest scholarship for a British student interested in studying auto mechanics. There was some discussion about also extending the scholarship to help a student in the US.

Ad Manager-Laurie Wilford-reported by Bev-all monies owed have been paid. More advertisers are needed. Laurie has had excellent success in acquiring new advertisers in the Marque.

Future 50-Elliot Flaws-reported on by Ben Moore- The targeted market for this project when Ben and John May first put this into motion was the younger members, those under 25. The scope is changing as to the targeted market. It is the feeling that the better use of time would be to target the young professionals, what we used to call yuppies, I suppose.

Historian-Edie Anderson-Edie suggested bringing the collection of records into the 21st century. Right now the club maintains a storage locker and quite a few safety deposit boxes at a bank. Edie is thinking it would now be practical to have everything scanned rather than continue to pay for all of the various storage facilities.

Future Conclaves- Jim Frakes has 3 clubs expressing an interest in hosting 2017 conclave. None of the interested clubs had a proposal for the delegates to ruminate on. The three areas are Monterey Bay with Golden Gate Club, Ozarks with the Kansas City Club and the Smokey Mtn Club in the Smokey Mountains. Bill Denton made a very nice presentation on hosting the South East Classic in Sevierville, TN in 2015.

Breakout Sessions-There were three breakout sessions.

Conclave Breakout -Jim Frakes-bundling advertising with the Marque and conclave was a hot topic. Ultimately it was decided that it is not a good idea. Considerable discussion regarding cost of trailer parking, rv parking, additional adults and concour judging. This past year the concour judging cost the conclave about \$125 per car and yet the entrant pays a fee of \$40.00. After some discussion it was decided to look into it but leave it alone for now. The other hot topic was conclave in the future. Should we have two conclaves each year? One in the west and one in the east. No decision on that right now.

Organizational Structure Breakout-Fred Dabney-This discussion focused on what does the AHCA need to do to facilitate the merger with other national Healey clubs. The concept of regions were discussed in detail. This was a concept developed by Ron Varley several years ago. For now that has been tabled. The general consensus was that the potential merger between the AHSTC and the AHCA is likely to happen after Enclave. Enclave is going very smoothly. Both clubs are finding that they can work together extremely well. The joint effort has also displayed to both clubs that each club has a lot to bring to the table and both clubs are very interested in making the merger work. One of the interesting aspects of the AHSTC club is their family orientation. They frequently have 2 or 3 generations attend their events.

Safety Breakout Session-Don Klein-One of the topics involved setting an age limit for participating in driving events or speed events. After a lot of discussion this concept was deemed to be impractical. The preferred approach is for the worker at the starting line to have eye to eye contact with the driver to do the best they can to make sure the driver is capable of competing in a safe manner. On some of the faster courses cones can be placed to require throttling back and thus controlling the speed of the competing car. Another point of discussion involved traveling in large groups. The general opinion was that it is best to break the group into smaller groups. Make sure each car has the address of the evening destination. If one car in a group breaks down, everyone in the group stops. Leave no one behind.

AHCA elections-Gary Brierton-Gary is now chairman of the nominating committee as he is the immediate past president. A new position has been created, that of assistant secretary. All of the current officers were nominated and unanimously retained. Edie Lowery was voted in as the assistant secretary. Honorary memberships for 2015-Carl Brown, Don Lamond, Jo Switzer, Sue and Leroy Joppa, Treasure Teague and Jim Switzer. Carl and Don were nominated for co-chairing conclave. Jo Switzer for her work as VP Conclave. Sue, Leroy, Treasure and Jim for their very long service as delegates. The nominating committee is made of all past presidents and two members at large. This year Robbie Cook's term concluded. Jim Richmond was elected to the nominating committee. There were no lifetime nominations.

Delegate meeting auction-during each fall delegates meeting an auction is held after the Saturday evening meal in an attempt to help offset some of the expense of the meeting. Hazel Klein always contributes some items with her embroidery work. Those are always popular items. I bid on the bears Hazel sent with Don. Unfortunately I was sitting in the back of the room and Gary didn't see my hand up and was thus out bid by the Spurlocks. Rats. A number of people brought various types of Bourbon. I think we have several new converts to the world of Bourbon. I did find several more ABBA fans. Pete Sturtevant bid a huge amount for the ABBA vinyl album I donated. See, there are some other people out there with discriminating taste in music. I had bundled with the album a copy of a Marque with Bic's signature. I am sure Pete jumped at that bundle for the album though. Right?

Hope to see you at the general membership meeting a week earlier than usual. Don't forget to keep the top side shiny and the rubber side down.

Mike Schneider



# Events Calendar



## Healey Events 2014

*Items without dates are awaiting final date  
Determination*

### November

7-9 Delegates Meeting

### December

Christmas Party



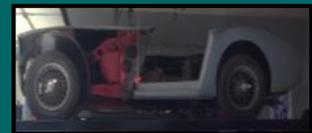
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