



# Paw Prints

VOLUME 4, ISSUE 2

## A Letter from the Editor

### SPECIAL POINTS OF INTEREST:

- Holiday Party Coverage
- You Be The Judge: Part I

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I hope you had as good a time at our Holiday Party as Charlene and I did! Take a look inside for reminders of it. Much thanks to Lonnie and Lynn for hosting the party again!

Last month's Legend had an article by Jim Mattison where he provided his insight on what happened to Pontiac and when it's downward spiral to the moth balls started. I thought it was interesting enough to run it in the Paw Prints. In order to save a longer story for the pages inside, I ended up getting Mattison's article and two previously run articles by Jim Wangers for a series I'm calling "You Be The Judge". You can read the

first article in the series this month. I will publish the second in the March Paw Prints and the last one in the April Paw Prints.

Next month, besides the second part of the three part series, I hope to have a new Member Spotlight piece for you. Someone at the February meeting graciously volunteered to do a Member Spotlight. I will keep you in suspense on who for now.

Also, make sure you check out the Tiger Bytes and Meeting minutes for important information regarding our Swap Meet (coming up on March 17)

and new information about our 2013 show.

Lastly, come April, pay close attention to the calendar of events as we will start posting the calendar that Stan Farlow has been putting together so we can go to more events or plan more trips together!

It won't be too long before my weekly car show emails start coming out and we start cruising again!

Until then stay warm and be safe!

—Kevin



# Holiday Party, February 9, 2013

A great time was had by all who came to the Club Holiday Party on Saturday February 9. Lonnie and Lynn were gracious hosts as they opened up their home for us to gather, talk, eat, enjoy the company and have a great time. Donna and Ronny picked up the food from Ann and Tony's again and it was just as good. This time it seemed like we got just enough. I hope you enjoy the two full pages of pictures!



Nice try Donna, but I'm too fast for you! :)



# Holiday Party, February 9, 2013



So Jim, is the 65 going to be back together for Nats?



What's the object of this game anyway?



# You Be the Judge: Those Poor Fools at Pontiac

By Jim Wangers - Originally printed in the May 2009 GTOAA Legend

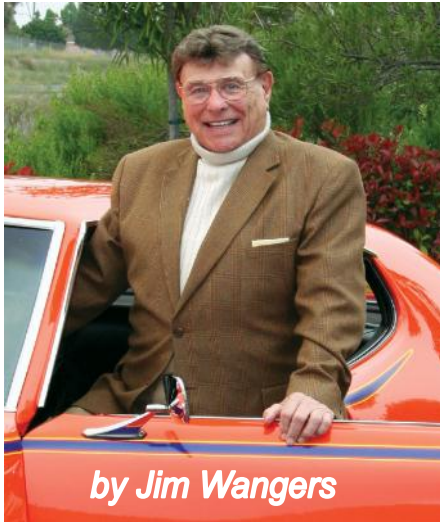
Welcome to the first part in a three part series I am calling, You Be the Judge. In the January Legend, I read an article by Jim Mattison , “What Really Happened to Pontiac”. I found it interesting enough to inquire to Tom Szymczyk, the Legend’s editor, about re-printing it in the Paw Prints. Tom provided great backstory to the article by reminding me that the Legend had published two articles by Jim Wangers that basically voiced his opinion of what happened to Pontiac and the brand. Mr. Mattison’s article was basically a response to the article that happens to be the first in this series.

I thought it would be interesting to re-publish all three articles in back-to-back Paw Prints and let “you be the judge” about what really happened at Pontiac basing your decision on these pieces as well as what you might know from the media or other sources.

So, please find the pages that follow the first of the three part series; the one that started it all. A piece from Jim Wangers, “Those Poor Fools at Pontiac: If They Only Knew What Made a Pontiac a Pontiac”.



## You Be The Judge



# ***Those Poor Fools At Pontiac***

## **If Only They Knew What Made A Pontiac A Pontiac!**

Originally printed in the May 2009 GTOAA Legend

Those poor fools at Pontiac—and there have been many “since the door hit John DeLorean in the ass for the last time.” Try as I may, I just could never get most of these guys to truly understand what made a Pontiac a Pontiac and how that mystique drove sales. They never “got it!”

There were a few guys who “got it” however, like Bill Collins, John Schinella, Steve Malone, and Alex Mair. It was Collins, as an Assistant Chief Engineer during the Jim McDonald era who kept alive what little bit of image was left. Schinella, who as a stylist preserved the Trans Am’s image with designs like the “screaming chicken” decal; Malone, who as Chief Engineer saved the SD 455 and the T/A 6.6 engine programs; and then Mair, who as General Manager in the late 70s approved the “Smokey and the Bandit” and the Can Am programs—they “got it!” Unfortunately, the guys who got it were out gunned by the “GM soldiers and bean counters” who just didn’t.

Once GM announced the “killing” of Oldsmobile, you have heard me say time and time again that Pontiac could be next. Well, effectively the time has come. Pushed by today’s economy and aided by GM’s desperate need of federal assistance, Pontiac will soon become a mere shadow of its former self—once the number two selling car in the GM line-up. Many believe that retracting into a “niche player” could be Pontiac’s best chance at remaking itself into the once so popular and desirable “rebel.”

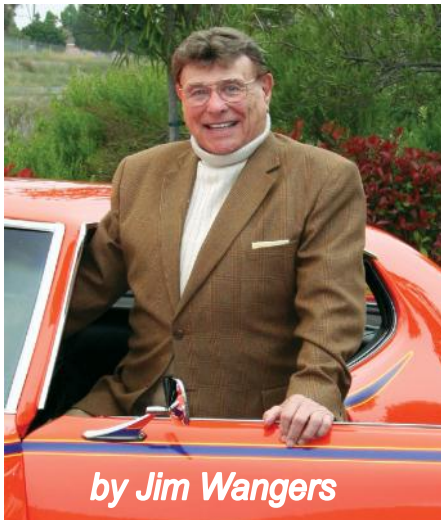
Don’t entirely blame Pontiac’s demise on its most recent failures. It is not what has happened lately—though there have been some big blunders—it is the long standing failure of people since that famous door closed on DeLorean to understand Pontiac’s role and image; that which you folks, “Joe Pontiac” seized upon during the glory days.

“To hell with Chevrolet.” DeLorean would often say, continuing with, “We are going to get many of our sales from them and I am not going to let those guys intimidate us.” Remember, those were the days when the guys with the “blue” engines (Pontiac) were beating up on the guys with the orange engines (Chevy). The guys at Chevrolet didn’t much like it. We got a kick out of it each time they ran downtown complaining about our sneaky “efforts.” Recently my good friend Peter M. DeLorenzo, Editor of THE AUTOEXTREMIST ([www.autoextremist.com](http://www.autoextremist.com)) wrote in his weekly rant a descriptive piece about this subject that says it all—what I have been trying to say for decades. I must credit him with putting my thoughts into magic words far better than I have ever been able to express myself.

"Starting with Bunkie Knudsen, Pontiac pushed the envelope and marched to a different drummer. Pontiac tweaked their cars to the point that they didn't even seem like they were part of the GM family. More than any other American car company, Pontiac delivered cars to the market bristling with a maverick, rebel attitude, edgy appeal and genuine soul - a commodity so far removed from most of Detroit's products today it's appalling.

The street "buzz" around Pontiac was undeniable - and it was fueled by some of the most memorable advertising ever done for an automobile. For one fleeting moment in time, product and advertising came together in such a way that it created an American sensation. If you drove a Pontiac, it definitely said something about you. You were different from the crowd and you went your own way. And the aura that was created around the brand translated into gold in the marketplace, sending Pontiac sales soaring."





# ***Those Poor Fools At Pontiac***

## **If Only They Knew What Made A Pontiac A Pontiac!**

Originally printed in the May 2009 GTOAA Legend

### **Continued**

So, who didn't "get it"—leading Pontiac into today's tragic dilemma? My list of "bad guys" starts with Jim McDonald. As General Manager, McDonald, who replaced DeLorean, believed the best way to sell a Pontiac was to cut the price, stripping them of content; thus the T-37. He had a complete disregard for Pontiac's image. Pontiac was not and never will be a de-contented Chevy.

Martin Caserio, the next General Manager was a true "GM soldier" afraid of any GM criticism. As a result, he personally held up the release of the SD 455 engine program for the 1973 GTO, Firebird and yes, even for a special Grand Prix. Finally, under pressure in late '73 he allowed its release but only for the Firebird.

Bob Stempel, yet another General Manager, completely misread the sophisticated performance image of the Grand Prix, killing the SJ model and compromising the car's personality which had for so long dominated the luxury sport segment.

Bill Hoglund who professed to be an enthusiast, yet as General Manager failed to direct his engineering team to develop a distinguishable difference between the proposed new "corporate" powerplants in 1982 that forced the great Pontiac Trans Am to be equipped with the same engine that powered Chevy's Camaro Z28. Hoglund just stood by allowing a continued deterioration of Pontiac's image.

This is just the beginning of my list. There are more, plenty more people and plenty more blunders. I could write an entire story on those who killed Pontiac. In fact, I just may for an upcoming issue of Pontiac Enthusiast.

What was true then is even more true today. Pontiac must appeal to the buyers' SOUL and with models like the Solstice and the G8 GXP to start with, they've got the product—if only someone at GM would finally "just get it!"



# Tiger Bites! - Noteworthy News Bites

- ◆ **Club Cruise Calendar:** Stan Farlow is working with a few of us to put together a Club Cruise Calendar where we can set some events to attend or cruise as a club at least a couple times a month. It will be part of the Paw Prints' Calendar of Events. We hope to do a lot more trips this season together. Stay tuned!
- ◆ **Our 2013 Swap Meet will be on March 17, 2013 (not March 23) at Haydocy.** We will use the same times and pricing as last year. Club members who want a spot will be able to get one at a discounted \$10. Members with one or two items to sell, can use a spot we will set aside for that. **If you can help for setup please be at Haydocy before 7am. Anyone willing to meet for breakfast at Tee Jay's, be there by 6am.**
- ◆ 2013 is the year of the second GTOAA/POCI Co-Venture in Dayton at the Nutter Center. Many club members are planning on attending. Get your hotel reservations in early if you want to stay close to the show. Host hotel room block (with the co-venture group rate) and the hotel next door are sold out (regular rooms may still be available). Host hotel is the Holiday Inn again. Homewood Suites, Hampton Inn and Fairfield Inn are very close and Residence Inn is relatively close. Come to the next club meeting to find out who is going when and where they are staying.
- ◆ If you need to renew or are thinking of renewing your **GTOAA membership, please do so** to ensure our club remains a valid GTOAA chapter with all the benefits of that status. There is an application in your Paw Prints below and the GTOAA can now take membership applications on line. **You will need to be an active GTOAA member to register for the Co-Venture!**



## Welcome New Members!

- ◆ **No new members this month**

# For Sale

- ◆ For Sale! A TON of miscellaneous 1964–1969 GTO parts and some Pontiac Sales Literature for many years. See the club web site, in the Forum section in the For Sale Forum for the entire list and contact information (<http://www.gtoaco.com/forum/index.php>) CALL 440 254-4642 or email me ([patandgreg2011@hotmail.com](mailto:patandgreg2011@hotmail.com))
- ◆ For Sale! 1967 GTO Convertible. Power Steering, Power Brakes, Automatic Trans. NEEDS TO BE RE-STORED. \$5000 Call Joe Block at 740-472-0347.
- ◆ DJ GTO Parts! Now your one stop shopping place for used and NEW GTO parts. If you know the part number, great, otherwise just let them know what it is you need! See Dan Gregory Jr. (or call 614-563-0877 or email [info@djgtoparts.com](mailto:info@djgtoparts.com)) for more information and options for taking delivery of your parts or visit their website at <http://djgtoparts.com/>. GTOACO members receive a discount!



*Send in your items for sale to your Paw Prints Newsletter Editor (pictures welcome).  
Remember, ads are FREE to GTOACO Members!*





# Meeting Minutes February 13, 2013 Meeting

President Jim Evans called the meeting to order. Those in attendance were Ron & Donna Landis, Pam & Stan Farlow, Jim Lowry, Lonnie McLaughlin, Jerry Brownfield, Bill & Karen Sigg, Cody & Brenda Ferguson, Shawn & Kim Rinehart, Mike McVan, The better looking Dan Gregory, Rick Farrell, Ron Cozzo, Brent Barham, Kevin Russo and Mike Shockley.

**Treasurers Report:** Mike Shockley gave the Treasurer's report.

**Holiday Party:** February 9th, 2013 at Lonnie and Lynne McLaughlin. Thank you for opening up your home to 32 club members. Weather was good for traveling. Played some fun games and a lot of car talk. Food from Ann & Tonys was good also. No club money was paid towards the party. Actually \$26.00 was left over to put in the Treasury.

**Swap Meet: March 17th, 2013:** Jim has received 8 pre-registration for spaces. All members are urged to come early or stay late to clean up. Members are needed to sell club merchandise and to take money. Show up if you want to help. The breakfast bunch are meeting at 6:00ish at TJ's for green eggs and ham.

**2013 Nationals: Summer Show:** Date has been set for June 23, 2012 at Haydocy. Jim will talk with Chris this week.

**2013 Nationals:** Hotels are scarce. Thursday will be the concourse judging for GTOAA and POCl. Friday will be popular vote for GTOAA and the Drag Races. Saturday is the popular vote for POCl. Other than that, not much else going on at this time.

**New Business:** Rick Farrell announced that on February 22 the post office will have a muscle car stamp. The '67 GTO will be one of the muscle cars.

Wishing a speedy recovery to Toni Boyle who had back surgery again on February 19th

**Next Meeting: March 13, 2013**

**Meeting Adjourned:** Motion made by Lonnie McLaughlin, 2nd by Kevin Russo

Submitted by Donna Landis, Secretary

*Meetings held  
the 2nd  
Wednesday  
each month at  
Haydocy  
Automotive on  
W. Broad St.  
Columbus, OH*



# Calendar of Events

March 13, 2013

**Regular Meeting 7pm @ Haydocy Automotive**

To eat before the meeting be at Rooster's on West Broad St. anytime after 5:00PM. Roosters is located in the parking lot in front of the strip mall across the street from Jeg's former Broad St location\

March 17, 2013

**2013 Swap Meet @ Haydocy Automotive**

Meet at 6am at the Tee Jay's on Broad Street for breakfast. Vendor setup is at 7am.

**All members that can come and help setup and/or clean up, please come!**

March 22-24, 2013

**Dayton Hot Rod Fest**

Look for an email and posting on the club website in the forum section for members meeting to go.

March 31, 2013

**Happy Easter!**

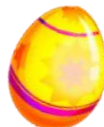


## MARCH 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

*Club Meeting  
7pm @Haydocy*

*Swap Meet @  
Haydocy*



# ALL PONTIAC INDOOR SWAP MEET

March 17, 2013

Enter on East Side of Building  
at the Service Entrance

*Haydocy*

HAYDOCY AUTOMOTIVE, 3985 WEST BROAD STREET, COLUMBUS, OH

VENDOR SET-UP 7:00 A.M. - 9:00 A.M.

OPEN TO PUBLIC 9:00 A.M. - 1:00 P.M.

**10' x 10" spaces - \$15.00 each**

**\$2.00 general admission**

For swap & vendor information call:

Jim Evans (740) 927-5302

e-mail: [gtoaco71@columbus.rr.com](mailto:gtoaco71@columbus.rr.com)

[www.gtoaco.com](http://www.gtoaco.com)

**Or write to:**

GTO Association of Central Ohio

13791 Cable Road, Pataskala, OH 43062

GTOACO and Haydocy Automotive are not responsible for any damage or injury.



# 2013 POCI & GTOAA Co-Ventio Registration Form

41<sup>st</sup> Annual Pontiac Oakland  
Club International Convention

34<sup>th</sup> Annual GTOAA Convention

July 9<sup>th</sup>-13<sup>th</sup>, 2013



### Office Use Only

Reg # \_\_\_\_\_

Date \_\_\_\_\_

Check # \_\_\_\_\_

Wright State Nutter Center  
Dayton, Ohio

REGISTRATION IS REQUIRED FOR ALL ATTENDING MEMBERS, EVEN IF NOT ENTERING A VEHICLE.  
MEMBERS OF BOTH NATIONAL ORGANIZATIONS MUST REGISTER WITH EITHER POCI OR GTOAA  
REGISTRATION FEE COVERS: MEMBER, SPOUSE OR SIGNIFICANT OTHER, AND CHILDREN

MEMBER REGISTRATION FEE: **\$59.00** ~ AFTER JUNE 1<sup>st</sup>: **\$80.00**

Name \_\_\_\_\_ POCI or GTOAA Number \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email Address \_\_\_\_\_

Credit Card # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

(VISA, MC or DISCOVER) Exp. Date \_\_\_\_\_ / \_\_\_\_\_ Sec. Code \_\_\_\_\_

CHECK OR MONEY ORDER (NON-REFUNDABLE) MADE PAYABLE TO AND MAIL FORM TO:

CHECK EITHER THE POCI OR GTOAA BOX BELOW AND MAIL ACCORDINGLY

### 2013 POCI CONVENTION

POCI 2013 Convention  
PO Box 68  
Maple Plain, MN 55359

### 2013 GTOAA CONVENTION

Pontiacs Of Southeastern Indiana  
GTOAA 2013 Convention  
PO Box 259  
Oldenburg, IN 47036



Visit [www.gtoaapocinationals.com](http://www.gtoaapocinationals.com) for updates and the latest event information! For sponsorship opportunities and vendor registration please contact Paul Freese @ 812-614-3332 or see the website. Information will also be available at [www.poci.org](http://www.poci.org) and [www.gtoaa.org](http://www.gtoaa.org).

Convention Activity Sign-Up Packets will be available after March, 1 2013. Please check your delivery preference:

via E-mail or

via USPS

Save postage and check [www.gtoaapocinationals.com](http://www.gtoaapocinationals.com) regarding electronic registration!  
POCI questions can be directed to the POCI Club Office at 877-368-3454.  
GTOAA questions can be directed to Doug Pulskamp at 812-212-6280.

Hotel reservations are the responsibility of the registrant. Convention rate rooms will be available for

reservation starting July 23, 2012. Information on the "Host Hotel" and surrounding area hotels can be found at the website. Mention "2013 Co-Ventio" to reserve rooms at the special rate.



# GTOACO Club Officers

## President

Jim Evans  
13791 Cable Rd  
Pataskala, OH 43062  
740-927-5302  
[gtoaco71@columbus.rr.com](mailto:gtoaco71@columbus.rr.com)

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## Secretary

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## Board of Directors

Toni Boyle  
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Westerville, OH 43082  
614-899-7716

## Ron Cozzo

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[rcozzo@earthlink.net](mailto:rcozzo@earthlink.net)

## Brenda Ferguson

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Lewis Center, OH 43045  
740-549-2279  
[krucco\\_sp@hotmail.com](mailto:krucco_sp@hotmail.com)

## Newsletter Mailings

Bill Hartley  
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Byesville, OH 43723  
740-685-6525  
[bhartley@hartleyco.com](mailto:bhartley@hartleyco.com)

## Web Master

Paul Wilson  
107 Leonard Ave  
Newark, OH 43055  
740-973-7807  
[webmaster@gtoaco.com](mailto:webmaster@gtoaco.com)





**GTOAA Information**

Your chapter is an affiliated chapter with the GTO Association of America. You can join the National GTO organization, the GTOAA & receive the Golden Quill Award Winning publication, *The Legend*.

To Join complete the form below and mail in, or join online at [www.gtoaa.org](http://www.gtoaa.org)



**Membership Application**

Date: \_\_\_\_\_

Mem #: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**GTO Ownership is not a requirement of membership to the GTOAA**

**GTO OWNERSHIP**

Year \_\_\_\_\_ Body Style \_\_\_\_\_ Engine \_\_\_\_\_

Year \_\_\_\_\_ Body Style \_\_\_\_\_ Engine \_\_\_\_\_

Year \_\_\_\_\_ Body Style \_\_\_\_\_ Engine \_\_\_\_\_

*I agree that, if elected to membership, I will conform to all rules of the Association and conduct myself in the manner that promotes the goals and purposes of the Organization.*

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**DUES:**

*\$35.00/year for members in the USA, \$40.00USD/year for Canadian members, and \$50.00USD/year for all other international members. \$5.00 for associate memberships in the same family name (includes membership card, decal, and membership listing). There is a \$2.00 bank processing fee for applications paid by credit card.*

CHECK / MO # \_\_\_\_\_

Mastercard / Visa Card # \_\_\_\_\_ Exp # \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Make Check/Money order payable to GTOAA:

Mail signed Application to: GTOAA, PO BOX 455, Timnath, CO 80547

# GTOACO Sponsors



## **Haydocy Automotive**

3985 West Broad St  
Columbus Oh 43228  
(614) 279-8880

## **Absolute Cleaning Services**

Cleaning Blinds, Fire Damage, Ceiling cleaning & service restoration

Kevin Landis, President

112 Chandler Ave

London Ohio 43140

740-490-7185

[klandis@absolutecleaner.com](mailto:klandis@absolutecleaner.com)

## **Inskeep Brothers, Inc.**

Printers

Jeffrey K Inskeep

3152 E Dublin-Granville Rd

Columbus Ohio 43231

614-898-6620

## **DJ Auto Parts, Inc.**

Dan Gregory, II

11283 Main St

Stoutsville Ohio 43154

740-474-4614

Fax 740-474-2314

Rust Free Parts & Cars Bought & Sold

## **Capital City Appliance Service**

Jerry Brownfield

2830-D Fisher Rd

Columbus Ohio 43204

614-308-9028

Fax 614-308-9034

[ccas2830@aol.com](mailto:ccas2830@aol.com)



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2010-2012 GTOA Newsletter Certificate of Excellence Recipient

A Publication of the GTO Association of Central Ohio

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Pataskala, OH 43062

13791 Cable Rd.

Jim Evans



2010—2012 GTO Association of America Newsletter  
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