



Paw Prints

VOLUME 4, ISSUE 3

SPECIAL POINTS OF INTEREST:

- Swap Meet
- You Be The Judge: Part 2

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A Letter from the Editor

Happy Easter!

Spring is HERE! Right? Didn't we have a nasty snow storm just after the first day of Spring? Didn't they dump a bunch of brine and salt on the roads? Wasn't it just 60+ degrees just before that?

It's been a long, cold and snowy winter and eventually, spring weather will be here. Have you planned your projects to complete before the Co-Vention in Dayton? Have you reserved your hotel room? Have you registered your car?

There will be at least two caravan groups of members heading to Dayton.

When are you going?

Did you get the parts you needed or sell the ones you brought to the swap meet?

From what I could see and hear, it was a successful meet. We'll get the actual numbers at the April meeting.

Soon we will be looking to when and where we can take out our Goats. While I will be putting out my weekly email about happenings around Central Ohio, in the pages of the Paw Prints, you will also find Stan Farlow's Event Calendar each month.

We will pick a few events a month as a club outing. We will have a place to meet and go out to that event as a club.

Keep your eyes here, in your email and on the web site for those events! We want to go to a lot of events this summer as a club. Trips and weekend local cruises.

In the mean time, keep the faith. The weather will get better. Get ready for driving that GTO and getting out to club events and the Co-Vention.

Stay safe and have fun! I hope to see you at the April Meeting.

—Kevin



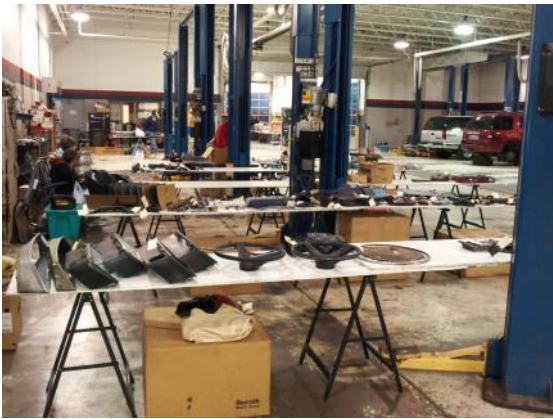
Swap Meet, March 17, 2013

By early indications of the vendors comments, the steady flow of folks coming in the door and the parts moving about, it looks as if the 2013 Swap Meet was a great success! Breakfast at TJ's at 6am was EARLY, but good. At breakfast was Jim Evans, Jeff Frazier, Doug and Early Boyle, Stan Farlow, Jeff Frazier and Bill Sigg.

Thanks to everyone who came early to help setup or stayed later to help clean up! Enjoy the pictures!



Swap Meet, March 17, 2013



You Be the Judge Part 2: Why Did GM Dump Pontiac and Then Suffer Through Bankruptcy?

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

Part 2 of the series I am calling, You Be the Judge was originally printed in the October 2009 Legend. It is the second article from Jim Wangers where he voices his opinion on what happened to Pontiac. Next month will complete the series with the response to these articles by Jim Mattison.

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 enjoy the second in the three article series.



You Be The Judge



Why Did GM Dump Pontiac And Then Suffer Through Bankruptcy?

Originally printed in the October 2009 GTOAA Legend

General Motors has been mismanaged for the last 35 years!

It started in the mid-70s with what we sadly remember as “The Roger Smith Era.” For those of you who may not recall, Roger Smith was a top level GM Executive who graduated right out of the company’s Financial Department and had absolutely no automotive experience, either in Sales or Engineering, Design, Manufacturing, Marketing, Product Planning or anything else that would have brought him closer in touch with a very important thing...the product.

In spite of a pitiful press effort to make “Ole Roger” out to be a real car-guy the facts were that he really didn’t even like cars. Oh yeah, he drove a Corvette (once) and was even portrayed as a “collector.” The reality was that he was going to run the company like a business, and make money!

“General Motors under my rule is going to make more money than ever in history,” he was quoted as saying. In spite of surrounding himself with a pretty good staff of automobile people, Smith began to make autocratic decisions with or without support. Good development programs were cut. Consolidation in design, engineering, product planning and marketing were the order of the day, even to the point of a major change of the entire structure of the Corporation. Gone were the Chevrolet, Pontiac or Oldsmobile Divisions, as they were now consolidated as one under a new organizational program.

There were to be just two Divisions now, C.P.C. which consisted of Chevrolet, Pontiac, and the Canadian operation, along with B.O.C. combining Buick, Oldsmobile, and Cadillac. The reason for this; to save money! Of course, it upset the applecart. Chevrolet guys, who always looked at Pontiac as “the enemy,” were now forced to work as brothers, sharing everything including important design, engineering and manufacturing efforts. The Oldsmobile guys now had to “love” their Buick competitors, and both of them were now obliged to get along with Cadillac. What really was happening was the beginning of the end of the healthy, productive, competitive inter-divisional “spirit” that had driven the General Motors Corporation to the incredible success it had enjoyed during the wonderful post-war period of the ‘50’s, ‘60’s and ‘70’s.

Let me tell you about a couple more of the Roger Smith edicts that helped destroy GM, long after he was gone. In the early ‘80’s he declared that if GM was going to build some of their cars with front wheel drive, they were going to build all of their cars with the same design. “To hell with their image or product needs,” he would say, “This is the only right way to make money – share product design!”

After serious pleas from Cadillac, Buick and Olds for a totally committed luxury coupe, Smith responded, “You want coupes, take a 4-door sedan and put two doors on it!” Gone was the gorgeous, stretched out, Cadillac Coupe De Ville, or the famous Olds 98 Regency Coupe, or the unusually popular Buick “Deuce and A Quarter.” GM did save money, and did make some enviable profits during Roger Smith’s tenure, but they have been paying for it ever since!

A long list of financially trained executives have succeeded Smith, but none of them automotive product oriented enough to stop the rolling stone of failure that has ultimately led to the final experience ... BANKRUPTCY!

You want to hear about more mistakes? The powertrain merge between the highly imaged F-body cars, forcing the Pontiac Firebird to be powered exactly like its sister, the Chevrolet Camaro. Unfortunately, Pontiac’s management team didn’t have enough “smarts” or even enough interest to find a way to enhance the engine in the highly imaged Trans Am to separate it from its twin, the then “me too” Chevrolet Z/28. The end result, after 1982, the Z/28 was king; the T/A was “the Camaro with a split grille”!

Why did the ground breaking, image building, all-electric EV-1 project have to turn around and “bite” GM after earning such an auspicious start? Sure, it was a money loser, a huge one, but when you think of the positive statement that program made for GM, no money can be equated. Here was General Motors, years ahead of the entire world auto industry, thinking about electric cars! Of course they should, critics would say, aren’t they the worlds leading car-builder? Instead, “good business practice” killed the investment. There was no room for this image nonsense now, they said.



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Continued

On the other hand, you can't tell me that the same engineering team working on the EV-1 project for GM didn't have the same hybrid "know-how" as Toyota. Why didn't GM slide from the all-electric into the electric hybrid? Instead, management said no more, killing the entire project and stood stupidly on the sidelines as Toyota stole the hybrid image right out from under them.

Let's not forget the Saturn project. In spite of violent objection from the folks at Chevrolet, Saturn actually started out to be a good idea. Although the product was only "pretty good," the idea was very timely. "A New Kind of Car." "A New Kind of Car Company." The one-price shopping and the super-courteous dealerships really worked.

While the Saturn dealer didn't do anything more than every respectable new car dealer would have liked to do, the Saturn dealer was subsidized by the factory and thus he could perform. Once Saturn was reasonably successful (250,000 units in 1992), in came GM management to take over and start it downhill. The original Saturn S model sold an amazing 56% of its cars as coupes, many of them to "young ladies" who were treated with respect and courtesy in the dealerships. Instead of asking them to come back with their father or their boyfriend or even an uncle to "work-out a deal," the Saturn folks took them seriously, showed respect and courtesy, and eventually got their business.

Of course, when GM introduced the new, much needed step-up model, the Saturn L, there was no coupe in the line. Even more criminal was the fact that this new step-up model was a knock-off right from a European Opel...just what Saturn, the "All-American Car-Company" needed! There's more, much more... look at the numbers. In 1969, GM claimed almost 55% of a 9.5 million car and truck market in the U.S. Of course, that was before the hugely successful imports moved in. That percentage gave GM about 4.5 million new cars and trucks that year. Now, let's look at 2007, some 38 years later. By now, we were selling almost 17 million new cars and trucks in the U.S., but GM was only getting about 24% of that market, which amounted to approximately the same number of vehicles, about 4.5 million.

Now, you don't have to be a brain surgeon to figure out that something was wrong! Well, GM didn't and you know what happened. As market share dropped, so did image ... and the first thing you learn in marketing school became an ugly reality, ..."It ain't what you are, it's what they think you are!" You can only throw so much of that "brown stuff" at anything, until it finally starts to smell like it!

OK, so where do we go from here? Well there are as many people working on that as people you ask. Is the U.S. Government Auto Task Force going to lead us back? Are the same financial (non-automotive) minds that got us into this mess now prepared to lead us out? Not only no, HELL NO!

The one bright spot in the picture is the selection of my favorite GM "Car-Guy" right now, product-leader Bob Lutz. I know him, and I know him to have a knowledgeable, informed car mind. Bob has been thwarted in his recent efforts to live with GM sales efforts. He was told to keep his hands off marketing! Under his product guidance however, such real winners as the Cadillac CTS, the Chevy Malibu and Camaro, the Saturn Aura, the Buick LaCrosse, and a couple of great cross-over SUVs for every Division have become reality, most of them only modest sales winners because of questionable marketing efforts. Even though we're in a down-market, you gotta get your share of whatever business is out there, and God knows, GM has not been doing that.

Frankly, I'm tired of hearing about this company called GM. I don't want to hear or see any more corporate apologies or admitted mistakes. I don't want to hear about how great a place it is to work or any more "goody two-shoes" nonsense about how the "New GM" is really going to come back.



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Continued

I want to hear more about a new CHEVY. I want to hear about them “beating-up” on the competition in quality, reliability, efficiency, value, and yes, even performance! Let’s talk about what’s going on right now in racing. Let’s look at NASCAR. Sure, I know that those Sprint Cup cars are highly modified, but so are the Toyotas and the Fords and Dodges. Did you know that the Impala SS, which is what Chevrolet is racing, has won more than 50% of the NASCAR Sprint Cup races this year? (Shades of Pontiac in 1961 and 1962.) That’s a tremendous accomplishment today ... that’s a Chevy beating up on a Toyota. Don’t we need more of that?

Let’s make Chevrolet look like the real powerhouse it once was with competitive cars and trucks in every segment, and most importantly, that I can buy now! Chevy cannot afford to talk about “tomorrow.” I’m frankly tired of hearing about the VOLT. It’s not going to be here for at least two more model years, so leave it alone. Tell me about it when I can buy it!

All that “VOLT nonsense” seems to have been created for the Government guys, who are talking out of both sides of their mouth. They tell GM to get healthy now, but at the same time tell them to talk about new product which won’t be available for at least two years. I don’t know about you, but I’m not sitting around waiting for a Government-designed, high mileage, alternate fuel, small car...at least until they make fuel so highly priced that I have to drive one. I want to attack global warming too, but first, I think it’s a little more important that GM stays in business!

Take a look at poor Buick. If it weren’t for China, we would probably not be hearing that name again, but that’s history and us Pontiac guys are paying the price. They tell me they want younger people driving Buicks. Where have I heard that before?

Take a look at Pontiac in 1956 before Bunkie Knudsen took over and before the great Wide-Track Era. The “Silver Streak” had just about signed Pontiac’s death warrant, just as Buick is facing today with more dull cars. Pontiac pulled off one of the most successful image changes in the history of the industry.

Can Buick do the same? John DeLorean -- where are you now that we need you? Bob Lutz, it's up to you. Sure, it's a different world, but those Buick guys could sure learn something by studying Pontiac's great Wide-Track recovery. Can you imagine Buick without a seriously good performing V6 or an available V8? This ain't China...at least not yet!

Then there’s Cadillac...are they really in the true Luxury-Car market? What have they got that will keep me from that great 7-Series BMW, or that S-Class Mercedes or that LX Lexus. Yeah, I know about the CTS with its many new models, but that’s only an entry-level luxury car. The STS didn’t make it and they successfully destroyed the famous DeVille (DTS) by giving in to that rear-wheel-drive drivetrain from the imports.

While you’re at it Cadillac, come out and admit the horrendous marketing mistake you made by dropping those “billion dollar” names like DeVille, El Dorado, Fleetwood, and Seville! Now is a perfect time to admit this mistake, while you’re re-introducing the new GM. Most importantly I want to see a new serious Luxury Sedan from Cadillac. Face-lifted SUVs like Escalade and SRX won’t do it alone!

As for GMC, so long as there is a Buick dealer, there will be a GMC. They too need a truck, and it’s imaged right on target, as its relative success in the marketplace would prove. I wouldn’t mind seeing some kind of a “Jimmy” back in the GMC line, just to prove that there is some “life” in the Division and to help bring in some younger people to support the challenging Buick needs.

Everything I hear tells me that America is anxiously waiting to see what the “new” GM is all about. Well even if that were true, please GM, don’t waste this opportunity talking about what’s coming! You’ve got a seriously competitive line of cars, trucks, and SUVs available right now. Once again it’s up to the marketing guys, the image makers, the guys and gals who are going to make me want to look at these vehicles, to do their job.

Remember, it ain’t what you are ... it’s what they think you are ... and they ain’t thinking very positive right now!

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!
- ◆ 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)
- ◆ 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) 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 March 13, 2013 Meeting

President Jim Evans called the meeting to order. Those in attendance Bill & Karen Sigg, Rick Farrell, Shawn & Kim Rinehart, Mike Shockley, Kevin Russo, Ron Cozzo, Jeff Frazier, Lonnie & Lynne McLaughlin, Brent Barham, Bill Hartley, Jim Lowry, Joe Block, Max Treier, Stan Farlow, Kevin Landis, Ron & Donna Landis.

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

Swap Meet: March 17th, 2013. 21 pre-registered spots have been sold. Not bad. Weather looks good. Kenny's meat wagon will be there to serve breakfast and lunch. For those who want to eat really early meet at TJ's at 6:00AM.

2013 Nationals: Most everyone has their rooms booked. Some are looking at heading out on Wednesday. Maybe get a caravan together for the trip. Bill Harley received his packet.

Summer Show: Date has been set for June 23, 2012 at Haydocy. Flyers would be made up for the swap meet. Mike Shockley will once again DJ. We will be using the front lot. Will have plenty of room.

2013 Nationals: Hotels are scares. 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

Cruises: Stan Farlow brought in calendars with some cruising places. See on the web site the calendar or in the Paw Prints.

Open Discussion: Kevin Landis is once again working on a '64 GTO. Says he will have it ready for the Nationals.

Next Meeting: April 10th, 2013

Meeting Adjourned: Motion made by Joe Block, 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

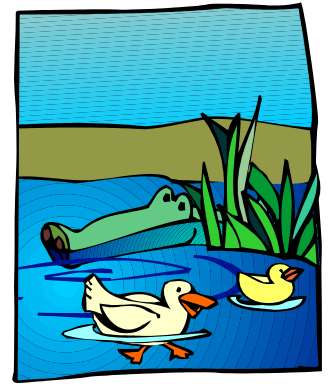
April 10, 2013

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\

April 1, 2013

April Fools Day!



APRIL 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 <i>April Fools Day</i>	2	3	4	5	6
7	8	9	10 <i>Club Meeting @ Haydocy 7pm</i>	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

2013 POCI & GTOAA Co-Ventio Registration Form

41st Annual Pontiac Oakland
Club International Convention

34th Annual GTOAA Convention

July 9th-13th, 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 1st: **\$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 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 and 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 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.



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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



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



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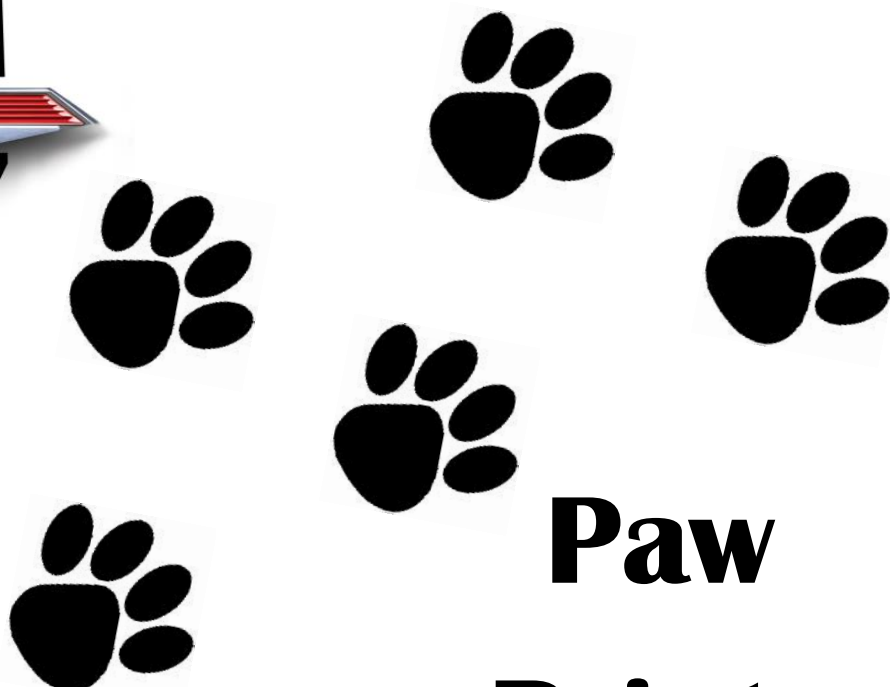
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A Publication of the GTO Association of Central Ohio

2010-2012 GTOA Newsletter Certificate of Excellence Recipient

MARCH 2013

2010–2012 GTO Association of America Newsletter
Certificate of Excellence Award Recipient



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