

Great Lakes Chapter, Volvo Club of America (GLC/VCOA), Bi Monthly meeting, Wednesday, January 20, 2021, 8:00 pm. Zoom Virtual Meeting

Topic: Great Lakes Volvo Club Meeting – Wednesday, January 20, 2021, 8:00 pm - 9:00 pm EST. The Zoom meeting information below is good for the entire calendar year 2021. NOTE: the 1/20/2021 meeting was recorded and can be found here: https://youtu.be/N0_xlimmo8

Every 2 months on the Third Wed, 6 occurrence(s)

Jan 20, 2021 08:00 PM

Mar 17, 2021 08:00 PM

May 19, 2021 08:00 PM

Jul 21, 2021 08:00 PM

Sep 15, 2021 08:00 PM

Nov 17, 2021 08:00 PM

Monthly:

[https://us02web.zoom.us/meeting/tZAqfu2grzspH90DJbaAahZl6uURjz0y08oe/ics?icsToken=98tyKuGsqTiuEtWVsxYORpwIB4r4LPzzmGJegvoNuDXnAgFSajn6YPd3ALhlQMGA](https://us02web.zoom.us/join/https://us02web.zoom.us/meeting/tZAqfu2grzspH90DJbaAahZl6uURjz0y08oe/ics?icsToken=98tyKuGsqTiuEtWVsxYORpwIB4r4LPzzmGJegvoNuDXnAgFSajn6YPd3ALhlQMGA)

Join Zoom Meeting

<https://us02web.zoom.us/j/84794810359?pwd=Tkpzc0FYSlloK1dXYjdrRmNlMnBgdz09>

The Great Lakes Chapter, Volvo Club of America (VCOA) met in a Zoom virtual meeting at 8 PM on Wednesday, January 20, 2021. Joining in were Dave & Joyce Irvine, Jeff VonHolten, Treasurer, Joyce Webb (Secretary) and Jim Webb, Former President, Rick Webb, Al Bulgrin, David Lau, Roger Snider, and Janet and John Mendler. In addition, eight VCOA presidents were invited to join our meeting. In attendance from VCOA clubs were John Holtzapple, Robert Sepe, Marty Collett, AJ Salls-, Brent Gustafson Jeffrey Honig, Tim McCarty, and Ryan Ottochian

. The meeting began with each participant taking a moment to briefly introduce themselves, where they were from, and a bit about their involvement in our club. The purpose of this roundtable is to discuss VCOA, each chapter, what went well in 2020, what was a challenge due to the pandemic, and plans for 2021.

Topics of Discussion:

- Previous Year Activities/Events
- Upcoming Activities/Events
- Local chapter membership dues
- Sponsors / interaction with local retailers and other support
- How do you promote for new members, brochures, business cards, social media platforms you use.
- Do you create club branded merchandise, such as t-shirts, plaques for shows, pens, license plates, etc.

John Holtzapple, President VCOA. john@vcoa.org John discussed our VCOA club from a national perspective, including the previous year, what 2021 may look like, and the national meet

tentatively scheduled for Gettysburg, PA in June. He will also discuss insurance for club meets. Each chapter were invited to discuss their chapters.

1) We're finalizing a change in dates and contract with the Wyndham Resort in Gettysburg moving the meet from June to Sept 2-5, 2021. This was done to allow a higher attendance, giving folks a longer time frame for the COVID vaccines to be administered and allow safer travel and congregation for all. No point in having a half event, too soon - which would subject the club to a greater monetary loss than just out right cancelling the event entirely! Hopefully the addition of the Labor day Monday off, will encourage attendees from a greater distance to participate.

2) Club Membership Campaign - you may already have read Rolling by Jan20, where you'll see in my column that the club is embarking on a 'partnership' program with retailers - in short, below is what's it's all about and how it works:

During the next few months, we (VCOA) are rolling out a program, to all the US Volvo retailers, an opportunity to 'gift' a complementary VCOA membership and subscription to Rolling, to their sales and service customers.

We believe this gesture, underwritten by and from the retailer (and the club) to Volvo owners will serve to keep the retailer and the Volvo experience fresh in the minds of the owners, by delivering a continuing touch point of information, news, connections, opportunity, and reminder of the unique Volvo experience.

To facilitate this program, the club is offering pre-paid membership 'vouchers' ordered by the retailer in various quantities to dispense as appropriate to their customers. These vouchers are then redeemed to register the recipient as a club member. Vouchers may be purchased for either 1 year or 3-year membership terms and are subsidized according to each quantity purchased.

Our first retailer participating in the program already ordered 500 three-year memberships for his owner base to "keep front-of-mind with them and their friends and neighbors as a reminder and reinforcer of the Volvo mission and experience". We believe this a is win-win X4 – for the retailer, for the Volvo Brand, for the owner, and for the Club.

I've attached the letter, mailing to retailers in the coming months, inviting them to participate in this voucher program & an order form/sample voucher for them to order & pre-pay either a 1 year or 3-year membership/subscription at discounted rates.

3) Liability Insurance carried by the club, covers any sanctioned chapter events (have to be scheduled and club notified of event - posting on national satisfies notification). Note: this is for liability coverage, NOT property damage which should be considered as the individuals responsibility. Event coverage excludes, wheel to wheel racing or competitions, and/or the use of spectator bleachers - permanent or folding.

John Holtzapple, President

Volvo Club of America

1. Illinois

Midwest Chapter

Brent Gustafson 847-921-6611

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- The Midwest Chapter VCOA has been active since I approached John at the Hilton Head VCOA Meet and offered to take over the Chicago area chapter five years ago. We have 8-10 members who also regularly attend the local FuelFed Classics & Coffee Events throughout the temperate months so we see each other often. We have organized our own event the last 4 years, on a Saturday or Sunday in late summer/early fall, first as Volvos at the Volo Automobile Museum and this year, about 20 minutes west as a Volvo Picnic at the Galt Airport, a small one runway airport where a member owns a plane. We hope to return to the Galt Airport in 2021.
- We have relied on emailing notice of events to members in Indiana, Illinois, Iowa and Wisconsin, sent out in geographic groupings and recently joined a Facebook group that uses our Chapter moniker Midwest Volvos. It's a closed FB Group with almost 300 followers. Most of our members are PV, Amazon, 1800 and 140/240 owners, some with newer Volvos. We have worked with Michigan and Wisconsin Groups on cross-promoting events. We look forward to trying to get a regional summer event like the Lindsborg Midsommer Meet to alternate with the Gilmore, with the St. Louis and Kansas City Chapters when things open up.

2. Michigan

Great Lakes Chapter

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- In 2020, every year since 2007, we have had a spring dust off at an automotive related facility/museum/area. Due to the pandemic, we made both our spring dust off AND biannual Volvos at the Gilmore a day-long event to avoid having people having to stay overnight. In June, we went to the M1 Motorsport Cars and Coffee north of Detroit, and to the Packard Proving Grounds for a meet and private tour. On July 18, 2020, we had a day long Volvos at the Gilmore "meet" from 9 am to 4 pm (we have gone away from judged events to make things simpler/we have had as many as 100+ cars but average 50-70 cars). Since the German car show, "Deutsche Marques," a West Michigan German Car show, was cancelled due to its size of 400+ cars, they reached out to see if they could do a fundraising cruise in from 10-1. They were on other fields and surrounded us, so they jokingly informally called it the "Germans invade Sweden".
- Our local chapter membership dues are \$12/year.
- Our sponsors include most Volvo Dealerships in Michigan, and auto related sponsors that our board members and regulars know. They have helped in the past with our shows / meets, some donating \$250 to help offset costs.
- We have a generic "business" card that goes to our web site, and a brochure [Click HERE to see our Chapter Brochure.](#) Note to Paul Fletcher, Webmaster, and Jeff VonHolten, we should change contact to our treasurer. Our only items we create are for shows/meets, such as bi-annual car show t-shirts (no longer do), dash plaques, and we have made various items for goody bags for meets such as license plate frames, and other

miscellaneous auto related trinkets. We regularly use Facebook to promote events, cross pollenate with other nearby clubs / groups, including the Volvo Enthusiasts of Michigan (a young informal group numbering over 1000 members).

3. New Jersey

Garden State Chapter

Marty Collett

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- Currently our primary means of communication are email and instagram. Our club secretary is on Facebook a lot and will occasionally post something there, particularly if its specific meet/event information. Our instagram handle is @gardenstate_vcoa

4. New York

Central New York Chapter

Jeffrey Honig

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www.cnyvcoa.org

- The Central New York Chapter of VCoA <https://www.cnyvcoa.org/> is based in the Ithaca, NY area. Our big event is Euro Meet which is usually held at the Fairgrounds in Trumansburg, NY the Saturday after Father's Day. EuroMeet 2020 was deferred until Oct 10, 2020 and is highlighted in the latest issue of Rolling. Euro Meet also serves as a fundraising event and for the last few years has benefitted the Trumansburg High School FIRST Robotics Team, <https://www.frc5252.org>. During normal years we also coordinate a few lunch cruises and a visit to the Vintage Race Weekend at Watkins Glen.

5. Ohio

Buckeye Chapter

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- Our club is fairly small in its active members. We have a Facebook page for people to see what is going on, and upcoming events. We do have a website, and are currently designing a new one. All of our monthly events a hosted by Byers Volvo. I am hoping to promote some meets this year outside of the central Ohio area this year pending Covid restrictions.

6. Pennsylvania

Capital City Chapter

Tim McCarty

York, PA

tkmccarty@comcast.net

Tim McCarty talked about the Pennsylvania Chapter. May 14-15 is the date for the Carlisle Import Car meet. Gettysburg is the place for the national meet that has been changed from June to September 2-5, 2021.

The guests were then invited to stay on as we had our local meet. We then were invited to share our favorite Volvo.

Treasurer's Report - Jeff VonHolten reported as of 1/20/2021, account balances with Comerica Bank Checking =\$ 937.03 as of 1/15/2021. We are on target to maintain our balance at about \$1000.00 which was the goal for our "off" Gilmore year. Paypal= \$0.00

All new and renewing members have been added to the membership spreadsheet.

A future expense in March will be to renew our ZOOM account for approximately \$149.00 for another year.

Looking down the 2021 / 2022 road....

- Carlisle, PA Import Car meet May, 2021 (tentative).
- Spring Dust Off XIII (yes we have done this for 12 years straight!). A suggestion was made for the Motor Muster / Greenfield Village which is the third weekend in June. Cost to enter if you are accepted is \$25 which covers admission for four. We can suggest anyone who just wishes to attend/meet do so on Saturday, June 19, 2021.
- The Waterford Hills Vintage Auto Racing near Pontiac, MI in southeast Michigan, July 23-25, 2021. Mark Hershoren is active in the coordination of this event.
- National VCOA Meet, Gettysburg, PA September 2-5, 2021
- Volvos at the Gilmore IX – Gilmore is growing by leaps and bounds and is expected to have a Muscle Car Museum and another one between the Cadillac and Pierce Arrow Building. We are penciled in for July 16, 2022.

When face to face dinners again an option, we wish to hold one north of Kalamazoo in Plainwell at the Four Roses Restaurant. We will revisit for May 19, 2021 at the EARLIEST.

Rick Webb brought up connecting with Shifting Lanes, on YouTube. John was also interested and Marty Collett offered to help as he is located in NJ where this group is.

<https://www.youtube.com/channel/UCifhwi7Eb4vnf12ox9Bq1yQ>

For our March meeting, we are looking to have yet another "presentation". We are open to suggestions for a presentation topic. The next meeting will be a Zoom meeting on March 17 at 8 PM

Respectfully submitted,

Joyce Webb

[Click HERE to see our new Chapter Brochure](#)

<http://www.greatlakesvolvoclub.org>