

THE CLUB REPORTER

MARCH/APRIL 2020



EDITOR & PRESIDENT'S MESSAGE

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SPECIAL POINTS OF INTEREST:

- * President & Editor's Message
- * February & March Meeting Summaries
- * What's Planned for the 2020 - 2021 Program Year?
- * How to Reach New Club Members?
- * Meaning of Dealer Loyalty?



Hello Alumni!

As I begin to write and produce this month's newsletter, we are in the middle of very uncertain and unprecedented times. Every hour something new is announced regarding the fast spreading Coronavirus (COVID-19), the attempts to "flatten the curve" of its spread, and the resulting impacts on our daily lives.

With the welfare of our members and guests as top priority, your Board of Directors is taking all the warnings and directions from the governmental agencies very seriously. The Board reluctantly cancelled the April 7th meeting and tour of the Desert Botanical Garden and the April 15th golf scramble at Encanto Golf Course.

Over the years, our Club "enjoys good times with friends, old and new." However, it is impossible to accomplish our mission built on group socialization while we are under "social distancing" requirements when dining establishments are closed. The socialization that would have been part of our April events will be greatly missed by all who were planning to attend. However, everyone's health and safety must come first. We are looking forward to our next event in November, when we will all be eager to get together again and have much to talk about.

Since our 2019 - 2020 Program Year has come to a premature closure, this newsletter is a combined March/April issue. We look forward to sharing updates with you in the next issue planned for later this summer.

Looking back over this past program year, your Club had numerous interesting and successful meetings and events,

- ❖ three outstanding speakers on significant and current topics of interest:
 - Sarah Porter on Water Resiliency for Arizona and the Southwest,
 - Pinal County Sheriff Mark Lamb on immigration and the Mexican border issues, and
 - James Turner on Arizona historical and scenic sites.
- ❖ two exceptional luncheon meetings sponsored by our loyal dealers:
 - Liberty Buick & Liberty GMC in November 2019 and
 - Courtesy Chevrolet in February 2020.
- ❖ the delicious dinner and professional Broadway musical production of *Elf the Musical* at the Arizona Broadway Theatre – a great way to get into the Christmas holiday spirit – and,



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EDITOR & PRESIDENT'S MESSAGE (CONT'D)

**2020
Board of Directors****President**

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Peter Langenhorst
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Secretary/Treasurer

Trevor Martin
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Directors

Hal Hubbard
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Welcome Team

Rosemary Kovacevic

Delrene Buterakos

Club Photographer

Karen Schlax

❖ the overnight trip to Yuma to pick some outstanding fresh vegetables at the University of Arizona Feast to Field tour, along with tours of the Territorial Prison and Martha's Date Farm – all great hits for all in attendance.

With the great success of the activities conducted during the 2019 – 2020 Program Year, your Board is working diligently, even during these very uncertain times, to develop another year of outstanding programs and speakers for the new Program Year. A tentative program plan is included on page 6 to give you something to look forward to. As these plans are better defined and finalized, they will be communicated through the Club website and future newsletters.

Highlights in this newsletter include summaries of the Club's February and March events. Check out page 3 for the Courtesy Chevrolet sponsored meeting on February 25th. Those in attendance enjoyed a wonderful meal and were treated to insights into the coming new Chevrolet products, while receiving answers to their many questions.

On March 10th, Sheriff Mark Lamb of Pinal County held all in attendance captive during his presentation of issues related to drug trafficking, human trafficking, immigration, and cartels, while also explaining the programs and activities he has instituted to rehabilitate and educate those who have been incarcerated in his jail. He also explained the education programs he has instituted for at-risk youth. Photos from this event are found on pages 4 and 5.

As we approach the summer months with many of us planning trips or returning to homes in other parts of the country, I want to wish everyone safe travels. Above all, I wish everyone safety and good health during the remainder of the Coronavirus (COVID-19) issues, regardless of where you may be spending your summer.

I look forward to seeing everyone again in November!

Enjoy!

Alan Steffe

2020 President

Editor & Publisher, The Club Reporter

alansteffe@yahoo.com



FEBRUARY 25TH COURTESY CHEVROLET MEETING SUMMARY

On February 25th, Scott Gruwell, Owner and General Manager of Courtesy Chevrolet, (top right picture) welcomed our members and guests to his dealership for an outstanding catered meal, followed by updates on the new Chevrolet vehicles in the pipeline by Scott Roberts, Senior Zone Manager Chevrolet Sales & Service. As a surprise to attendees, Scott presented a coupon to all in attendance toward the purchase of a new Chevrolet and toward service on their current vehicle. The Club is very grateful for the relationships that exist between the Club and our loyal dealers, who continue to do so much for our members. Our thanks to Courtesy Chevrolet!



Photos by Karen Schlax

More photos can be found on the Club website under the [Calendar – Previous Events & Photos](#)

FEBRUARY 50/50 WINNERS



Hal Hubbard - \$70



John Kobierowski - \$50



Ruby Boechler - \$30

MARCH 10TH GOLD CANYON MEETING SUMMARY

On March 10th, the Club met at the beautiful Gold Canyon Golf Resort & Spa for a delicious Italian buffet and very stimulating and informative presentation by Pinal County Sheriff, Mark Lamb (lower right in picture). Members and guests from the west valley were treated to bus transportation to Gold Canyon from our loyal dealer, Arrowhead Cadillac, who sponsored the bus for the Club. All in attendance were very impressed with the events of the day.



(Continued on page 5)

MARCH 10TH GOLD CANYON MEETING SUMMARY (CONT'D)

More photos can be found on the Club website under the [Calendar – Previous Events & Photos](#)

2020 – 2021 PROGRAM YEAR PRELIMINARY CALENDAR

As we prepare for the 2020 – 2021 Program Year, several events are already confirmed at this time, while others are still in the planning process. We have another exciting year planned and hope you will begin to reserve known dates as soon as they are identified and plan to participate. The April 2021 event requires a minimum number of participants. *So we are looking for your input and feedback ASAP when considering the April 2021 event. Note the link presented below for your ease to provide feedback on this planned event.*

**November 2020
Hall of Flame
Lunch & Tours**

The **Hall of Flame** in Phoenix is the world's largest firefighting museum, chronicling the history of the profession and commemorating fallen firefighters. Preliminary discussions have occurred for a catered lunch and docent-led tours. Final details will be confirmed once the Coronavirus pandemic eases and businesses return to normal operations.

**December 2020
Arizona Broadway
Dinner Theatre**

The **Arizona Broadway Dinner Theatre** always presents a professional and very entertaining Broadway Musical performance accompanied with a delicious meal, while setting the stage for a wonderful Christmas season.

**January 13, 2021
EVIT – Speaker
Gail Rhodes**

Gail Rhodes, a doctoral student at the Walter Cronkite School of Journalism at ASU, has committed to speak to the Club on January 13th at the East Valley Institute of Technology Culinary School regarding her studies of **Fake News**, a topic we hear all too much about today. She has worked in television as an anchor and reporter for 20 years. Gail will explain the origins of fake news, how to spot it, and how the term has evolved to mean “negative news” or “news with which I disagree.”

**February 2021
Sands Chevrolet
Sponsored Luncheon**

Jerry Moore, Dealer Operator at Sands Motor Company, has committed to providing a dealer-sponsored event for our Club in early February 2021 at their dealership in Surprise. A GM speaker will join us to present the latest Chevrolet product information at that time.

**March 2021
General Motors
Public Policy Meeting**

The GM Public Policy Group from Washington has requested a return to Arizona to present to all GM retirees and alumni a GM Business and Public Policy Update. We are privileged to be one of only a few sites in the U.S. where these presentations are provided by the corporation. The exact date and location is yet to be determined.

(Continued on page 7)

2020 – 2021 PROGRAM YEAR PRELIMINARY CALENDAR (CONT'D)

April 2021 Dolly Steamboat Dinner Cruise

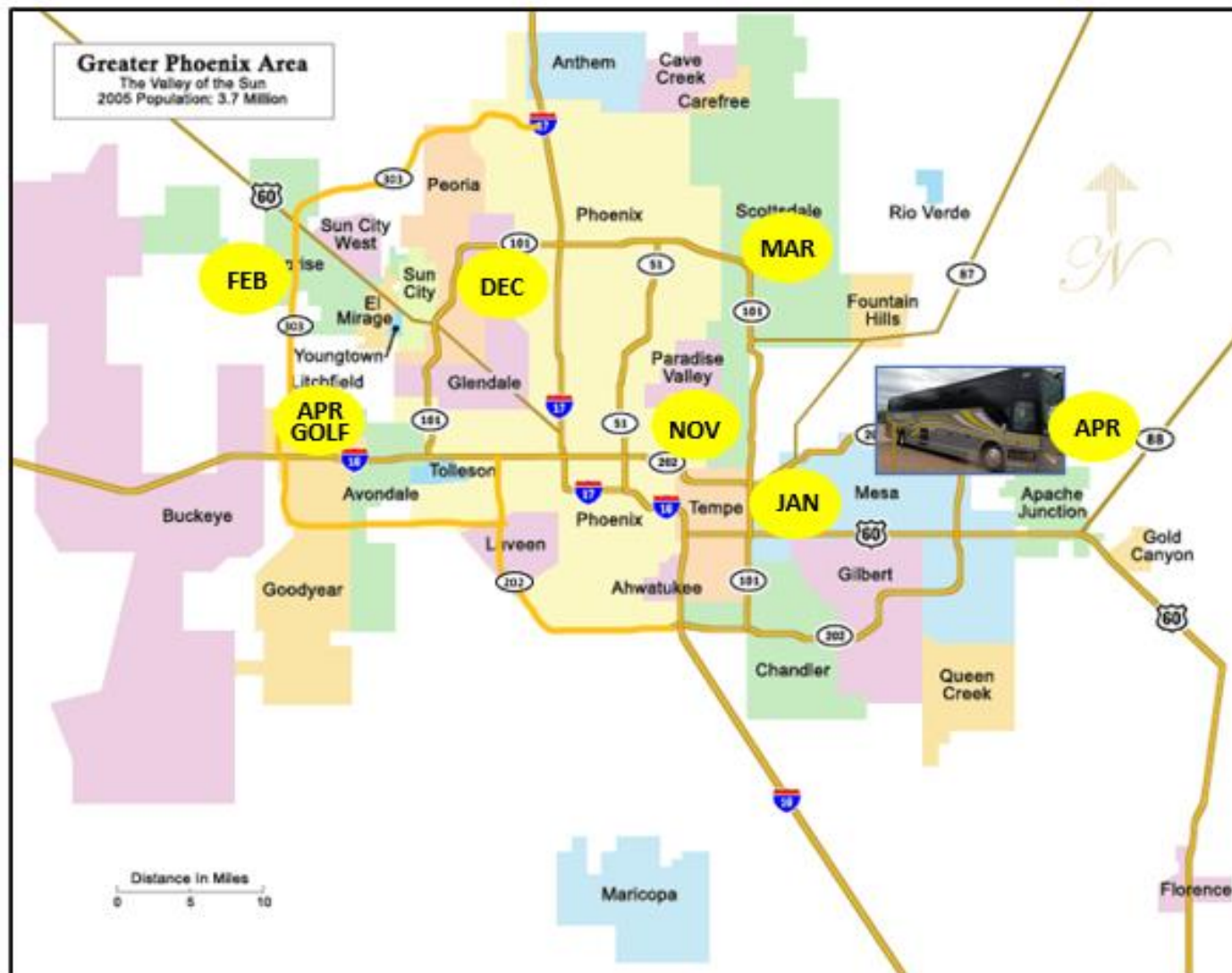
A private dinner cruise is being planned on Canyon Lake from 5:30 – 8:30 pm with bus transportation provided from the west valley. A minimum of 45 people are required to make this private event possible. The Club plans to subsidize this event with a resulting anticipated cost of \$50 - \$60 per person. **If you are interested in participating in this event, please respond with your comments and number who would participate by clicking [this link for your response](#).** Your response will help us decide whether this will be viable.

April 2021 Golf Outing 18 Hole Scramble

The annual Club Golf Outing is again being planned for April 2021. It will consist of an 18-hole handicapped scramble format for all levels of golfing skills with cart, meal, beverages, and awards. The exact date and location is yet to be finalized.



Here is how we plan to get around the valley in 2020 – 2021!



REACHING NEW CLUB MEMBERS THROUGH LOCAL PRINT MEDIA

Our members reside in many beautiful communities, spanning Wickenburg to Tucson, Fountain Hills to Buckeye, and more in-between. As GM Alumni, spouses, and significant others, we enjoy the opportunity to connect with others who benefitted from a career and lifestyle enriched by General Motors. We know there are hundreds, if not thousands, of salaried GM Alumni living in AZ. What more can we do to help them find us?

High-gloss magazines are distributed for free to many households. Many offer to include free event information in their publication or on their website. There's no single location on the web that identifies the name of these publications and their contact information that I can easily access. Unfortunately, I know of only three (see below). But we can potentially reach many others. Would you help this effort by emailing to me the name and contact information of the glossy magazine distributed to your neighborhood? I will contact them and, if free notifications are offered, they will be added to our Club promotion schedule.

Each periodical, or media website, reaches thousands of households. Your assistance to identify candidates significantly increases our Club promotion potential. Together we can work together to reach more GM Alumni who live in your area. Each new member adds more personality and joy to our Club.



THE GRAND SEASON

reaches up to 70,000 in

**Sun City • Sun City West • Sun City Grand • Sun City Festival
• Vistancia • Corte Bella • Arizona Traditions • Sun Village
• Ventana Lakes • Westbrook Village • Trilogy • Coyote Lakes
• and select areas of Surprise and Peoria.**



IMAGES

reaches nearly 70,000 in

Desert Mountain, Carefree, Cave Creek, Grayhawk, DC Ranch, North Scottsdale, Paradise Valley, McCormick Ranch, Gainey Ranch, Tramonto, Anthem, Desert Hills, and New River.



ENCORE

reaches nearly 20,000 in
Sun City Festival in Buckeye.

Send the name & contact information of the periodical distributed to your area to:
Roxanne Steffe at rsteffe1@comcast.net or
call me on 810.280.1399. *Thank you.*



YOUR BOARD IN ACTION WHILE “SHELTERING IN PLACE” IN OUR HOMES

Just as our April Club meeting at the Desert Botanical Gardens and Annual Golf Scramble were cancelled in lieu of the Coronavirus, so was the group's Board Meeting on March 25th. But, the Board members took a new approach and conducted its meeting using free video conferencing. In March each year the Board hunkers down to plan the Club's meetings for the coming program year. In this case, November 2020 – April 2021. We've learned from past experience that venues and special speakers should be scheduled 6-12 months in advance. It's a collaborative effort with each Board Member taking the lead on an event. We started with some great ideas coming forward at our first board meeting in January 2020, with many ideas originating from your input.

On-Line Board Meeting – March 25, 2020

AGENDA 10:00 a.m. - noon

- Welcome and Agenda Overview (A. Steffe)
- Secretary's Report – Approval of the January 29, 2020 Meeting Minutes (T. Martin/L. Ulrich)
 - Membership Update
- Treasurer's Report (T. Martin)
- 2019-2020 Remaining April Events Status (Event Leaders)
- 2020-2021 Events Planning Updates (Group)
- Club Future Planning Discussion (Group)
- Dealership Updates – Loyalty Dealership expansion into the Southeast Quadrant (P. Langenhorst)
- Meeting Wrap-up and New Business (Group)

Where are we today? What more can we do to grow the Club and increase participation?

Agenda for the March 25, 2020 Board Meeting

The photo of the computer screen to the left provides an example of how on-line conferencing, with both audio and visual capabilities, allows the Board to view slides simultaneously, while talking using the microphone on their computers. Only those who received an invitation via email from the meeting organizer can participate. So the discussion remains private. It's flexible enough to allow any member of the Board to take the “lead” on a discussion topic and share a slide of their own. For example, additional slides were shared by Trevor Martin, our Club's Treasurer.

Looking ahead, the ease of video conferencing allows the Board to meet any time. It's been a real plus to put this into practice to conduct essential business while practicing “social distancing”. It's one more example of how our Club is moving into the 21st Century and making use of technology to benefit our Club.

Following the great success of the recent Yuma overnight trip, the Board discussed the possibility of another overnight trip in 2022. Jon Moss, our Special Excursions Director, will begin investigating possible destinations and flushing out the many details included with planning excursions of this magnitude. Reservations are normally required one year in advance for popular locations. So watch future newsletters for details on how you can reserve your spot.

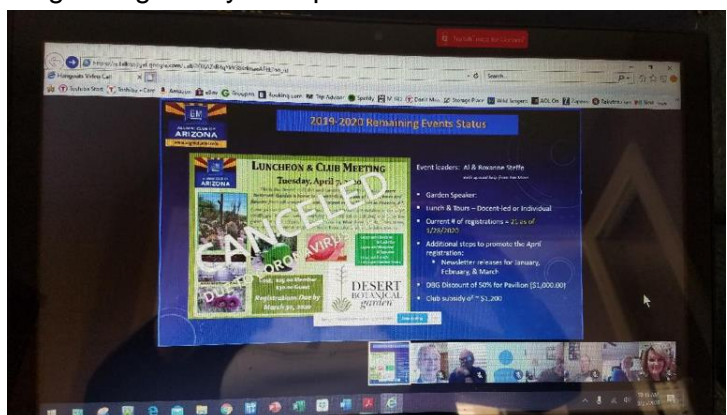


Photo of on-line sharing of a PowerPoint slide - Faces of attendees can be seen in the lower portion of the screen



Club president, Alan Steffe, sharing slides for the agenda, shown top right, with the Board

CELEBRATING OUR DEALER LOYALTY

Loyalty, dependability, commitment are just three words that describe the relationship we enjoy with five top-tier GM auto dealers highly ranked with national status. How did these relationships develop? It began decades ago via Club members with connections built through their careers. Together, they initiated dealer-sponsored luncheons and support for our annual golf scramble.

These relationships began when GM's dominance in the marketplace was unmatched. And the benefits received by the Club were largely one-way for our benefit. In the years since then, competition has increased significantly and challenges have multiplied incredibly for the dealerships. Yet, they continue to support our Club.



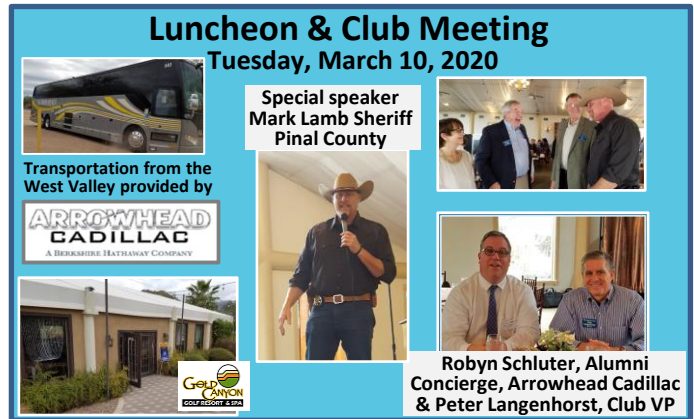
Arizona GM Alumni Club



Roxanne Steffe with
Greg DePaola, GM
Coulter Tempe



Bryan Long, Alumni Concierge
welcomes guests



Justin Sgro, GSM Liberty Buick
Chris Scott, GSM Liberty
with Peter Langenhorst

Ken Muecke,
Liberty Buick

Lydia Falcon,
Liberty GMC

The support from our loyal dealerships has expanded beyond sponsoring luncheons, events that elevate the operations of their day to giving top priority to our Club. In recent years they are providing even more items of comfort and benefit for our Club ...

- safe parking for members vehicles our for dawn-to-late night motor coach Club excursions,
- use of their technology rich board rooms for our board meetings,
- covering the cost of a motor coach to club meetings in the "corners" of our membership range – allowing members to avoid rush hour traffic,
- hours of technical assistance for creation of our Facebook site,
- cachet with regional GM product managers who suspend their daily work and travel to present updates to our members and,
- availability of a GM Alumni Club concierge at each dealership to aid your purchase experience.

How can we return our appreciation to our loyal dealers? Give a call to our Alumni Concierge when you need to purchase a new vehicle, or even refer a friend, so they can be ready with the red carpet treatment. Have a GM Supplier Discount for Friends coupon? Share it with a friend or neighbor and help put more GM vehicles on the road.



Locations of our Loyal Dealers

- Liberty Buick - Peoria
8737 W Bell Road
(623) 933-5000
- Liberty GMC - Peoria
8660 W Bell Road
(623) 977-4000
- Arrowhead Cadillac - Glendale
8320 W Bell Road
(888) 393-3216 Sales
(888) 382-7024 Service
- Sands Chevrolet - Surprise
16991 W Waddell Road
(844) 411-9675
- Sands Chevrolet - Glendale
5433 NW Grand Avenue
(623) 931-9331
- Courtesy Chevrolet - Phoenix
1233 East Camelback Road
(602) 714-3101
- Coulter Tempe - Cadillac,
Buick, GMC
7790 S Autozone Loop
(480) 940-6000

See reverse side of your membership
card for current Alumni Concierge
name and contact information.

Promote the New GM Vehicles!