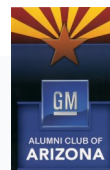


# THE CLUB REPORTER

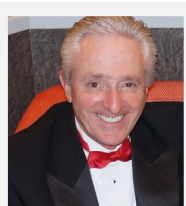
AUGUST 2016



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## EDITOR'S WELCOME



Hello everyone. Good news from the Valley of the Sun. Temperatures on the "low end" are beginning to moderate and I have been able to walk my dogs two days in a row. Temps on the "high end", not so much. That also means it's about time for some of you to pack up your stuff and head back to Phoenix for the upcoming Club season.

This is the second of the mid-summer three editions of the eNewsletter we promised you in order to keep you advised of Club developments over the summer. In this edition, we would like to focus your attention on two important topics: 1.) Part Two of the Club's Progress Report outlining successes we have achieved in executing our new Club Marketing Plan. 2.) Changes and improvements to our new Club Website and making you aware of the availability and handling of the 2016/2017 Meeting/Event Acknowledgement Forms. We will also deliver photos and stories from our March Phoenix Stadium Tour and, at the suggestion from Susan Moss, our first ever "50/50 Hall of Fame Winner Circle". Enjoy!

**Jim Harshman, Editor, The Club Reporter**

New Club Website: [www.AzGmAlumni.com](http://www.AzGmAlumni.com)  
GM Corporate Website: [www.GMRetiree.com](http://www.GMRetiree.com)

## PRESIDENT'S MESSAGE



If you haven't visited our NEW CLUB WEBSITE, [www.azgmalumni.com](http://www.azgmalumni.com), you are really missing out. Besides being all new and 10 times more informative, we now have posted all seven of our 2016/2017 Fall & Winter Schedule events complete with each month's associated Meeting/Event Acknowledgement Forms through February 2017. So, what does this do for you? First, it allows you to put the Club events on your calendars as well as you no longer have to wait for a newsletter to receive your next form. And second, it's a great place for you to send prospective members or guests to select which events they would like to attend with you. Yes, you can be sure that each newsletter we send will also have the appropriate forms attached for your convenience.

## SPECIAL POINTS OF INTEREST:

- CLUB MARKETING PLAN-PART 2
- 2016/2017 CLUB FALL/WINTER SCHEDULE

## PRESIDENT'S MESSAGE

Now, here are a couple of heads ups! 1.) This month and next we will be including in the newsletter both the October and November Acknowledgement Forms which have a **Due Date of October 1, 2016**. In addition, in the September newsletter we will include the Acknowledgement for our December Christmas Event which is **due by November 15, 2016**. 2.) I would like to make you aware that our February 2017 trip to Yuma requires that everyone attending **"be on the bus"** in order to attend. No one will be allowed to drive due to the fact that the Field to Feast Tour has strict rules governing participation. We want to make sure that we have enough bus seats for everyone to attend, so we will need an advanced commitment. To secure these advanced attendee commitments, a Special Advanced Signup Acknowledgement will be required. All of the information concerning the February Event is now located on the new website in the Schedule Section.

In closing, we are fired up and can't wait to see you in October.

Regards, Hal Hubbard, President

## CLUB MARKETING PLAN- PART TWO

### "Promotion of GM Alumni Club of AZ", by Roxanne Steffe, V.P



This is the second in a three-part series on the deliberate efforts we're undertaking to promote our Club. I hope you have read "Part One" in the July Club eNewsletter which is now available on our website at [www.azgmalumni.com](http://www.azgmalumni.com). In it we set the foundation as simply expanding the enjoyment we experience when we're with good people who share many memories related to GM. This kind of camaraderie is priceless when combined with group events, especially within the exceptional bounty of Arizona.

Where do we go from here to make our Club even better? What will we gain? How do we promote our Club using the resources we already possess? What are the next steps? What can I do as a Member to help? There are so many questions and even better, so many opportunities for increasing member benefit.

Already we're gaining additional support from our loyal dealers and GM corporate via the staff at GMRetiree.com. The loyal dealers who periodically sponsor our meetings now present our brochure to GM retirees as they purchase a vehicle. Secondly, they're willing to provide parking for our vehicles as we embark on motor coach day trips or even overnight excursions. Sales and service personnel will be on-hand to demonstrate features and answer questions regarding new General Motors vehicles as we wait to board the bus and enjoy our morning coffee and snacks.

Privacy laws preempt staff at GMRetiree.com from providing us with personal names and addresses of the GM retirees who reside full-time in Arizona. However, we have their zip codes for analysis. We've counted more than 2,150 from Prescott to Tucson, Buckeye to Florence and the locales in-between. Given our disciplined and creative approach to promotion, GMRetiree.com is eagerly sending our brochure next month to these retirees via email, or USPS when an email is not on file. In addition, our brochure is being posted for all retirees to see in the "Community" section of the corporate website.

## CLUB MARKETING PLAN- PART TWO

Exciting times are sure to unfold as we experience the results of the personal contact with GM retirees in Arizona from our loyal dealers and from GMRetiree.com on our behalf. As your Board, we're poised to handle the anticipated growth we could achieve. We will keep you in the loop to share a warm welcome with any new members. We would also ask that if you know of any GM retirees located in your area who are not members, please tell them about the changes the Club has made and ask them to join. A perfect place for them to see and experience these changes would be at our new Club website.

In Part Three" of this series, we will share what we've learned from the initial results and define how we're planning to move forward with our evolving insight. Likewise, more will be shared at our monthly meetings. The complete calendar for our Fall and Winter 2016-2017 season is now available on [www.azgmalumni.com](http://www.azgmalumni.com) along with ads and registration forms for our upcoming events. We look forward to seeing you in October at the MIM.

Roxanne Steffe, Vice President, GM Alumni Club of AZ

## MARCH 50/50 WINNERS

**Bill Boechler**  
**\$50**



**Jim Irwin**  
**\$34**



## 50/50 HALL OF FAME WINNER CIRCLE

Totals include all proceeds collected from October 2012 (Inception) through April 2016.

Total dollars collected = \$ 7,020.00 Total dollars paid out to players = \$ 3,510.00

All dollars collected and not paid out were deposited into the Club's General Fund and used to keep dues low and to fund Club events.

**Congratulations to all our 50/50 Winners**

## TOP FAMILY WINNERS



**Hal & Cathi Hubbard**  
**\$228.00**



**Jon & Susan Moss**  
**\$187.00**



## TOP INDIVIDUAL MONEY WINNERS



Hal Hubbard \$166.00



Jim Irwin \$164.00

Bill Boechler \$160.00



Janice Foldenaur \$155.00



## HONORABLE MENTION WINNERS



REMEMBER: TO BUY YOUR RAFFEL TICKETS

IF YOU WANT TO WIN!

Pat Stoner	\$147	Wayne Van Den Boom	\$115	John McAlpine	\$101
Susan Moss	\$100	Judith Robins	\$99	Mary Genslak	\$88
Mary Geyer	\$ 88	Karen Humbert	\$87	Jon Moss	\$87
Ben Snyder	\$ 85	Bill Luffman	\$83	Jim Shepherd	\$83
El Schlesinger	\$ 83	Jim Hoggard	\$70	Bill Van Kampen	\$70
Cal Fisher	\$ 65	Ward Adkinson	\$63	Barbara Goebel	\$63
Peter Burstynski	\$ 63	Cathi Hubbard	\$62	Bob Kohler	\$60
Dennis Powers	\$ 55	Dave Thompson	\$45	Jeanette Smith	\$43
Gary Horkey	\$ 42	Jim Harshman	\$42	Faye Sessoms	\$42
Harry Cameron	\$ 40	Bob Smith	\$40	Penny Marsh	\$3
Clarice Medina	\$ 35	Joan Stukenborg	\$35	Wes De Cou	\$30
Erv Barnes	\$ 30	Joan Mahnken	\$26	Jim Smeets	\$25
Barbara Lielinski	\$ 25	Joyce Wechselberger	\$23	Mary Lou Phillips	\$22
Paul Levesque	\$ 20	Ron Cradt	\$20		

## FALL &amp; WINTER SCHEDULE 2016/2017

Tuesday

October 18, 2016

Musical Instrument  
Museum Tour

Rated as one of the 10 best museums for families by 10Best.com, the MIM is the largest museum of its type in the world with a collection of over 15,000 musical instruments and associated objects includes examples from nearly 200 countries. The contemporary \$250 million building covers approximately 200,000 square feet with 2 floors of light-filled galleries. Please plan to join us for a one-hour guided tour, a special presentation by a MIM volunteer and lunch, PLUS access to the Museum for the entire day. **See specific details and secure your Event Acknowledgement Form at our Club website.**

Tuesday

November 8, 2016

Pima Air & Space  
Museum &  
San Xavier Museum  
All Day Tour

Please join us for this all day event which will conclude with dinner at the Westward Look Wyndham Grand Resort and Spa. The Pima Air & Space Museum is the largest privately funded aviation and aerospace museum in the world and displays more than 300 of the most significant air-craft in the history of flight. Includes a tram guided tour of the Museum grounds. Also includes a trip through the 309th Aerospace Maintenance and Regeneration Group (The Bone Yard) which is 4 square miles of stored or scrapped aircraft.

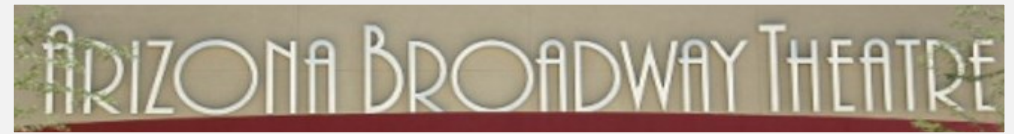
The second half of our day will be spent at the famous Mission San Xavier del-Bac that has been designated as a National Historical Landmark founded in 1692. The Catholic Mission is the oldest intact European structure in Arizona and is filled with marvelous original statuary and mural paintings. **See specific details and secure your Event Acknowledgement Form at our Club website.**



## FALL &amp; WINTER SCHEDULE 2016-2017

Thursday

December 8, 2016

Arizona Broadway  
Theatre  
"A Christmas Story"

Our Club's Christmas event this year will be held at a five star musical theatre featuring professional Broadway productions with restaurant style dinning. Please join us for this classic and comedic holiday tale that follows the escapades of nine-year old Ralphie Parker who wants one thing for Christmas: An Official Red Ryder Range Model Carbine Action BB Gun. The musical is filled with quirky and lovable characters which is a delight for young and old. An outstanding three course meal will be served prior to the musical. **See specific details and secure your Event Acknowledgement Form at our Club website.**

## MARCH PHOENIX STADIUM TOUR EVENT



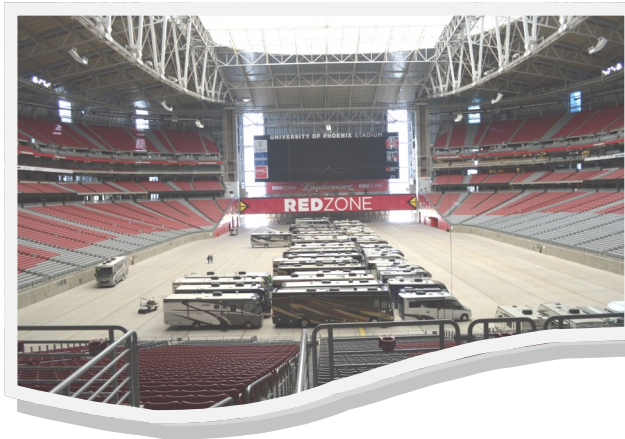
Phoenix Stadium, Glendale, Arizona

The stadium, home of the NFL Phoenix Cardinals, is located in Glendale, Arizona and offers visitors an incredible opportunity to see firsthand what makes up a "state of the art" facility. Tour guides provided groups of GM Alumni unique information about the stadium, like; how they grow and roll the grass football field from outside the facility into place for game days, why they consider themselves the most "press friendly" facility in the NFL and how the stadium was built to take full advantage of natural light. Take a look at some of the pictures below:



Expert tour guides gave you everything you would ever want to know about the stadium.

## MARCH PHOENIX STADIUM TOUR EVENT



The Phoenix Stadium is one of only a few facilities in the country where vendors can drive their tractor-trailers for loading and unloading directly at their designated exhibit location. No such thing as having to do this in the hot Arizona sun. The gray seats represent the location that the sun will shine through the roof on any given day. The entire facility was designed to maximize available natural light.



Lots of walking, but boy was it worth it.



Observation point where all could see the grass football field located outside the stadium.



Shot of the grass game day football field. Note the watering system and the low profile tracks which are used to move the grass field indoors for the game.



World class press accommodations.

What's a stadium tour without a stroll through the Stadium Shop?



World class sound system.

SWEET!



Team Locker Room



## WHISKY ROSE SALOON



The afternoon was capped off with lunch at the Whiskey Rose Saloon with special guest speaker Jack Holder, retired Navy Flight Engineer and highly decorated WWII Pearl Harbor survivor.



Our guest speaker was Jack Holder shown here with fiancée Ruth Calabro, the love of his life and the person who encouraged him to write his book entitled "Adrenaline, Excitement & Fear - A WWII Naval Aviation Story". After graduation from high school, Jack joined the Navy and after initial training was assigned to a PBY squadron on Ford Island in Pearl Harbor. The first bomb dropped on Ford Island landed a few hundred yards from Jack, destroying the hanger next to his. He witnessed the destruction of a significant part of the Pacific Fleet. While in the Pacific Theater, Jack participated in the Battles of Mid-

way, Guadalcanal and the Solomon Islands, flying 48 missions in the Pacific. In 1943, Jack was sent to San Diego for additional training and assigned to a B-24 group in England primarily flying reconnaissance and anti-submarine duty. His aircraft was credited with the sinking of a German U-boat. He was a highly decorated airman receiving two distinguished Flying Crosses, a Presidential Citation, six Air Medals, and seven British Commendations. As you might guess, everyone in attendance learned a lot from his experiences and are very appreciative of his service to our country. If you would like to purchase a copy of his book, Jack can be reached at [jacknruth10@yahoo.com](mailto:jacknruth10@yahoo.com).

