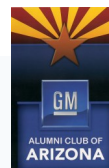


## VOLUME 25

OCTOBER 2016



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## EDITOR'S WELCOME



I would be remiss if I didn't start off the new Club year by giving Marsha Hall-Jenkins, Manager, GM Retiree Communications Group, which is part of the Corporate Salaried Internal Communications & Employee Engagement Team a "Big Thank You" for all the assistance that she gives to all GM Retiree Clubs and specifically to the GM Alumni Club of Arizona. Marsha has always gone way out of her way to listen to GM retirees and provide them with the finest possible information through the GM retiree website. She manages ([www.GMRetiree.com](http://www.GMRetiree.com)) as well as assists Club presidents with their meetings and events. Please, before you read the rest of this newsletter, go to the Corporate website, [www.GMRetiree.com](http://www.GMRetiree.com), sign in and click on "Community". Under "Retiree Features" you will be delighted to see a story about our AZ GM Alumni Club entitled - "Alumni Club of AZ Innovates to Succeed." Then, proceed to the bottom of the page under "Preview Club Publications" and click on and review the three Club Publications listed. I am positive you will be delighted in what you see. Marsha and valued GM Retiree Communications Team Members..."THANK YOU"! You run a "first class" organization.

So, welcome to the first newsletter of the new Club year. We promise to provide you with news and personal stories from the finest schedule of meetings and events that the Club has ever offered. In this edition, we would like to focus your attention on two important topics; 1.) Part Three of the Club's progress report outlining successes we have achieved in executing our new Club Marketing Plan. 2.) Review of December and January meetings and events. We will also deliver photos and stories from our April Verde Canyon Railroad Tour. 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)

## SPECIAL POINTS OF INTEREST:

- CLUB MARKETING PLAN—PART 3
- 2016/2017 CLUB FALL/WINTER SCHEDULE

## PRESIDENT'S MESSAGE

Well, it's official...the Club season has begun! Our first event was held at the beautiful Musical Instrument Museum in Scottsdale, AZ where 41 Members and 2 guests spent part of the morning and all afternoon viewing some of the 16,000 musical instruments and



## PRESIDENT'S MESSAGE

assorted objects from nearly 200 countries. In attempting to describe what a wonderful time attendees had at this event, let me try to combine and paraphrase some of the many comments I received from those who attended...."I wanted to tell you how much we enjoyed the Alumni event at the MIM." "We have been there before, but it was nice to have time to visit with friends and new members, plus the docent tour was great". Thanks to Roxanne & Alan Steffe, Jim & Susan Smeets, Ken Wechselberger and all those who helped make this a most memorable event. Oh, and did I mention that the lunch was outstanding!!!

What an honor it was to welcome four of our new members to the Club who were present at this event. The new members in attendance were: 1.) Rita Conjonte - Central Office Personnel; 2.) Jim & Loraine Mottern - GM Powertrain Engineering; 3.) Michael & Denise Fonk - Chevrolet Detroit Gear & Axle; 4.) Val & Bill Crump - GM Warehousing & EDS. We are absolutely delighted that you have chosen to join us and look forward to introducing you to the rest of our members at future meetings and events.

Our next event is set for November 8th which is an all day bus trip to the Pima Air & Space Museum and the San Xavier del-Bac Mission concluding with dinner at the 5-Star Wyndham Westward Look Resort. If by chance you have changed your mind and would like to attend this event, please call Ken Wechselberger at (623) 251-3684 immediately. He must have your name by **November 1st** in order to provide a seat on the bus. In addition, don't forget **November 15th** is the due date for sending in your Event Acknowledgement Form if you plan on attending our Christmas Program at the Arizona Broadway Theatre, "A Christmas Story - The Musical" Matinee on December 8, 2016.

As we are approaching the end of 2016, it is also time to remember that 2017 Club Membership dues come due on January 1, 2017 and become delinquent after February 1. The Membership Roster will then be updated on the website in February with the 2017 Members.

So, please consult the Club Website for additional information on upcoming meetings and to secure Meeting Acknowledgement Forms and the 2017 Membership Renewal Form..

Regards, Hal Hubbard, President

## OBITUARY—PAULA EMILY VON KAMPEN



Paula was born March 10, 1933 to Albert and Eleanor (Kasten) Sachtleben in Norwood Park, Illinois. She was baptized into the Lutheran faith and attended Lutheran Schools from kindergarten through grade 12 and beyond. After 3 years study at Concordia Teachers College, River Forest, Illinois Paula accepted various leadership and teaching positions throughout the Lutheran school system in Missouri, Illinois and Michigan. Paula completed her BS degree in Education in River Forest and received a MEd degree from Saginaw Valley State University.

On June 21, 1958 Paula and William von Kampen were married. Their union resulted in the birth of a daughter, Susan and a son Kurt. Their children were

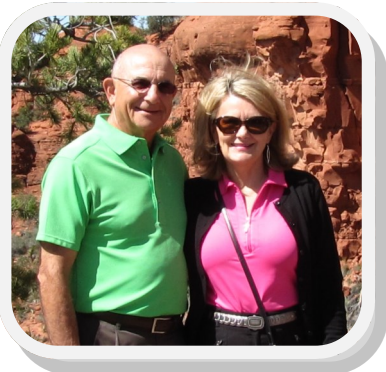
## PAULA EMILY VON KAMPEN

her priority, so Paula temporarily left teaching to raise their two children with Bill. However, teaching was in her blood so she returned to teaching soon after her kids were in the upper grades. She and Bill lived in Michigan, Nebraska and Arizona during most of their married life together and travelled as much as possible to places like the Virgin Islands, Germany, Switzerland, France, Austria, England, Alaska, Hawaii and 46 other states.

Paula was also active in the community. She served on the Board of Directors of the Mt Clemens Symphony. She also served for Macomb County Scholarship Committee for Oakland (Michigan) University, Lutheran Woman's Missionary League, Chairman of the committee to hire entertainment for Super Bowl XVI at the Pontiac Silverdome (Up With People), Valparaiso University Guide, and was a Weight Watchers meeting receptionist.

Bill and Paula are long time members of the GM Alumni Club and she will be greatly missed. We extend our deepest sympathy to Bill and their families.

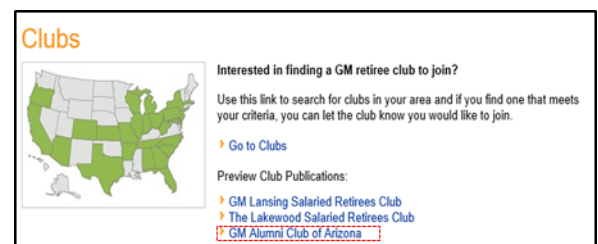
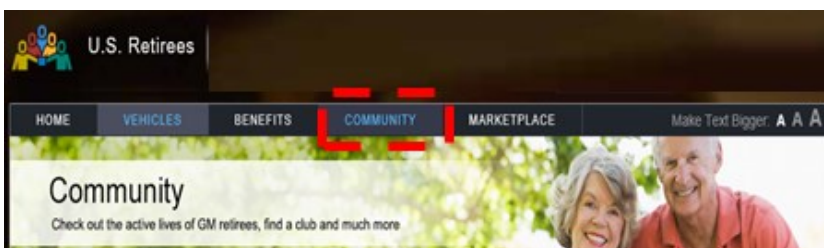
## CLUB MARKETING PLAN—PART THREE



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

This is the third in a three-part series on the deliberate efforts we're undertaking to promote our Club. But this will not be the last you hear on the topic. Detailed updates will continue in future newsletters. Until then, be assured that ongoing efforts are in process to promote the Club, and we'll look forward to answering your questions at an upcoming monthly Club meeting.

The key component of this edition is our most aggressive membership attraction effort to-date. Without the influence of our loyal dealers and collaboration with GMRetirees.com it would not have been possible. We greatly appreciate the value of these affiliations. I encourage you to visit [www.GMRetirees.com](http://www.GMRetirees.com) to see that our Club is indeed positioned as a showpiece among GM Clubs. This can be found under the "Community" tab as can The Alumni Club of AZ brochure at the bottom of the page as shown below.



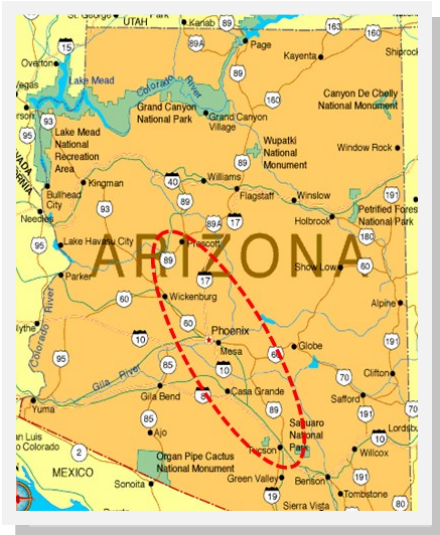
Images taken from [www.GMRetirees.com](http://www.GMRetirees.com).

### CLUB MARKETING PLAN—PART THREE

While the GM Retiree Communications Group cannot provide us with retiree names and addresses due to privacy restrictions, they can provide us with more than 2,100 "Zip Codes" where GM retirees reside full time in AZ. In addition, they provide the "super highway" ([www.GMRetiree.com](http://www.GMRetiree.com)) which allows our Club to get its marketing message out to all Arizona GM retirees who go to the website. By analyzing the geographic characteristics of these zip codes we can identify "high density pockets of retirees" to which we can apply our Club marketing tools (i.e.: Club Brochure, cocktail hour meetings, cold contacts at retiree communities, etc.). Our cadre of loyal dealers also play a critical role in these areas. What an impressive show of support for our Club and demonstration of collaboration! We believe a percentage will respond and join us for a meeting in the coming months.

So, how did we acquire this support from the GM Retiree Communications Group? It's all about relationships and promoting a win-win in order to promote our club and to help our loyal dealers sell more GM Cars and Trucks. The effort began soon after the bankruptcy when our club presidents took quick action to open doors during the period of great turbulence and change. The insight to pursue a worthwhile relationship with GM leadership at this time exhibits incredible foresight. As a result, since 2011 our club presidents have participated on the GM Retiree Advisory Council in quarterly conference calls with GM Retiree Communications personnel. Our presidents have consistently presented progressive ideas far beyond the average club, e.g. loyal dealer relationships; our website; glossy brochure; and most recently our day trips, and even an overnight trip planned for February 2017 via motor coach. It's undeniable, our Club offers so much more than any other club in the nation.

We can't know for sure how many will respond to the Club brochure appearing on the GMRetiree.com website, but with over 2,100 receiving a sincere invitation to join us, we believe many will be impressed and will investigate us further. Even if we hear from only 10%, that is 210 potential new members. We have the potential to double the size of our club. In addition to the 2,100, we have rich possibilities for the Club through the new members we're acquiring from those employed by GM affiliates, those who left GM prior to traditional retirement and the likely impact of additional GM Alumni and associate members over time.



Note: The dashed oval indicates the general span of our current Club membership. Per GMRetiree.com, more than 2,100 GM Retirees live within this same area.

### CLUB MARKETING PLAN—PART THREE

**So, how are we poised to provide a genuine welcome to new members?** We have made it very easy to join us with access to a new member application and a list of our 2016/2017 events, which span Phoenix to Tucson to Yuma, on our website and referenced through [www.GMRetiree.com](http://www.GMRetiree.com). New and Prospective Members are invited to attend a meeting (with their spouse/significant other), and we'll identify a current member from our directory in advance who worked for the same unit to welcome them at their first meeting. This allows us to multiply the warm welcome of new members by including current members in the recruitment effort. Once a new membership application is received, a welcome letter is quickly returned. Then we'll acknowledge them again in the newsletter and at the next monthly meeting.

Last but not least, we don't want to overlook our alumni from affiliates. Together we possess a rich set of skills and insights. Unfortunately, we lack a master database, like the one the GM Retiree Communications Group manages. So we're counting on you to help us get the word out to those you worked with. Our brochure and website are ready marketing tools at your disposal. If you need any help, I hope you will give me a call, (810) 280-1399.

See you soon!

Roxanne Steffe, Vice President, GM Alumni Club of AZ

### APRIL 50/50 WINNERS



Stacy Dwarshuis—\$85



Bob Kohler—\$60



Penny Marsh—\$45



Janice Foldenaur—\$30

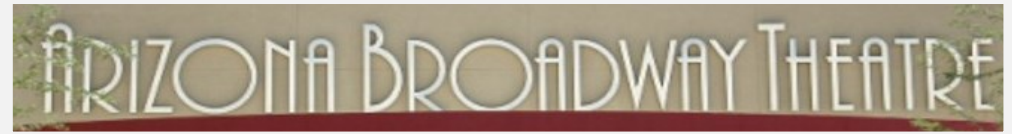


## FALL &amp; WINTER SCHEDULE 2016-2017

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.**

Wednesday

January 11, 2017

East Valley Culinary  
School



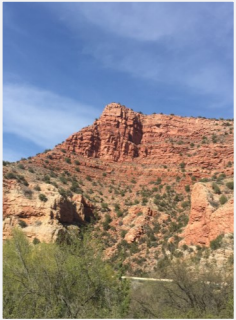
Robert K. Smoldt is the Chief Administrative Officer emeritus of the Mayo Clinic. He has served as a member of the Mayo Clinic Board of Trustees and Mayo Clinic Executive Committee from 1990 - 2007. Presently he serves as Associate Director of the Arizona State University Healthcare Delivery and Policy Program. He will be speaking to the Club about "Obamacare at 6+ years - will it impact your Medicare?" So come join us for Mr. Smoldt's presentation as well as experience "Culinary Excellence" at the East Valley Institute - School of Culinary Arts.

## APRIL-VERDE CANYON RAILROAD EVENT



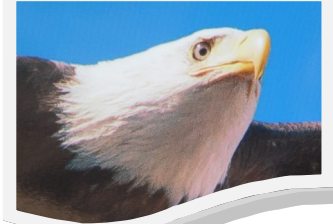
Our trip to the Verde Canyon Railroad was a one Day Club "Special Event" which began and ended with a bus trip. It featured a "Round Trip Train Ride" through the Verde Canyon from Clarksdale to Perkinville, AZ. At 5PM the train returned to Clarksdale and the group travelled five miles to the Blazin' M Ranch for a Chuck Wagon Dinner and a Western Stage Show (Rated 5 star).

## APRIL-VERDE CANYON RAILROAD EVENT



A Governor's Choice as one of "America's Treasures", the Verde Canyon Railroad Wilderness Route has also been referred to as Arizona's other Grand Canyon.

The trip is Arizona's longest running nature show where endangered and endearing waterfowl and wildlife play and prey in this serene habitat.



The train is powered by two FP7 locomotives - 2 of only 12 remaining in North America. They are vintage 1953 locomotives built for the Alaskan Railroad. Our accommodations included first-class seating and open-air viewing cars.



### BLAZIN' M RANCH

A Western experience of a lifetime. Included Frontier Town activities and an old West Boardwalk. Unique shops, the Copper Spur Saloon, Gun Slingers Shooting Range, Old West Museum and Photo Op Shop.



The Chuck Wagon Buffet is a 5-Star "eating experience" followed by musical entertainment by the Blazin' M Cowboys who



are an award winning musical talents mixed with cowboy poetry and humor.

The Ghost Rider make his cameo appearance at the end of the show.