

THE GALLOPING GAZETTE

MAY 1994

CENTRAL VIRGINIA MUSTANG CLUB

ISSUE 91

President's Perspective

Welcome Members,

Hope everybody got to go to Charlotte for the celebration of the Mustangs. I saw a lot of members that came out to support the club. When I walked in, it looked like I was in Mustang Heaven. Everywhere you turned you saw those ponies. It was a great feeling to see the Mustangs. They were at all of the hotels and restaurants. They seemed to be coming out of the woodwork. Every description you could imagine was there.

The eight of us who signed up six months ago to be carried down on a car hauler were very upset because it never arrived!!!! A couple of people decided to drive. A few of us missed the show as far as participating. The show was really nice, and a couple of our members got to do some track time. Don Smith, still having tough times, thought he had locked up an engine but it turned out to be a starter hung up. I would like to congratulate Monte Evans and Carroll Lipscombe for taking an Award of Excellence in their classes.

See you soon.....

Kenny Fischer, President

Happy Birthday to You,
Happy Birthday to You, Happy Birthday dear;
Sonny Coble ..8, Steve Shaver ..9, Thomas Tignor ..12,
Don Smith ..21, and Bill Jarvis ..28
Happy Birthday to You!

Guest Speaker

George & Linda Cosier will be showing video footage of the Charlotte Show and Brenda rides in Earl Morris's Shelby doing track time!

30 years of Mustangs!!!

These comments and remarks were called in to me. I felt the other members would enjoy them, also.

The 30th Anniversary Mustang Show was tremendous, something worth seeing. "Awesome" The members that stayed at the Cricket Inn had a great time.

Geralyn & Marty Belt

"Good time was enjoyed by all." Special thanks to Kenny for solving the problem with my Boss's starter and getting me back on the race track.

Don Smith

Earl Morris got Black Flagged for doing 130+. "What was He doing?" and Don was behind him only doing 50 ? aahea..... right.

Cindy Smith

"For someone who did not want to come he (Steve) is really enjoying himself."

Debbie Shaver

CENTRAL VIRGINIA MUSTANG CLUB MEETING APRIL 6, 1994

The general membership meeting of the Central Virginia Mustang Club was held April 6, 1994, at Richmond Ford. President Kenny Fischer welcomed new member Rich Phelps who owns an '85 GT. Also a welcome was extended to "Mustang Bill" Braughton who was also the guest speaker and who paid his membership dues tonight. Kenny also wished the April birthday people a happy day.

First Vice-President Don Smith reported five people paid dues tonight for a total membership of 48 members. Donnie Nichols reported the treasury to have a balance of \$1292.40 plus deposits of \$1200.00 minus \$1289.37 for a final total of \$1203.03.

As National Director, Don Lane invited everyone to the 30th Anniversary Celebration in Charlotte next week to have a good time!

Nellie requested items for the newsletter and ideas for merchandise.

Carroll Lipscombe reported the Azalea Parade will be April 23. Anyone interested in participating should let him know. There is an unlimited numbers of spaces available. Lisa Herndon from Channel 6 called the hot line -- she would like to rent convertible mustangs for five dignitaries to ride in. She may be willing to let them ride with the CVMC. Ben Beale would like the CVMC to volunteer to set up vendors in Forest Hill Park after the Parade in exchange for the fees collected from the vendors, a possible profit of \$200.00 with 6-7 vendors already committed. Also, our cars would be displayed in the Park after the Parade.

XL102, Universal Ford, and Carreras Jewelers are giving away a '66 and a '94 Mustang -- to the same person. No other information is available.

Marty Belt has no NASCAR news. Karen Lane reports the date for the Christmas party has been verified. Brenda Jones presented the doorprizes and refreshments. Monte Evans presented trivia. Still no news from Ukrops/Keebler on the display of our cars at certain stores in connection with their Mustang give-away. David Lythgoe asked anyone interested in judging please see him after the meeting.

"Mustang Bill" Braughton spoke on reproduction parts vs. Ford parts. He opened his store in 1987. Ford has begun licensing small run items.

Brenda reported the Community Club Awards kick-off banquet was held recently. There are brochures available describing the program as similar to the Ukrops Golden Gift Program. The program will start in September, with a training meeting in August. Every one should be saving their Flowers Bakery bread wrappers for the program.

Tom Barnett presented work he has done concerning the CVMC fall car show. The Shockhoe Slip Merchants Association approached him about having our show in the Slip. They would like a June Jubilee-type event with police security and 24-hour security for the cars. The cars will

CONT..... SEE TOP OF PAGE 4

WHAT A PARADE

Ten Mustangs shined and decorated in line for the Azeala Parade. It was a perfect day, the weather great, and the food was good. The club received \$100 for handling food vendors.

PARTS AIN'T PARTS

Ford quietly joins its Big Three brothers in legal enforcement of a licensing program

By Matthew L. Stone

If you're involved in a car restoration that has you shopping for Ford reproduction pieces, don't be surprised if the prices in the parts catalog have suddenly risen.

Before you assume it's just a move by aftermarket suppliers to come up with a few bucks' extra profit, think again. The fact is that most of the price increases are the result of Phase Two of Ford Motor Co.'s three-pronged Trademark Licensing Program for consumer products using Ford designs.

According to an internal company "announcement," the program is designed to "increase legal protection for company marks and reduce wrongful usage, to enhance the image of Ford brands, and to improve the quality of the products carrying those brands."

Ford is not seeking to ban any items, but is asking producers to apply for licensing. Producers must submit parts for review and certification. When Ford has blessed the design,

10 percent to cover the cost of complying with the program. We have to print the license stickers and place them on each part; some of the parts will have to be repackaged. There's also a large amount of paperwork involved with obtaining a license and the certification for each part."

"The licensing office spent a lot of time working closely with the people in these businesses," a Ford spokesman said. "They wanted something they felt was fair, and to avoid a heavy-handed or dictatorial approach. Everyone wants to have a good public image, and it's important that when people buy a part—or buy anything—that they have faith and confidence in that product. We needed to make sure that the things that bear any resemblance to Ford Motor Co. has our input and our blessing."

***'The consumer will pay. . .
We have to raise our prices
10 percent to cover the cost
of complying with
the program'***

materials and construction, products must carry an "Official Licensed Product" logo.

Licensed manufacturers must then pay the company 7 percent of what they sell each product for, whether that amount is wholesale to a dealer or retail to an end-user. Though Ford incurs costs in administering the program, the \$4 billion-a-year automotive aftermarket/restoration parts industry holds the potential for a significant amount of revenue.

Any parts and accessories manufacturers not licensed as of Jan. 1 were asked to cease production and sale of all trademarked products. Retailers have been ordered to clear their shelves of remaining unlicensed goods by March 31.

"They say they want to make sure that the parts that reflect back upon Ford Motor Co. are quality parts," said one aftermarket manufacturer. "But the consumer will pay for the process. We have to raise our prices

There's little question that using officially licensed parts will add cost to the restoration of, say, your '66 Mustang fastback, but will it add any value?

Yes, according to one Mustang restoration shop owner who asked his name not be used.

"It won't quite be the same as using NOS (New/Old/Stock, meaning a new, genuine factory period part), but it's probably better than a cheapo job using all Taiwanese knock-off pieces," the shop owner said. "There are some products out there that are really well-made, maybe even better than the original Ford piece, but there are just as many that are poor quality, usually rough around the edges, or chromed improperly."

Many aftermarket businesses contacted by AutoWeek are not pleased with the program. And because the effort involves the use of trademark names such as "Thunderbird," "Marauder" and the like, some owners fear Ford will require them to change their company name if it contains a protected brand name.

However, none of the Ford material uncovered to date mentions that issue.

You may recall when we told you about GM and Chrysler quietly putting royalty demands on model car makers (AW, Dec. 3, 1990) under the banner of trademark infringement. Ford just-as-quietly launched Phase One of its program in June 1993 to deal with model toys and collectibles. Phase Three, which concerns apparel and personal accessories, is to go into effect later this year or early in 1995.

Ford hopes that its licensing program will provide the dual benefits of protecting its own trademarks and offering higher-quality pieces for the old-car buff.

One thing is certain: Consumers are going to end up paying for the privilege of Ford-blessed products. ■



be set up in the 650-space deck will auxiliary lighting installed for a rain or shine event. WKHK (K95) radio will be doing an on-site broadcast and the stage would be used for a country/cross-over band. Coca-Cola and Miller Brewing will be national sponsors, and Kenny has secured the Heilig-Meyers show-race car for display. Richmond Ford will offer a '94 Mustang GT convertible for raffle for a 30-day lease. The local jewelers will contribute a diamond for use in a diamond dig (plus cubic zirconias). The major hotels in the area will offer incentives/discounts for out-of-town cars and clubs. Negotiations are underway for some rare out-of-town cars. Some of our cars will be retired and displayed, possibly at The James Center.

The SSMA will print fliers, programs, and pay postage as needed. The first run of fliers will be printed next week for distribution in Charlotte and Carlyle. MCA judges will be invited for the weekend and applications submitted for this to be a regional or national show at some point.

The SSMA will put any profit from the first year back into next year's show. They want us back next year. The SSMA will be responsible for everything but the cars. The risk factor for CVMC is practically gone. There is parking for 10,000 cars in a 3-4 block radius, with surface lots at 14th Street to accommodate trailers. The show will be open to all Fords and Ford-powered vehicles. We will need to increase the number of classes available, possibly to 50 classes. There will probably be an admission charge of \$2.00, with CVMC guaranteed a profit of \$2500.00.

Kenny asked for technical questions.

Adjourned 9:05 pm.

CALENDAR OF EVENTS

April 23: Azalea Parade

Narionall Kidney Foundation Classic Car Auction--
Willis Rd & I-95--has to be auctioned--includes
several Mustangs

April 24: Capitol Region Spring Show

May 14: Workshop at Ric's place

May 15: Cruise

Crewe Car Show & Craft Show at Hooper Park

May 28: Gloucester Car & Craft Show at Wade Academy

Oct 15: Gloucester Car & Craft Show at Wade Academy

Coming Events

May

- 4 - Club meeting at Richmond Ford at 7:30 pm
- 7 - Keebler Cookie/ Ukrops Display ??
 - Club Cruise at Bill's on Midlothian
- 8 - Fredericksburg Street Rods 4th Annual Rod Run 9 am till 4:30 pm
- 14 - Work Shop 9:30 to 11:00 am, at Rick's Restorations
 - Hosted by Paul Oliver & Rick Notcha
- 15 - Club Cruise to Tappahannock
 - Crewe Car Show and Swap Meet 8 am to 4 pm rain date: May 22
- 22 - 1st Annual Show & Shine Rod & Costoms for Special Olympics
 - 10 am to 4 pm rain or shine
- 28 - Gloucester's Car & Craft Show 10 am to 4:30 pm

June

- 1 - Club Meeting at Richmond Ford at 7:30 pm
- 4 - Club Cruise to Bill's on Midlothian Tnpk.
- 11 - All Ford Day
- 12 - Pool Party - Pool opens at 1:00pm. (more info. later)

Deadline for Next Issue :
May 20th

PROUD SPONSOR'S

Present your Club membership card to these businesses and receive 10 to 45% discounts.

DICK STRUSS FORD

Midlothian Trnpl, 794-0500

HERALD SALES CO.

Lan Kraft & Mirror Glaze Products

near the Diamond, 358-4995

FIRST CLASS TOWING

Lloyd Liggan, 746-1871

\$27.50 Fee for up to 12 miles

NAPA GENUINE AUTO PARTS

All Richmond location

(Reference Cash Acct #1918)

RAY BROYHILL FORD

Hopewell, Va. 1- 743-4405

RICHMOND MOTOR COMPANY

4600 W Broad St. 254-9254

RICK'S RESTORATIONS

near the Airport, 222-8481

SERENDI TIRE & AUTO PARTS

Northside 266-4955

Southside 232-4515

Mechanicsville 730-1440

ADVANCED MOBILE GLASS

226-1296

WEAVER TRANSMISSIONS

2406 Mechanicsville Pike, 643-2398

DAVE'S UPHOLSTERY & TOP SHOP

5702 Mechanicsville Pike, 746-7879

MIDAS MUFFLER & BRAKE SHOP

3700 Hull Street Road

C.P.'S MUFFLERS

3320 Mechanicsville Trnpl.

804-321-7397

DOCKSIDE MOBILE MARINE INC.

Hanover Ind. Air Park 752-2054

TCBY'S

Three Chopt Rd. Richmond 673-9020

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COMPETITION ENGINE SERVICE

Hanover Ind. Air Park 796-1675

PREMIER FORD/MERCURY INC.

3490 Anderson Hwy

Powhatan, Va. 23139

(804)794-5655

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All types A/C's & Heating

Mike O'Connor 739-8239

Kevin Kean 271-0771

CAPITAL WINDSHIELD REPAIR

Steve Fine

Rich. (804) 750-2864

WHO TO SEE FOR WHAT

Awards & Trophies	Kenny Fischer	743-1490
Car Shows	" "	" "
Charitable Organizations	Brenda Jones	740-2096
Club Merchandise	Nellie Fischer	743-1490
Membership	Don Smith	790-1211
NASCAR/Motorsports	Marty Belt	556-3848
Newsletter	Nellie Fischer	743-1490
Parades/ Cruises	Carroll Lipscombe	329-5901
Judging	David Lythgoe	781-0105
Picnics/Partys	Karen Lane	748-6889
Program Speakers	Tom Barnett	360-2349
Publicity		
Refreshments/Door Prizes	Brenda Jones	740-2096
Scrapbook	Bonnie Fischer	276-3384
Sponsors		
Trivia	Monte Evans	730-2864

The Galloping Gazette is published monthly by the Centreal Virginia Mustang Club, Inc. a non-profit organization promoting the safe and enjoyable use of our vehicles and to preserve and authentically maintain Mustangs.

CLASSIFIED ADS: We invite CVMC members to contribute personal ads free of charge in our Club's newsletter. Classified rates for professional service, parts, dealers, etc. will be at a cost of \$5 per ad; rates subject to change. Submitted material will not be returned. All ads published as space permits and edited at the discretion of this publication.

THE GALLOPING GAZETTE will not answer inquiries about these ads and assumes no responsibility for their content. Ads must reach us 10 days prior to the next meeting date, should be typed or printed on 8.5x11 paper. Include name and phone number. Ads must be resubmitted each issue.

ADVERTISING: Commercial/Professional rates are \$50/Full page, \$30/Half page, \$17/Quarter page, \$10/Small Display ad.

CVMC CLUB OFFICERS

	Home	Work
President .. Kenny Fischer	743-1490	794-0500
1st V.P. Tom Barnett	360-2349	
2nd V.P. ... Don Smith	790-1211	
Secretary..... Debbie Shaver	768-1209	
Treasurer.... Donnie Nichols	358-7764	
Nat'l Director.. Don Lane	748-6889	

1994-95 Directors

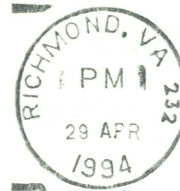
Carroll Lipscombe	329-5901
David Lythgoe	781-0105
William Jarvis	262-2137
George Cosier	271-2139

1994 Directors

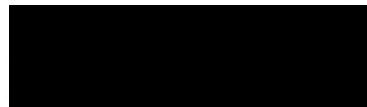
Richard Jones	740-2096
Mark McChesney	458-4674
Manny Nichols	795-2183

WELCOME NEW SPONSOR'S

C.V.M.C.
P.O. BOX 35-474
RICHMOND, VA 23235-0474
(804) 730-7756



RIC VA. 232 04/29/94 #15



Please join us
Wednesday, May 4th
for our next meeting at
Richmond Ford
4600 W. Broad Street
at 7:30 p.m.