

# NEWSLETTER



January 2016

## Greetings,

The weather outside is not good so I find that this is a good opportunity to put in some computer time and write up this month's 'Monthly Update'. I suppose one could say 'I'm just trying to put some lipstick on the pig today'; it certainly does not say much for the weather! Anyway, let's get to the task at hand. The 'Back to the Bricks' newest event, 'CHROME & ICE', is coming together nicely. All of the sponsorships are in place, the final 'cut' of the cars and trucks has been completed, and promotional material has been ordered so about the only thing left is the show itself. CHROME & ICE chairs Steve Hobson and Dale Frey have been working their fingers to the bone to insure that everyone will walk away saying to themselves: "This has been one of the best indoor auto events that I have ever been to or participated in – period!" We only have access to one arena this year and plan to have both arenas next year. Because of somewhat limited space, this year's show can only feature thirty-five cars which may not sound like a lot of cars (which it is not) but rest assured, these are downright spectacular vehicles that you just don't see at the local shows. I gotta tell you competition for the top cash prize of \$1,000 per each class brings out cream of the crop. A number of them are valued at over a million dollars and one at a whopping three-and-half million dollars! We are going to let you figure which car it is. It might sound pretty easy to identify which one I am alluding to but I think you will be surprised to find that many of the entries could fall into that price range. By the way, it's a Beach Party theme so bring your sunglasses, sandals and enjoy the great cars and entertainment. While you are there, don't forget to purchase a limited edition of the inaugural and very first 'CHROME & ICE' tee-shirt.

One of the amazing things about our very first indoor event 'CHROME & ICE' is that, for the most part, all of the sponsors for the event are first time sponsors for any of the BttB events. Some of them we sought out, but most contacted us wanting to become involved. Our sponsors are as follows: The Ruth Mott Foundation, Premier Tooling, Majestic Sky Link, Benning's Paint and Industrial Flooring, Insta Lube of Flint, Leitgeb Commercial Equipment, Farm Bureau Insurance of Michigan, the Martin Miller Agency, Big Apple Bagel, the Frankenmuth Autofest, Attentive Industries and Eastern Asphalt. With the exception of two companies, all are brand new sponsors. I cannot over express our collective gratitude for the number of new sponsors that has joined up with the 'BttB' team because when we get right down to it, our sponsors are the vehicle, engine and fuel for everything the BttB promotes and we cannot thank them enough. In the February monthly update, I will be providing our valued readers a brief bio on our new sponsors with a formal introduction to all. Hopefully, you will see them at all of the sanctioned BttB events and if you do, please tell them 'Thank you for your support of the Back to the Bricks and your community involvement'. I know they will appreciate the gesture.

On a more personal note, my wife and I are currently in Florida. As I said, the weather is pretty bad as I write this update. There is currently a tornado warning issued, high winds, thunder and lightning and heavy rain. So which is worse: Cold temps and snow or the fore mentioned weather? If you also plan to be heading this way via I-69/65 I would suggest stopping at the Corvette Museum in Bowling Green. The floor has been fixed in the dome area but it is interesting to me that they have chosen not to restore the Corvettes that fell into the hole. Three of the cars are so heavily damaged it is difficult to even tell if they are Corvettes. It is well worth your time to stop in and view the Corvette history. Another stop is in Atlanta. The Porsche Experience is located just off of I-75 on the south side of Atlanta near the airport on Porsche Drive. There is no charge for admission to tour the museum. You can have lunch, view the test track, and look at some of the latest Porsche creations. You don't have to be a Porsche aficionado to enjoy it just being a 'gear head' qualifies. So, again, if you are not in a big rush to get to Florida I think you will be pleasantly pleased if you take advantage of these side trips and by the way, my wife even enjoyed both of the stops.

See you at the 'CHROME & ICE' indoor show, February 12th and 13th, 2016 at the Dort Federal Event Center in Flint, Michigan; a show you don't want to miss.

CORDially,

**AL HATCH**

Board Chair and Founder