

NEWSLETTER



February, 2017

Dear Friends,

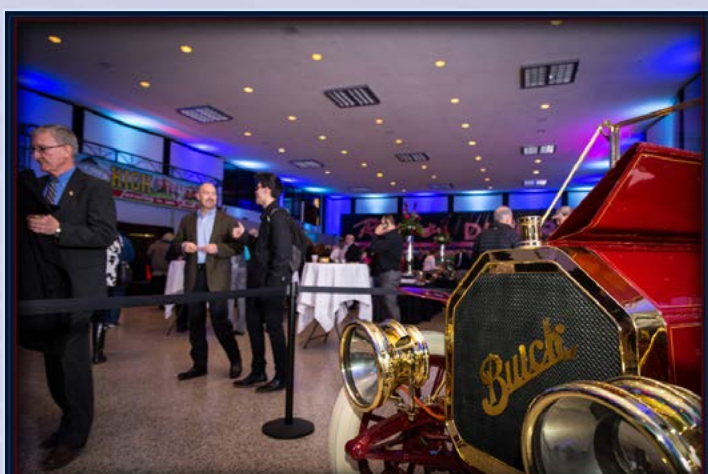
CHROME & ICE™ 2017 is history, and from the reports I've received, it exceeded all expectations! Even the weather cooperated, cold, but without the snow and sub-zero wind chills we had last year. Hats off to co-chairs Steve Hobson and Dale Frey and the entire committee for orchestrating an amazing indoor car show that lived up to its theme.



"MORE" proved to be extremely accurate, more cars with over 100 on display, more space, utilizing both arenas, the mezzanine, and the lobby of the Dort Federal Credit Union Event Center, more entertainment with musical guests, Dave Lagness and T.J. Craven, more vendors (45 to be exact) strategically placed around the mezzanine and in the hallway between the two arenas, and MORE spectators with just over 5,000 people in attendance, more than

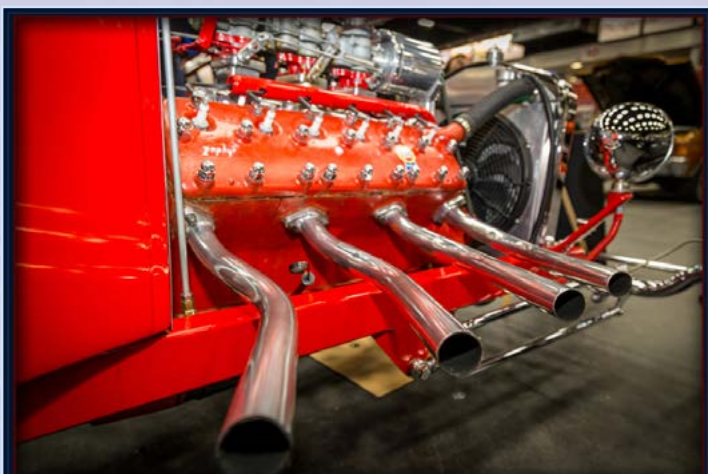
double our attendance for last year. Special thanks to Buick for their display, the Stahl Museum for sharing the 1929 Bentley, and SloanLongway for the 1908 Buick in the lobby.

Plans are already underway for next year's event. The theme and details for our third indoor car show will be shared as they are available, but we are anticipating that Chrome & Ice™ 2018 will continue to be a mid-winter tradition for area residents, and will not disappoint.



On Thursday night, more than 200 paid attendees at the very first Preview Party enjoyed hors d'oeuvres and drinks in the main lobby, and a sneak peak at the show cars on display with proceeds from this event going to support Hot Rod High™ which encourages young people to pursue careers in the automotive industry and related fields.

Ambient lighting, flowers, music, and a magnificent banner, "Rosie's Diner," that spread across the main lobby greeted those in attendance. Thanks to Tom Brown, President and Owner of Attentive Industries and one of our valued sponsors, for bringing four of his family's custom cars, and providing the banner and props that made the lobby feel like a 50's diner. Thanks also to another important sponsor, Jeff Threet, President and Owner of Insta-Lube™ of Flint, who conducted a fund raiser at one of his stores, and surprised everyone by presenting a check to co-chair Dale Frey for \$850.00 to benefit Hot Rod High™. WOW! We can't thank Jeff, his staff, and customers enough for their generosity.



For the first time this year, participation was not by invitation only. CHROME & ICE™ 2017 was open to any car collector who wished to register and showcase their vehicle. Thanks to all who braved the winter weather to drive or transport your prized possession to the show. You made the second annual CHROME & ICE™ a crowd-pleasing success! Saturday evening, \$225 cash prizes were awarded to the top 25 vehicles (the Electra

225) based on votes cast by paid attendees.

Next on the agenda! Excitement is building now for the 8th Annual Promo Tour. Rhonda Rau, co-chair Pete Cimbala, and the entire "Heritage" committee have organized a great tour experience for June. To register, [click here](#). You can register online or download the submit by mail. ed for each over-to your friends, to join in the the Promo Tour newsletter.



form, print it, and Hotels are also list-night stop. Talk and make plans fun. More on in next month's

CORDially,

Al Hatch, Founder and Board Chair

Back to the Bricks™, Inc.