

NEWSLETTER

Back to the
BRICKS
America's Classic Car Events

Dear Friends!

January 2020

HAPPY NEW YEAR! We're off to a great start with a new Executive Director, and Chrome & Ice™ just around the corner!

Although dedicated volunteers remain the backbone of our organization, Back to the Bricks® has grown in scope and attendance over the last 15 years until it has become a year-round effort, making it necessary to hire an Executive Director to oversee day-to-day operations, and provide assistance and support to the leadership team.



Steve Hobson, Chairman of the Board



DOWN THE ROAD

Introducing . . .

We are extremely pleased to announce that AMBER TAYLOR is the new EXECUTIVE DIRECTOR for Back to the Bricks®. Amber's background in marketing, sales, advertising, retail management, and construction make her an excellent choice. Her skill set, previous experience with non-profit organization events for the Flint Women's Forum, Whaley Children's Center, and the Hurley Foundation, enthusiasm, and positive

approach will be an asset to Back to the Bricks®. Amber is also a Certified Tourism Ambassador, and facilitator here in Genesee County. CTA is a national organization that emphasizes marketing, not only the destination or event, but enhancing the visitor experience for those who attend. On behalf of the Board of Directors, Committee Members, and a host of volunteers, I am proud to welcome Amber to the Back to the Bricks® family.



Chrome & Ice™



All systems are "GO" for **CHROME & ICE™**, the area's only winter indoor car show, at the **Dort Financial Credit Union Event Center** in Flint! Sponsored by **General Motors** and brought to you by the **Dort Financial Credit Union** with special thanks to **ABC-12**, Chrome & Ice™ 2020 promises to be bigger and better than ever as we celebrate Flint, the birthplace of AMERICA'S SPORTS CAR. The Lobby will showcase ONE CORVETTE from EACH of the 8 GENERATIONS, and a pictorial history of the

Flint Corvette Assembly Facility. Visitors to Chrome & Ice™ will have a rare opportunity to see the exciting 8th GENERATION CORVETTE, the all-new 2020 mid-engine model up close!

Beyond the Lobby, you will find more than 125 amazing vintage, classic, and collector vehicles of every description, and Rat Rod Alley (a new feature this year), more than 50



sponsor, automotive vendor, and special interest displays, and live entertainment by Country Crooner Dave Lagness on Friday at 7:30 PM, and Classic Rock by the 3rd Degree Burns on Saturday at Noon and 2 PM. Chase away the Winter Blues at family-friendly prices. Tickets are \$9 for adults, and \$6 for youth 12-17! Children under 12 are free! JOIN THE FUN, and help us choose the winners, FRIDAY, February 7 from 2 to 9 PM, SATURDAY, February 8 from 9 AM to 9 PM, and SUNDAY, February 9 from 11 AM to 4 PM with Awards for the Top 25 vehicles @ 3:15 PM.



There's still time to [REGISTER YOUR PRIZED VEHICLE](#) for a chance to win a Neon Clock valued at \$150.00, become a [SPONSOR](#), or be a [VENDOR](#) at an event that attracted more than 7,000 guests last year. Chrome & Ice™ co-chair Ralph Messer reports that spots are limited, so don't delay! Follow the links on our website for more information, and step-by-step-instructions. [Click here](#) to see our

promo video.

VIP Experience



The [VIP EXPERIENCE](#) returns this year on FRIDAY evening, FEBRUARY 7, 2020 from 6 to 8 PM. Tickets for the VIP Experience are \$35.00 each, and include general admission to the car show and live musical entertainment, PLUS a complimentary adult beverage at any of several bars/concession stands in the arena, gourmet hors d'oeuvres in the Blue Line Room on the 3rd Floor of the Event Center, and luscious desserts, courtesy of the Dort Financial Credit Union, on the walkway above the Green Arena anytime between 6 and 8 PM.



A ticket for the VIP Experience also entitles you to free parking, lanyard, complimentary coat check, and the opportunity to vote for your favorite cars. Proceeds from the Chrome & Ice™ VIP Experience help support the Back to the Bricks® Youth Scholarship Fund. Last spring, thanks to your generosity, we awarded a total of \$10,000 in scholarships to area students. A limited number of tickets are available, so get yours today! For more information, and TICKETS to the VIP Experience, [CLICK HERE!](#)

Promo Tour 2020



Finally, for the first time this year, Online REGISTRATION for the **PROMO TOUR**, June 5-10, 2020 will officially OPEN with a Media Event at Chrome & Ice™. Be there, Friday, February 7th at 7:00 PM in the Green Arena when the host

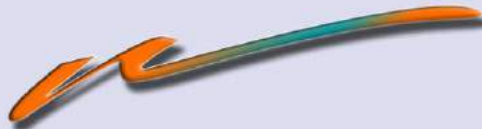


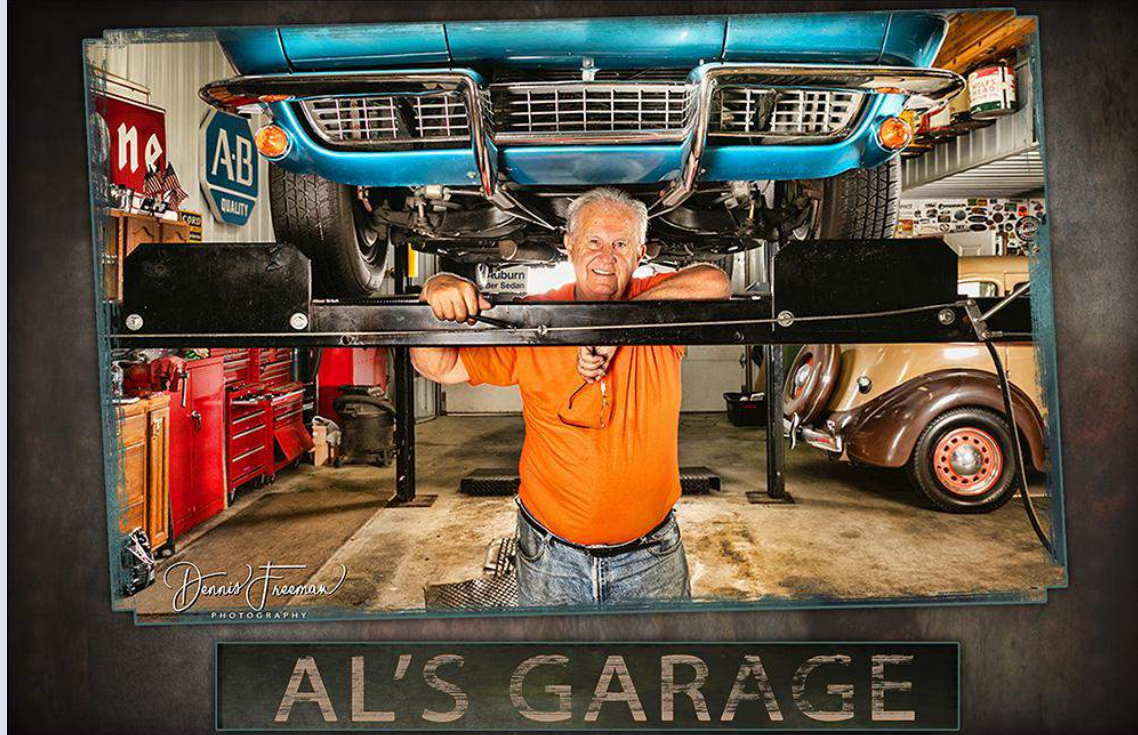
cities are revealed. Following the Press Conference, Chairperson Rhonda Rau and members of the committee will be at the Promo Tour booth to answer questions, and assist with registration.

See You There!

Steve Hobson,
Chairman of the Board
Back to the Bricks®, Inc.

VISIT OUR WEBSITE





Vol. #1, Issue #4 - The value of a car club or regular social gatherings.

All of us have heard of the large national car clubs such as the Antique Automobile Club of America, Classic Car Club of America, Script 'A' Club, National Street Rod Club of America and the list goes on to include the local car clubs. It is interesting that there are a lot of collector car owners who do not belong to any type of car clubs at all. Most of these owners go it alone, hence the 'lone wolves', as they were known back when.

Over the past fifty years I have learned the value of belonging to a car club. The incentive for joining a car club is usually driven by the need to gain knowledge about a specific car. Locating parts for the restoration project was, and still is, a major factor to joining a club. And finally, the socialization factor eventually comes into play. For some, quickly and for others it is a slow process.

I have personally found becoming active in any given club has rewarded me with many fond memories and lifelong friendships and even a few unfortunate heart breaks but very few fortunately. Over the past dozen years, a casual group of car collectors have been meeting year-round for coffee on Monday and Friday mornings. The only rule for the group is 'the first liar never has a chance'! A lot of car talk takes place to include a more serious exchange of problematic car problems that usually gets solved by someone in the group. There can be upwards of eighteen guys all talking at once in groups of three to four people. On occasion, the entire group gets together at one of the guy's garages and tackles a 'garage project' that has included everything from a complete tear down and reassembling to wiring problems and anything imaginable.

At this point in my life, my wife and I only belong to one car club and our membership in that club now numbers forty-years. We make several regional meets and of course, the National Meet every year renewing old friendships, viewing the newly restored projects (which are getting fewer each year), hitting the swap meet, eating too much, etc. Making the annual reunion, has become a Hatch family tradition which now includes three generations. Pretty

cool in my mind.

The bottom line, belonging to any club keeps you involved and hopefully encourages you to drive your collector cars. That's right, drive your cars! Even the social coffee group has its value as when spring rolls around, these guys drive their 'rides' to coffee. Pickups, hot rods, originals, sports cars, etc., you name it, it eventually shows up. So, may I encourage you to find a car club to join or a social club, and drive your cars. Don't save the car for someone else to enjoy and have all of the fun and reap the rewards of your hard work.

Have a great New Year.

Keep on Rollin' K.O.R.

Al Hatch, Founder and Chair Emeritus, Back to the Bricks, Inc.

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