

# The Dixie Valve Chatter

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APRIL, 2011

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### Director's Message

By: Bob Stone

Happy April every one!

It's time for that third coat of Simonize for the old BUICK because the 30<sup>th</sup> Annual "Peach Blossom" BOPC car show is almost upon us! Please Contact Show Chairman, Don McClair, to get your duty for the day of the show. Your company or Employer may still be able to be a sponsor of the event and be recognized during the event. We have till April 6<sup>th</sup> to make a room reservation at the Hilton for the show. This a great rate they have for us and even better accommodations with all the Hilton perks! Friday evening we have a party planned with live music, food and drink. You can't miss this event before the Saturday Event! We plan on making final arrangements at the April meeting. This will be held on 4/10 at the Marietta Hilton. We should be meeting on the far right side of the hotel in a conference room. After the meeting we will scout around for food in the Marietta Square!

I made our room reservation for "Buicks Go to Washington", our third annual spring overnighter tour on 5/21- 22. We ei-

## BOPC Show; On the way



**The Hilton Atlanta/Marietta Hotel & Conference Center will be the location of the 30th Anniversary Buick, Oldsmobile, Pontiac, and Cadillac car show and flea market. Hopefully the weather will be more cooperative than last year. See more information on the attached registration form.**

ther have the presidential suite or a really nice janitor's closet. My money is on the suite. Contact Bruce Kile if interested in joining us.

See the many other must see and do's in the Timing Chain section.

We lost a long time member last month. Red Newhouser passed away early in March and will be greatly missed. We all know Red was a collector of everything and is starting on a whole new collection of things in Heaven with the help of many late great BCA members

See you at the Car Show!

Bob #37843

### Quotable Quote

We secure our friends not by accepting favors but by doing them.

*Thucydides*

## Upcoming BOP&C

By Don McClair

Plans for the 30th Anniversary BOPC show continue to progress with the March chapter meeting held at the Hilton Inn & Conference Center, the site of this years show. Remember that our own Bruce Kile started this show thirty years ago. I have heard many people say that when the Buick Club puts on this show it is always a great show!

I would like to thank Bruce Kile for his leadership and guidance in helping to plan this year's show, and Jan Steger who walked around the parking

**Continued Page 2 BOPC**

## The Timing Chain

**April 2. Charity Car Show for Baby Gabriel. 9:00 AM.** Raising money for Gabriel Micah Sierra, born with an extremely rare, and aggressive tumor. Free spectator admission, \$25 donation to show. Trophies and Auction items. Live entertainment.. Location: NW corner of Hwy 92 and Hwy 5 in Woodstock, GA. For information call 770-592-4411 or 404-642-1729 (Mark Reeves), or visit their Web at [www.helpgabriel.org](http://www.helpgabriel.org)

**April 10. Regular Monthly Meeting 1:00 PM. Again Held at the Hilton Atlanta/Marietta Conference Center.** We will be finalizing our plans for the BOPC.

### Directions to Hotel

Take I-75 to Exit #263 West, Marietta/Southern Poly. Travel west on S. Marietta Pkwy for 4 to 5 miles to Powder Springs Street. Turn left onto Powder Springs St. The entrance is about 2 blocks on right just past Confederate Cemetery.

**April 30th. 30<sup>th</sup> Annual BOP&C.** The Dixie chapter is hosting this year. Details, information and **Registration Form attached.**

**May 14.** We have been invited to join in with the Cadillac LaSalle club to tour the Truitt Cathy car collection. More details as they develop.

**May 21-22. "Buicks Go to Washington" Our 3rd Annual Dixie Chapter Overnighter.** We will be again touring beautiful, scenic Georgia in the springtime. Special arrangements for lodging in the famous Fitzpatrick Hotel built in the late 1800's, but updated with all the modern conveniences. If you wish to join us, or for more information contact Bruce Kile at 770-977-7924 or [sbkile@juno.com](mailto:sbkile@juno.com)

**May 29—Noon to 4 pm. "Cars For Canines". Held at Champps American Restaurant, 7955 N Point Pkwy, Alpharetta, GA.** All proceeds for this event will benefit The Canine Adoption Network, a local not for profit all volunteer dog rescue group. To enter, there will be a \$25 registration fee. All car show entrants will receive lunch for two at Champps and also a Cars 4 Canines T shirt. Contact Jim Mitchell at 770-883-2316 or [jrs190@yahoo.com](mailto:jrs190@yahoo.com)

### From page 1 BOPC

lot counting spaces and later gave me an Excel spreadsheet of the whole parking lot. With people stepping forward like this makes the whole process of planning a show a lot easier and more fun for all involved.

A number of people have volunteered to work security the night before the show but we still need a couple more. Please drop me an email [ridge271@att.net](mailto:ridge271@att.net) if you can spare a couple of hours Friday night, April 29th. Last, thanks to everyone who has already volunteered to help.

## A Barrett-Jackson Must See

Be sure to stay close to a TV on April 7 thru 9 in order to watch the Barrett-Jackson auction live from Palm Beach, FL. Mark Reeves, of *Then & Now Auto Restorations* will be there as three gems built by his shop will cross the auction block. They are; a 1971 GS Stage 1 convertible (lot # 363); a 1970 Camero (lot # 360), and a 1971 Skylark pro-street beauty – better known as "Lowla" (lot # 345). Check the cable provider in your area for the broadcast time on *Speed Network*.



**John Sincere recently gave an auto theme sculpture by Michael Garman to the club. The piece titled "Gus" will be given as a prizes at the 30<sup>th</sup> Annual Buick, Oldsmobile, Pontiac, Cadillac show April 30<sup>th</sup>.**

## In Memory

*Our good friend Nelson (Red) Newhouser passed away March 5, 2011. Red's cheerful greeting, funny life experiences, and willingness to support club activities will be greatly missed. Be sure to keep Cathy and family in your thoughts and prayers.*

## April Birthdays

4/3	Shelby Hendrix
4/6	Jerry Richstein
4/6	Kimberly Wright
4/7	Richard Cope
4/27	Jack Horvath
4/27	Harry Roberts

## April Anniversaries

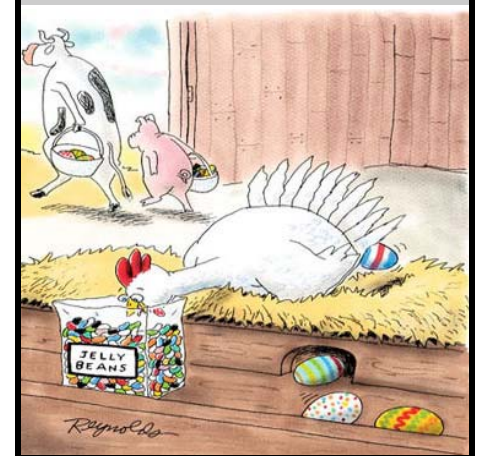
4/5	Bill & Nancy Hansen
4/7	Gene & Andrea Walsh
4/24	James & Sarah Thomas
4/25	Steve & Suzanne Zigler
4/26	Bruce & Shar Kile

## Welcome New Member

We would like to welcome Jack Nicholson to the Dixie Chapter. Jack lives in Bremen, GA and owns two Buicks. He has a 1964 Wildcat 4 dr HT, and a 1969 Electra 225 2 dr HT.

Welcome Jack, we hope you become an active part of our club.

## Grit In The Gearbox



## Buick News “The classic brand for bankers and lawyers is now out for college grads”.

**General Motors has made great strides in increasing recognition of name the Buick, both nationally and world wide. The following article titled *Buick Chasing "March Madness" Crowd For New Luxury Buyers* recently appeared online at “AOL Online” <http://autos.aol.com> and is produced here in its entirety - thanks to Connie Bergeron**

Fans of the NCAA "March Madness" men's basketball tournament are going to be seeing a new brand sponsor this week that they are not used to: Buick. Over the next three weeks, General Motors expects its sponsorship of the games to net it over one billion consumer impressions from ads on TV, radio and social media channels like Facebook, Youtube and Twitter.

Yes, despite Buick's average age buyer, which is around 60, the GM brand is on all the social media channels. And while many consumers would not consider Buick a real "luxury" brand in the class of Lexus or BMW, the company has been driving that idea home with new product and advertising for more than a year. Buick last year was the fastest growing brand in the U.S. among major auto companies, and in it outsold Lexus in the first two months of the year.

"People are absolutely taking Buick seriously as a modern luxury brand," says Tony DiSalle, U.S. vice president of marketing. In a new ad for the Buick Regal Turbo, which basketball fans will see this week, the man driving the Regal is about 30 years old, and he looks like he has money.

Buick does not have the obvious brand cachet of GM's Cadillac brand, BMW, or Mercedes-Benz. "That's right," says DiSalle. "Buick is a luxury brand, but for people who don't necessary want to be loud and obvious about it." Some auto reviewers, in fact, have praised the new Buick LaCrosse as being better than Lexus. Buick engineers actually studied Lexus sedans to beat the Japanese brand on cabin quietness and other key measures to which luxury buyers pay attention.

It's a promising and comeback for a brand that the White House Auto Industry Task Force, which guided GM's bankruptcy in 2009, had targeted for closure. Buick's sponsorship of March Madness, in fact, fills the hole left by Pontiac's big sponsorship of the tournament after the task force's successful shuttering of that brand.

It's been a while since consumers thought Buick was a cool brand, or even saw the vehicles highlighted in pop culture. In the 1988 movie "Rain Man," it is a classic Buick Roadmaster that Tom Cruise and Dustin Hoffman drive, the car having belonged to their father and kept in loving condition under wraps in a garage. Patrick Swayze drove a 1964 Buick Riviera in the 1989 movie "Road House." The '64 Riviera also turns up as a favorite car of Robert DeNiro and Joe Pesci in the 1990 classic "Goodfellas." Buicks of more recent vintage, though, have not caught the eye of movie directors. And the public wasn't paying much attention either until the Buick Enclave arrived four years ago. The full-size crossover has captured sales from former owners of minivans and truck-based SUVs because of its smooth ride and large carrying capacity.

So why does Buick think college basketball is the right fit? Because the games attract fierce college grad fans following their alma-maters. College educated sports fans earn higher income. And those are the consumers Buick is going after with its "luxury" positioning. The only other brand of car that is an official sponsor of the tournament is Nissan's luxury brand Infiniti.

While Buick, having sold 155,000 vehicles last year, is trying to come back in the U.S., it never left the scene in China, the world's fastest growing market for new cars and trucks. Chinese consumers love Buick so much they bought more of them in China than Americans bought in 2010. A Buick Enclave SUV that costs around \$40,000 in the U.S. actually costs about \$70,000 in Beijing after taxes, shipping costs and currency exchange. GM also builds Buicks in China, like the new Regal.

China is so important to Buick that designers in Shanghai actually led on the look of the new Regal and Buick LaCrosse sedan. That's right. The U.S. was a secondary market for Buick.

The brand is attracting all kinds. Chet Fornell, a 55 year old financial planner in Pelham, NY bought a LaCrosse for him and his partner last year after trading in a Toyota Avalon. "I used to own a couple of Buicks back in the 1980s, but some quality issues made me change. My partner and I thought this car was really nice looking and classy, so we went for it."

Even at 55, Buick will take Fornell as a younger buyer. Until last year, the average age of a Buick buyer was over 70. The popularity of the Enclave SUV, the LaCrosse and now the Regal with younger buyers, has dropped the median down to about 60. Next year the company will launch a sedan smaller than the Regal, the Verano, which is expected to cost around \$24,000.

Former Buick dealer and now auto industry consultant James Dollinger doesn't like the idea of the lower priced Buick like the Verano, and he is skeptical about the "luxury" positioning. "I don't see Buick as luxury, because luxury says 'I have more and better stuff than you do,'" says Dollinger. "Buick is elegant, understated yet distinctive, powerful and mature."

GM is sticking with the idea, though. Buick executives say that about 40% of buyers taking delivery on a new Buick these days are trading in a non-GM car to get one. "That means we are turning heads," says Buick's DiSalle.

## Deals For Wheels

### For Sale

CB radios, antennas, slide mounts, transmission hump mounts, extension speakers and accessories. New replacement microphones for many sets. Will test your CB for proper operation.

**For all you tourers!** In addition to my usual radios, I have several deluxe CB radios including:

- . **Cobra 40X** with chrome face and new deluxe mike. Like new!
- . **Kraco** with woodtone face. New in box!
- . **Midland 13-830** "top view". Like new!
- . **3 Midland "hide away"** radios. All controls on mike sized handset; main unit can be hidden under seat, under dash, or even in trunk with included optional extra long cord. New in box!

**Have splitters** so you can use your car antenna for your CB. Be ready for tours! Call or e-mail and I will be glad to talk and send you pictures of any or all radios. **Contact Roddy Pearce 404-371-1999 or [roddypearce@mindspring.com](mailto:roddypearce@mindspring.com)**

### For Sale

**New Old Stock Monroe Max-Air Air Shocks.** Fits 73-77 Century, 77-90 Estate Wagon, 73-77 Regal and 91-96 Roadmaster, as well as many other GM cars. A list is available at <http://www.oreillyauto.com/site/c/detail/MON3/MA717.oap?keyword=ma717>. When you get to the O'Reilly web page, you are required to enter a zip code and select a store, it will then bring up a screen showing this set of shocks. Just click the "Compatibility" tab to see the complete list of cars that these will fit. The Max-Air Part Number is MA-717. \$25. **Contact Jerry Richstein 770-924-4779, or [jerry.richstein@juno.com](mailto:jerry.richstein@juno.com)**

### For Sale

**Original Buick Owner's Manuals** for 1949, 1952, 1956, 1973, and 1978. Also original Reference Book for 1926 Buick Standard Six and Master Six. **Contact Rich Fink, 770-459-4098 or [richfink@gmail.com](mailto:richfink@gmail.com)**

### For Sale

**1959 Buick LeSabre Sedan.** Silver Birch/Arctic white, green interior. 83k mi. It's all original and runs great. Asking \$9,000 firm. Prefer to sell to a local chapter member. **Contact Chip Wright 770-932-0178 or [59deltawingpilot@gmail.com](mailto:59deltawingpilot@gmail.com)**



### For Sale

**1984 Buick Electra Ltd.** One owner, NC car. Great interior, Very Good condition, new Michelin tires. Car displayed on Delk Rd. in Marietta, GA Asking \$3900. Call 770-380-0550



### Club Store Items For Sale

<u>Item</u>	<u>Price</u>
BCA Logo Patch	\$2.00
BCA Logo Decal	\$0.75
Buick Trash Bag	\$0.50
Dixie Chapter Button/Pin	\$0.50
Large number of Dashboard Plaques from prior years - from 1984 to 2001.	

**Contact Jack Horvath: 770-934-0127 or [pjhorvath@bellsouth.net](mailto:pjhorvath@bellsouth.net)**

The Dixie Chapter is one of over 60 chapters of the Buick Club of America; a nonprofit organization dedicated to the restoration and preservation of automobiles built by the Buick Motor Division of the General Motors Corporation.

The Dixie Valve Chatter, DVC is the official publication of the Dixie Chapter.

The year 2011 Dixie Chapter Officers are:

Director	Bob Stone	412 Lima Court	Woodstock GA	30188	770-928-4025	<a href="mailto:rstone60@msn.com">rstone60@msn.com</a>
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Treasurer	Jerry Richstein	4798 Grants Way	Marietta, GA	30066	770-924-4779	<a href="mailto:jerry.richstein@juno.com">jerry.richstein@juno.com</a>
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Club Sales	Jack Horvath	2748 Peppermint Dr	Tucker, GA	30084	770-934-0127	<a href="mailto:pjhorvath@bellsouth.net">pjhorvath@bellsouth.net</a>



## 30<sup>th</sup> Anniversary Peach Blossom B.O.P.C.

Buick \* Oldsmobile \* Pontiac \* Cadillac  
Car Show and Swap Meet

Hosted by the Dixie Chapter of the Buick Club of America  
Friday Check-In and Saturday Car Show April 29<sup>th</sup> and 30<sup>th</sup> 2011

Show Location and Host Hotel this year is the  
Hilton Atlanta/Marietta Hotel & Conference Center  
Located at 500 Powder Springs Street, Marietta, GA, 30064 / 770-427-2500  
We have a great rate of \$89 per night for all Club Members. Please call  
the Hotel to make your Reservations no later than April 6<sup>th</sup>.

Use the **code PBB** to get the approved room rate.

To reserve your room online, click on the link below

[http://www.hilton.com/en/hi/groups/personalized/ATLMAHF-PBB-20110429/index.jhtml?WT.mc\\_id=POG](http://www.hilton.com/en/hi/groups/personalized/ATLMAHF-PBB-20110429/index.jhtml?WT.mc_id=POG)

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### Directions to the Hotel;

From the North: Take I-75 South to Exit #263, N. Marietta Parkway/120 Loop. Turn right on the 120 Loop, 2.5 miles to Powder Springs Street and turn left (CVS Pharmacy on the corner). The entrance to the Hilton will be on the right about 1/4 mile.

From the South: Take I-75 North to Exit #263, N. Marietta Parkway/120 Loop. Follow straight ahead and merge on to the 120 Loop, 2.5 miles to Powder Springs Street and turn left (CVS Pharmacy on the corner). The entrance to the Hilton will be on the right about 1/4 mile.

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*For additional Show Information please contact;*  
Don McClair at 770-271-2759 / [ridge271@att.net](mailto:ridge271@att.net)  
Bruce/Shar Kile 770-977-7924 / [sbkile@juno.com](mailto:sbkile@juno.com)

For the 30<sup>th</sup> Anniversary, a team of Certified Judges will judge all cars.  
All cars need to have a **Fire Extinguisher** to gain admittance to the Show Field and be  
eligible for Judging. Please place behind the left rear wheel.

***Participant Registration:***

Name(s) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Email \_\_\_\_\_

***Car Registration:***

Car 1: Year: \_\_\_\_\_ Make: \_\_\_\_\_ Model: \_\_\_\_\_

Body Style \_\_\_\_\_ Class: \_\_\_\_\_ Car Club Affiliation: \_\_\_\_\_

Car 2: Year: \_\_\_\_\_ Make: \_\_\_\_\_ Model: \_\_\_\_\_

Body Style \_\_\_\_\_ Class: \_\_\_\_\_ Car Club Affiliation: \_\_\_\_\_

If No Club Affiliation would you like more information on becoming a Member of one of the Clubs at this show? Please check all that apply.

Buick \_\_\_\_\_ Oldsmobile \_\_\_\_\_ Pontiac \_\_\_\_\_ Cadillac \_\_\_\_\_

***Fees:***

Registrations postmarked by April 6<sup>th</sup> are \$25 first car and \$20 each @ \$25 \_\_\_\_\_  
additional, after April 6<sup>th</sup> and at the Gate \$30 and \$25. @ \$20 \_\_\_\_\_

2011 BOPC Commemorative Tee Shirts are \$15.

XX \_\_\_\_\_ X \_\_\_\_\_ L \_\_\_\_\_ M \_\_\_\_\_ S \_\_\_\_\_ @ \$15 \_\_\_\_\_

Vendor Spaces are \$25 for the 1<sup>st</sup> space and \$15 for each additional if postmarked by April 6<sup>th</sup>.

After April 6<sup>th</sup> and at the Gate are \$30 and \$20.

Car Corral Spaces are \$15 if postmarked by April 6<sup>th</sup>.

After April 6<sup>th</sup> and at the Gate are \$20.

Vendor Spaces \_\_\_\_\_ @ \$25 \_\_\_\_\_

Car Corral Spaces \_\_\_\_\_ @ \$15 \_\_\_\_\_

Friday Night Reception & Kick Off Party w/Food & Cash Bar @ \$20 \_\_\_\_\_

Total sent for the 2011 BOPC \$ \_\_\_\_\_

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Please make checks payable Dixie Chapter BCA and mail to:  
Jerry Richstein, 4798 Grants Way, Marietta, GA 30066