



June 2006

PONY TIMES



ROANOKE VALLEY MUSTANG CLUB NEWSLETTER

Published by *PonyWild Graphics*

www.roanokevalleymustangclub.com

January	February	March	April	May	June
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PONY EVENTS 2006

16-17 Dublin, VA
 17 Verona (Stuarts Draft), VA (Rain date 6/18)
20 RVMC Monthly Meeting
 23-25 Richmond, VA
 24 Wytheville, VA
 6/30-7/2 Danville, VA

July	August	September	October	November	December
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3-4 STAR CITY MOTOR MADNESS, Roanoke, VA
 14 Fairlawn, VA
 14-16 Sturbridge, MA

4-6 Bristol, TN
 6 Columbus, OH
 6 Chesapeake, VA
 6-8 Erie, PA
 11 Fairlawn, VA

1 Fairlawn, VA
 8 Fairlawn, VA
 1-4 Birmingham, AL
 14-17 Charlotte, NC
 23 Indian Trail, NC
 23 Glen Allen, VA
 9/29-10/1 Las Vegas, NV
 9/30-10/1 Pigeon Forge, TN

UPCOMING EVENTS IN DETAIL:

June 16-17, Dublin, VA

New River Valley Autofest Super Cruise-In and Swap Meet sponsored by the New River Valley Classic Cruisers at the New River Valley Fairgrounds (I-81 exit 98, Rt. 100 North). Food, music, parts vendors, 50/50 raffle. Cruise-in Friday evening at 5:30 or all day Saturday from 10:00 a.m. until dark. Saturday cruise \$5, admission \$2 per adult. A portion of the proceeds will go to local charities. For more info call (540) 639-0929 or see www.nrvcc.com.

June 17, Verona (Stuarts Draft), VA, Rain date: June 18

Valley Mustangs Unlimited presents their 12th Annual Mustang and Ford-Powered Car/Truck Show at Verona Volunteer Fire Dept, Rt. 11. Show times 9:00 a.m. – 3:00 p.m., \$10, registration until noon, dash plaques to first 100 entrants and T-shirts to first 50 entrants, food/drinks, door prizes. Participants' Choice judging in eight classes plus Best of Show. For more information, (540) 943-0712 or sroadcap1@aol.com.

June 23-25, Richmond, VA

8th Annual Old Dominion Fun Ford Nationals at Virginia Motorsports Park. For more information, see www.funfordevents.com or www.virginiamotorsportspk.com.

June 24, Wytheville, VA

Chataqua Festival Car Show at Withers Park sponsored by the Wythe Arts Council. Open to all cars and motorcycles. Classes for Mustangs include 1964 _ - 1974 and 1974 – present. Registration \$12 by June 20; \$15 day of show. Contact Austin Shark at (276) 228-3220 or (276) 228-4504, or Linda Allen at (276) 223-1411.

June 30-July 2, Danville, VA

Annual Shelby convention at Virginia International Raceway. See www.saac.com and www.vir.com. There will be a Show & Shine Class that includes all Mustangs. No need to be a SAAC member to join the show. Admission is \$25 per person per day. Carroll Shelby plans to attend.

July 3-4, Roanoke, VA

Star City Motor Madness Cruise and Car Show to benefit the Virginia Museum of Transportation Automotive Gallery. Registration forms available at www.starcitymotormadness.com.

July 14, Fairlawn, VA

New River Valley Classic Cruisers "Ladies Night" cruise-in at Radford Shopping Plaza on Rt.11 in Fairlawn, 5:30 p.m. Special door prizes for the ladies. For more info, see www.nrvcc.com.

July 14-16, Sturbridge, MA

MCA National Show presented by the Mustang Car Club of New England, www.mccne.com.

August 4-6, Bristol, TN

15th Annual Thunder Valley Fun Ford Nationals at Bristol Dragway. For more information, see www.funfordevents.com or www.bristoldragway.com.

August 6, Columbus, OH

Mustang Club of Ohio presents their All Mustang Show at Krieger Ford, 10:00 a.m. - 4:00 p.m. Registration fee is \$10.00 (no pre-registration). Over 170 Mustangs in 2005! Location: Krieger Ford 1800 Morse Road, Columbus, OH 43229. For more information, call Ron Gallagher at (740) 881-9007, email RVG76@earthlink.net, or see www.mustangclubofohio.com.

August 6, Chesapeake, VA

26th Annual Mid-Atlantic Car show hosted by the Mustang Club of Tidewater at Chesapeake City Park, 8:00 a.m. to 4:00 p.m. Registration fee is \$25 plus 2 cans of food. Proceeds will benefit Childrens Miracle Network, Oasis Food Bank, and Breast Cancer Research Foundation. For more information, call Doug Sample at (757) 825-9930 or email Hottrod6@aol.com, or visit the website at www.mustangcluboftidewater.com.

August 6-8, Erie, PA

Lake Erie Mustang Owners Club presents an MCA National Show. See www.lemoc.com.

August 11, Fairlawn, VA

New River Valley Classic Cruisers "Ford Night" cruise-in at Radford Shopping Plaza on Rt.11 in Fairlawn, 5:30 p.m. For more info, see www.nrvcc.com.

September 1, Fairlawn, VA

New River Valley Classic Cruisers "Ladies Night" cruise-in at Radford Shopping Plaza on Rt.11 in Fairlawn, 5:30 p.m. Special door prizes for the ladies. For more info, see www.nrvcc.com.

September 8, Fairlawn, VA

New River Valley Classic Cruisers "Other Clubs' Night" cruise-in at Radford Shopping Plaza on Rt.11 in Fairlawn, 5:30 p.m. For more info, see www.nrvcc.com.

September 1-4, Birmingham, AL

Mustang Club of America Grand National and 30th Anniversary MCA celebration at Barber Motorsports Park. Updates will be made on the MCA site at www.mustang.org.

September 14-17, Charlotte, NC

Fall Auto Fair at Lowe's Motor Speedway. See www.Lowesmotorspeedway.com for registration and information.

September 23, Indian Trail (Charlotte), NC

Carolina Regional Mustang Club Annual Show at Dale Jarrett Ford. See www.ponytales.org for more information.

September 23, Glen Allen, VA

Central Virginia Mustang Club presents their 22nd Annual Show at Virginia Center Commons Mall, 8:00am to 5:00pm. Registration fee is \$25.00; \$20.00 before September 1. The show is limited to 215 Show Cars; Judging by Modified MCA Rules; Benefits the Simon Youth Foundation. For more information, call Tony Hall at (804) 337-4807 or email svt95cobrava@aol.com, or call Dave Dickey at (804)730-1450 or email drdickey@maxinter.net. Visit their website at www.centralvamustang.com.

September 29-Oct 1, Las Vegas, NV

Mustang Club of Las Vegas presents an MCA National show, see www.mustangcluboflv.org.

September 30-October 1, Pigeon Forge, TN

Tennessee Valley Mustang Club hosts their 17th Annual Show at Country Inn and Suites, Saturday 7:30 a.m. - 5:00 p.m., Sunday 9:00 a.m. - 2:00 p.m. with check-in running Sat 7:30-12am. Registration fee is \$30.00 (\$25.00 before September 15). For more information, call Jim McFarland at 865-925-3334 or email jims6t6@aol.com, or visit the website at <http://clubs.hemmings.com/tvmc>.

RVMC MEETING UPDATES

Please join us for our regular monthly meeting at Logan's Roadhouse, Tuesday, **June 20**, at 7:00 p.m., 6:30 or earlier if you plan to order food.



HOT ROD POWER TOUR WRAP UP

THANK YOU to everyone who was able to help out to make the show a success. The weather was great, and there were about 2,000 cars in attendance.

STAR CITY MOTOR MADNESS UPDATE

Once again, our club will be participating in the Star City Motor Madness. Please attend the June meeting for information on dates and times that we will need volunteers for either the Williamson Road cruise lots on July 3 or the Show on the Market on the 4th.

MUSTANG CHECKS AND CHECKBOOK COVERS

Styles Check Company has been offering Mustang checks for several years now. Get yours at www.styleschecks.com or 1-800-356-0353. They have leather checkbook covers as well. You can also get fancy vinyl checkbook covers from Classy Creations. These will work with top-tear checks only. For more information, contact (860) 666-5348 or www.classycreationsfl.com.

MUSTANG OEM AUDIO EQUIPMENT

If your Ford stock radio, cassette player, or CD player becomes broken, you can obtain a remanufactured stock piece from United Radio in East Syracuse, NY. They specialize in all automotive OEM audio equipment. You need to remove your unit and send it to them as a core deposit. Special bracket-like tools are required to remove the audio components from your dash (available at places such as Advance Auto Parts). For more information, contact United Radio at [://www.unitedradio.com](http://www.unitedradio.com) www.unitedradio.com or 1-800-448-0944.

If you are interested in satellite radio, there are car kits available through your local electronics outlet such as Best Buy, Circuit City, or Scotty's. Ford is offering Sirius satellite radio as an option on new vehicles. It is likely possible to add a satellite radio in-dash receiver to your existing vehicle. Contact your dealer or see www.sirius.com.

FOOSE MUSTANGS AVAILABLE SOON

We're all well familiar with both Saleen and Roush Mustangs. Now Chip Foose, auto customizer, plans to offer a line of Mustangs through select dealers. The cars will be designed by Chip Foose and will be built by Tecstar in association with Unique Performance. Cars will be offered in factory paint colors and will have a factory warranty. Date of availability is unknown at this time. Cost of each vehicle is estimated to be between \$38,000 and \$45,000.

MUSTANGS ON TV

Dish Network is now offering Mustang-related content. See www.mustangtv.com for future shows and updates.

MILITARY MUSTANGS

Here is a site designed by three active-duty Air Force personnel for Mustang enthusiasts who are on active duty in the military. See www.unitedstangs.com.

MUSTANG/SHELBY TRADEMARK ISSUES

There has been some ongoing litigation from Ford with companies that use the name Mustang in their business. Apparently Ford feels that use of "Ford" or "Mustang" implies some sort of affiliation with the corporation. Companies are being asked to turn over \$5,000 and sign over their naming rights, or face legal action from Ford. This is very distressing to both smaller and larger businesses that are long-time vendors in the Mustang hobby. Apparently, Ford wishes to trademark "pony" and "stang".

Shelby Automotive has ordered one parts dealer to end production and sales of anything marked "GT 350", "GT 500", and "Shelby", including stripe kits and emblems. This is to discourage building of Shelby clones. It is anticipated these items will only be available through Shelby for sale to Shelby owners showing proof of ownership.

WHAT DO WOMEN WANT IN CARS?

(reprinted from Mustang and Thunderbird Club of Michigan newsletter). Female Mustang owners are probably different from the typical female consumer in that performance IS more of a factor.

Whether a marketer is selling linen sheets or sheet metal, the frontline in the battle for the sexes' dollars is simply this: If marketers can meet women's expectations, they've already exceeded men's.

So says marketing guru Marti Barletta, who wrote the book on it, "Marketing to Women" (Dearborn Press). She's also the founder and CEO of The TrendSight Group, a consulting and research firm in suburban Chicago that advises marketers on what women - and men - want.

When it comes to buying a new car, the difference between male and female consumers is that guys focus on the basics - quality, reliability, safety, design, fuel economy - while women sweat the details.

“Men quickly figure out what they want and buy it, while women have longer lists,” Barletta says. “Does that SUV have a backup beeper and grocery-bag holders? Does that minivan come with remote-control doors? Is there enough storage under the floor? Does the rear-view mirror also let me glance into the backseat?” “It’s not that men don’t want all that stuff, too. It just isn’t at the top of their conscious minds.”

And women tend to look at car attributes in a different way than men. Take the need for speed. For him, it’s all about going from zero to 60 before he can sing, “Tramps like us, baby, we were born to run.” For her, it’s all about being able to punch the accelerator when taking the on ramp to the freeway, so an 18-wheeler won’t squeeze her.

Men like convertibles for their sense of speed and power. Women like drop-tops because they appeal to heightened sensory experiences, from feeling the wind in their hair to seeing the stars overhead and smelling the roses along the parkway.

And savvy carmakers, acutely aware that *women now buy 62 percent of new cars*, are responding by rethinking their advertising messages.

They know that women don’t like the hard sell, and they don’t take to patronizing “special for women” ad messages, which they perceive to mean low quality and high price. And so-called pink-and-frilly advertising themes went out with the Stepford wives.

A case in point: It’s no coincidence that the fashionable and authoritative Lincoln Mercury TV spokeswoman implores members of her audience to “add” the Mercury Milan sedan to their list, instead of the traditionally blatant, “You should buy it.”

“Women respond best to conversational and informal ad pitches, and spokespeople who are ‘just like me,’” says Barletta. “I call it the girlfriend factor.”

The fine line for advertisers, of course, is not to turn off their husbands or boyfriends in the process. Men and women car shoppers look for the same basic qualities, but there’s something Y-chromosome-related that makes each sex view those qualities in different ways, says Marti Barletta, who adds that the following generally apply:

SAFETY

He Says: “It’s all about avoiding accidents,” (tight steering, anti-lock brakes).

She Says: “It’s all about surviving accidents,” (seat belts, air bags).

FUEL ECONOMY

He Says: “Saving money at the pump”

She Says: “Saving the planet”

RELIABILITY

He Says: “Keeps me out of the repair shop.”

She Says: “Keeps me from being stranded at the side of the road.”

FUN TO DRIVE

He Says: “Single sense: Power, you can’t touch me.”

She Says: “Total sensory: Feel the wind, hear the engine purr, smell the new-car aroma.”

Award Winners - 18th Annual Mustang and Ford Powered Round-Up May 6, 2006 at Tanglewood Mall

Class	Place	Winner
Model Cars	1st	James Akers
	2nd	Tim Akers
1000	1 st	Scott Mercer – ’66 White Coupe
	2 nd	Robert Poole – ’65 Yellow Coupe
	3 rd	Danny East – ’66 White Coupe
1300	1 st	Joe Sciaaca – ’67 Acapulco Blue Coupe
	2 nd	Paul Sarver – ’68 Blue Coupe
1400	1 st	Gail Zimmerman – ’67 Dk Green
	2 nd	David & Sharon Nunley – ’70 Red Mach 1
	3 rd	Randy & JoAnne Brown – ’67 Emberglo Fastback
1500	3 rd	Gene Duncan – ’69 Mach1 Cobra Jet
	3 rd	Steve Roadcap ’70 Blue Mach 1
	1 st	Bill Entsminger – ’68 Blue Convertible
2000	2 nd	Jeff Pruett – ’69 White Convertible
	1 st	Ron Hood – ’72 Red Mach 1
2300	2 nd	Lynwood Pendleton – Black Mach 1
	1 st	Randy & JoAnne Brown – ’84 White GT350
2600	1 st	Jesse Brown – Blue Coupe
	2 nd	Bob Teeter – White Coupe
2800	1 st	Kevin Fuccella – ’89 Red GT Convertible
	2 nd	Peter Lewis – ’88 White GT Convertible
2900	1 st	Ed Boothe – ’95 Red Coupe
	2 nd	George Blankenship – ’95 Laser Red GT
3100	1 st	Alan Worsham- ’01 Black GT
	2 nd	Tim Edwards – ’03 Grey
	3 rd	James Eames – ’04 Orange Mach 1
3300	1 st	Bob & Nancy Leary – ’67 Shelby Clone
3400	1 st	Jimmy Holland – ’70 Orange Boss 302
	2 nd	Paul Johnson – ’70 Yellow Boss
3500	1 st	Eddie Bryant – ’00 Red Saleen
	2 nd	Wayne Kvasnicka – ’01 Saleen Convertible
	3 rd	Leigh Anne Kemp – ’03 Silver Roush
3600	1 st	Jeff Camden – ’98 White Cobra
	2 nd	Ryan Worsham – ’98 Cobra Mystique
	3 rd	Peter Lewis – Black Cobra Convertible
3700	1 st	Sherwood & Sissy Sanders – ’65
	2 nd	Bill & Tanya Wilkerson – ’65 Silver
	3 rd	Sherwood & Sissy Sanders – ’65 Red
3800	1 st	Billy Calvert – ’68 Red Falcon
3900	1 st	Kenny Hurt – ’70 Blue Mustang
4300	1 st	Jon Moles – ’88 GT
	2 nd	Rusty Welch – ’87 LX Convertible
4400	1 st	Ronnie Robertson – ’94 Electric Blue
4500	1 st	Jimmy Rosenhauer – ’00 GT
	2 nd	Edgar Kline – ’01 Blue Coupe
4600	1 st	Cal Gamble – ’57 Ford
	1 st	Michael Toney – ’66 Red Galaxie
	2 nd	Jim & Terry Plott – ’64 Black Comet
	2 nd	Robert Medle – ’65 Black Comet
4800	3 rd	Buck & Connie Crowder – ’63 Futura
	1 st	Gene Briles – ’56 Red Pickup
	2 nd	Roy & Lucille Reynolds – ’56 Black Pickup
5000	3 rd	Luther Galyean – ’69 Ranger
	1 st	Phillip Paxton – ’63 Black T-Bird
	1 st	Mike Grepiotis – ’65 Black Cobra
5900	2 nd	Mark Rice – ’65 Silver Cobra
	3 rd	Wayne Gunderson – ’66 Blue/White Cobra
	1 st	Ed Cozak – ’05 Mineral Grey GT
6000	2 nd	Paul Gee – ’05 Sonic Blue Convertible
	3 rd	Kevin Sexton – ’05 Yellow
	Best Paint	Roy & Lucille Reynolds – ’56 Black Pickup
Best Original	Gail Zimmerman – ’67 Dk Green GT	
Best Mustang	Ron Hood – ’72 Mach 1	
Best Of Show	Jimmy Rosenhauer – ’00 GT	
Sponsor’s Choice Awards		
104.9 The Bull	#5902- Mike Grepiotis 1965 Cobra	
David Wilson Realtor	#1403 David & Sharon Nunley 1970 Mach 1	
Berglund – Honorable Mention	Sherwood & Sissy Sanders – 1965 Mustang	
Berglund Auto World	#3900 Kenny Hurt 1970 Mustang	

COMFORT

He Says: "Feeling bumps in the road can be fun."
She Says: "Life has enough bumps. Give me heated seats and cushy leather."

DURABILITY

He Says: "Important, but old cars aren't cool."
She Says: "As long as it's reliable, drive on. Throwing away a perfectly good car is wasteful."

VALUE

He Says: "All the categories above."
She Says: "Those categories are just the short list."

STYLING

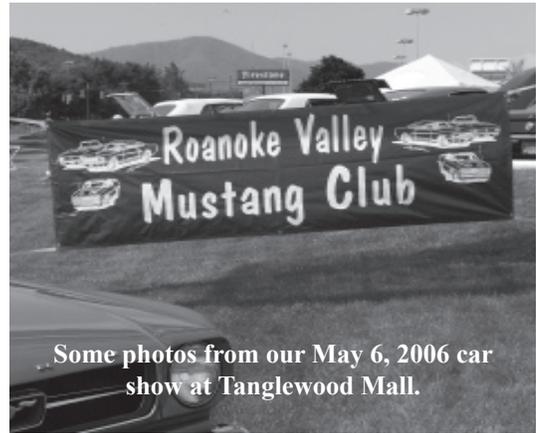
He Says: "The exterior — What other people see."
She Says: "The interior — Where I live."

POWER

He says: "The thrill of it all."
She says: "The relief of getting away from the 18-wheeler breathing down my neck."

WORST CAR AD PITCH

He Says: "Special for women."
She Says: "Special for women."



Some photos from our May 6, 2006 car show at Tanglewood Mall.



RVMC President Butch Cook presents St. Francis of Assisi Service Dog Foundation with a \$1,000 check from last year's car show proceeds.

RVMC OFFICERS FOR 2006

- President:.....Butch Cook
- Vice President:Mike Kessler
- Secretary:Edgar Kline
- Treasurer:Suzanne Beels
- Newsletter:Janet Wojcik,
Linda Lancaster
- MCA Rep:Suzanne Beels
- SEMA Rep:John Beels
- Historian:.....Kevin Sexton

Roanoke Valley Mustang Club

c/o Linda Lancaster
1810 Spruce St., Apt. 103
Martinsville, VA 24112



See you on
the 20th at Logan's!

