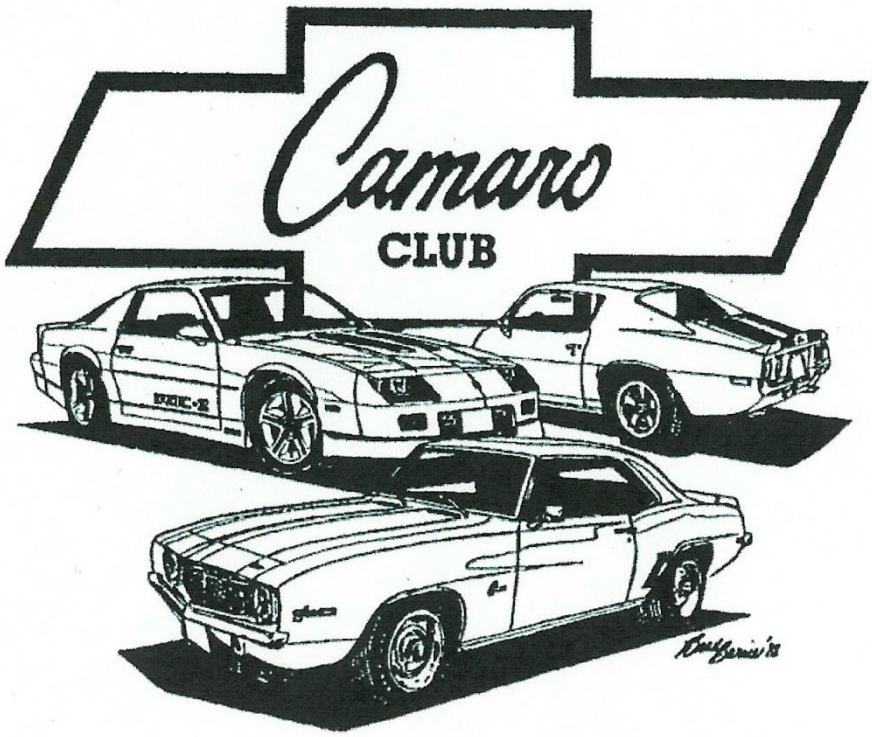
THE Heartbeat OF THE NORTHWEST

PACIFIC N.W. Camaro CLUB



May/June 2016

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Discount varies

PACIFIC N.W. Camaro CLUB
THE Heartbeat OF THE NORTHWEST

The ***Heartbeat of the Northwest*** is the official publication of the ***Pacific Northwest Camaro Club*** and is provided bimonthly to active members. Distribution is also provided, by the direction of the Club President, to other individuals, clubs, and/or commercial enterprises. The ***Pacific Northwest Camaro Club*** is a non-profit organization dedicated to the preservation and enjoyment of the Chevrolet Camaro, and no person shall be denied membership because of age, sex, race, or religion.

Treasurer's Corner

2016 PNWCC SHIRTS

The new shirts are in and there are now SIX Camaros on the back. With the 6th Generation now in production, we needed a new shirt design to include the latest addition to the family. Limited supply so come to the monthly club meeting to get your shirt before they run out.

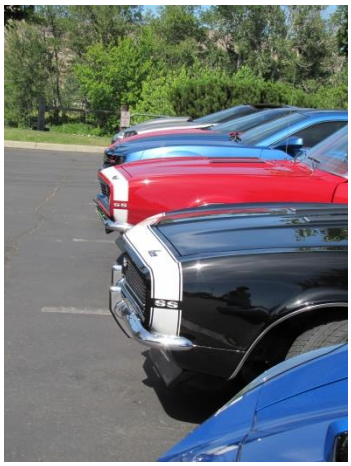
We also have PNWCC ball caps as well as a few shirts left with previously release designs. Send a note to StoreManager@pnwcc.com with the size shirt you're looking for and Robert will let you know what is in stock.

Articles and Activities:

Camaros in the Cellar 2016

By Maggie Gregory

This is a weekend a few of us look forward to every year. The spring weather east of the mountains is always good to us, a break from grey skies of the Puget Sound region. The company is grand and we make a spectacular statement at the hotel parking lot.



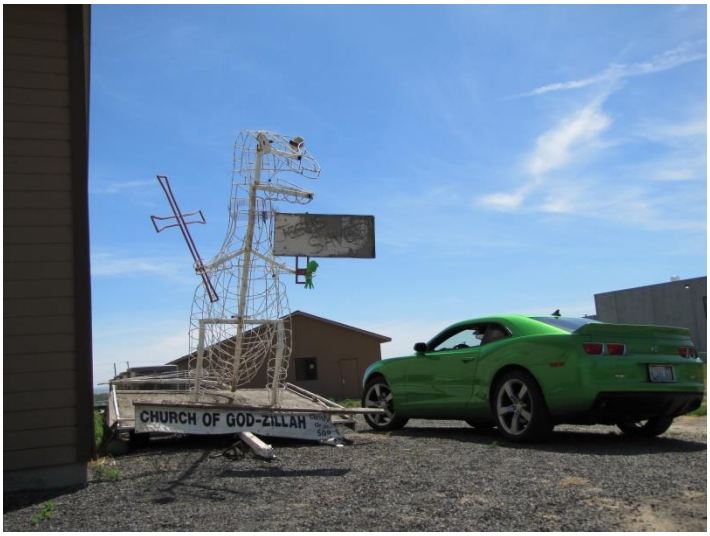
Saturday starts out at Bonaire Winery, where we get front row parking.

Dale enjoys an afternoon nap.

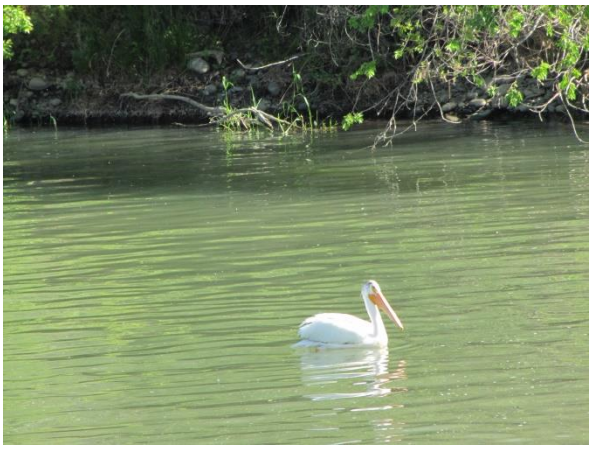
We toured the Yakima Valley checking out favorite wineries. Barb DeCamp was disappointed to find her favorite wine was no longer available; but I think she found a good replacement. I discovered it's considered bad form to lick someone's glass: Jean was traumatized and had to go to the therapist. Thank goodness we had one available on this trip.

Some of us stopped by the Teapot Gas Station. We found it had been moved from its original site a second time, to a location on the main road into downtown Zillah. The station was built in 1922 as a novelty roadside attraction inspired by the Teapot Dome Scandal of the Harding administration.

We also *had* to go to the Church of God (Zillah)



Saturday night we enjoyed the sound of the river, the company, and Bruce's libations.



Yes, that's a Pelican in Yakima. Where's Mike Montgomery when you need him?

Sunday we enjoyed brunch at Whistling Jack's. The trip back is always beautiful. I did enjoy the view.

It was a great weekend to unwind and soak up some sun. This has become an annual tradition for us, and we're already looking forward to next year!

The Day the Panther Died

By Scott Settlemire

June 29, 1966 was a day of firsts. It was a day where 200 journalists were inducted into SEPAW (more about that in a minute)

That day, the first and LAST meeting of SEPAW took place.

It was the first time in history that 14 cities were hooked up 'real time' for a press conference via telephone lines. (Something that seems so very simple today, but so very complicated back then……)

And it was the first time that the world found out that a new Chevrolet would be called "Camaro" – rather than "Panther."

On June 21, 1966, approximately 200 journalists from around North America received the following Telegram:

"…….*Please save noon of June 29 for important SEPAW meeting. Hope you can be on hand to help scratch a cat. Details will follow…….(signed) John L. Cutter – Chevrolet Public Relations – SEPAW Secretary*."

As you can imagine, there were many befuddled looks upon receiving such a telegram.

The next day, (June 22) – the same journalists received this telegram:

"…….*Society for the Eradication of Panthers from the Automotive World will hold first and last meeting on June 29. (Insert city here) chapter will meet at (insert hotel name here) and join national 14 city telephone hookup with meeting in Detroit at which national president E. M. Estes will preside.*

Please telephone acceptance to Frank Faraone, (Telephone #) Delaware 7-4601……. (signed) John L. Cutter – Chevrolet Public Relations SEPAW Secretary……"

Well……that certainly gave the journalists something to think about…..and the best part is that they would not have to travel around the country to attend this "SEPAW Meeting" – rather, they only needed to travel to one of 14 cities.

This was truly a technological undertaking…..

The Bell System (the only telephone system back then for those of you who are under 40 years of age….) call arrangement included 14 cities and originated from Detroit's Statler-Hilton Hotel (sadly demolished a few years ago after sitting in ruin for nearly 25 years) where Chevrolet General Manager E. M. "Pete" Estes made some announcements. There were more than 100 persons involved in providing the two-way communication system over 13,715 miles of telephone circuits, including 9,259 miles of microwave radio and 4,446 miles of coaxial cable. The announcement over the wires was heard by approximately 150 of 200+ journalists in the cities of: Atlanta, Boston, Buffalo, Chicago, Cincinnati, Dallas, Denver, Los Angeles, St. Louis, San Francisco, New York, and Washington. Amplifiers and microphones were installed in each of the 14 meeting rooms across the country so that newspersons could hear Mr. Estes' remarks and direct questions to him. The questions and answers were heard simultaneously in all cities on the circuit. GM was insistent that the system be tested – so a test call was made on Tuesday and was further backed up by an auxiliary circuit in case difficulty developed anywhere within the system.

It's interesting to note that we think nothing of linking friends on a conference call at will from our homes or offices – without any real forethought. It was a different world 45 years ago…..and as you can see by the above figures – it was quite an accomplishment.

The REAL story, however, was in what Mr. Estes was about to tell the journalists.

Looking through notes that survived 45 years within Chevrolet files, I've managed to put together some of what Mr. Estes talked about that day:
SEPAW Meeting

Mr. Estes started the press conference with:

"……..SEPAW stands for the S ociety for the E limination of P anthers from the A utomotive W orld – and by your presence, you are automatically charter members……July 1 marks my first anniversary (As General Manager of) Chevrolet. It's been a fast and highly competitive year……..'

He went on to mention the many travels he made to dealers and plants – and mentioned milestones such as the 3 millionth Los Angeles produced Chevrolet passenger car—and the first passenger car to roll off the newly opened Lordstown, Ohio assembly plant.

Mr. Estes continued with: "…….*it is also a year in which Chevrolet has gotten into the hottest sales race since 1959……"*

He gave a brief review of sales, model-year-to-date sales lead, and talked about his optimism for great June sales figures. He made it very clear that Chevrolet intended to remain America's number one selling cars and trucks.

"……one of the reasons we're going to stay number 1 is also a reason for this meeting. Chevrolet is definitely going to have a new car included in the new models for the 1967 model year – and this car will be introduced on September 29, 1966……This is NOT news to many of you! As far back as April 8, 1965, A Detroit newspaper had page-one headlines proclaiming that Chevrolet had a "Panther" car to answer the horsy offering of a competitor. The question of who was answering who has been discussed frequently, since the four-footed competitor really answered the Corvair. And the Corvair actually followed up the Corvette which was the real pioneer of the sporty-personalized car in this country….."

"…..in the two years since then, you gentlemen of the press, radio, and television have literally designed, built, and marketed the Chevrolet "Panther" to the point were we get irate letters from customers plus phone calls demanding all specifications and price so they can place orders!"

Mr. Estes continued: "……*We have frequently said 'what Panther?' and there have been many other names suggested ….citing Chevrolet's preference for names starting with the letter 'C'……."*

"…….the personal sized car market is big ….." He went on to give current market figures and projected figures. "…….Corvair will remain in this market …….handing the family-type small car business……." "…….with the 1967 line, Chevrolet will offer what we feel is the last word in personal sized cars……" He went on to describe the size of this new car in terms of comparison to both Corvair and Mustang – and some general details.

He announced that this new Chevrolet would be built in two assembly plants – one in Los Angeles (Van Nuys) and one in the suburbs of Cincinnati, Ohio (Norwood.) He also mentioned that Chevy II production would be switched to Willow Run (Ypsilanti) Michigan where they would be built alongside Corvairs.
He then invited all news people to drive this new Chevrolet – and in fact all of the new Chevrolets at a Press Preview in Detroit on September 12 and in Los Angeles on September 19.

Mr. Estes then said*: "…….Oh yes! I almost forgot! The purpose of this meeting! Gentlemen: much as we appreciate the tremendous publicity given "Panther" we ask you to help scratch the cat once and forever. And as such, this will be both the FIRST and LAST meeting of SEPAW.*

"…….Chevrolet has chosen a name which is lithe, graceful, and in keeping with our other car names beginning with the letter C ……..Above all, it is the name of our new car line to be introduced on September 29……..and to us, the name means just what we think the car will do: GO! ….and here it is!……."

At that moment, five very pretty girls came onto stage – each holding a letter……Mr. Estes held the sixth letter – and while a narrator described to out-of-towners what was going on, Mr. Estes placed

each girl in order and then lined up with them for all to see the word “CAMARO.”
CAMARO – what does it mean?

Once again, Mr. Estes repeated some of his earlier remarks:

“….the name CAMARO means ‘friend’ – ‘pal’ – or ‘comrade.’ Thus, it suggests the real mission of our new automobile – to be a close companion to its owner – tailored to reflect his or her individual tastes and at the same time provide exciting personal transportation. Chevrolet has chosen a name which is lithe, and graceful – and in keeping with our other names beginning with ‘C.’…….thus, it suggests the comradeship of good friends……as a personal car should be to its owner.”

……and that was the day the Panther died.

Now – many of you may have heard me talk about this day at various Camaro and Firebird shows. For those of you who have not heard this story, I believe it merits repeating: I often wonder, as Mr. Estes picked the name “Camaro” from a list of over 2,000 words – a name that means “Friend, Pal, or Comrade” — I just wonder: Did he EVER imagine that this wonderful car – would bring so many ‘friends’ together all because of the love of the Camaro?

When asked a year later how he came up with the name “Camaro” – Mr. Estes laughed that he locked himself in a closet and he came back out with Camaro! His son Bill – our Chevrolet Dealer in Indianapolis tells me that he and his father discussed four different names with the rest of the family at dinner one evening….and Mr. Estes chose Camaro that very evening – because the name meant ‘friend.’

Happy Birthday, Camaro!

Scott "The Fbodfather" Settlemire

Camaro’s 50th Birthday

Let's get this party started!

Never In A Million Years….

By Robert Hillenburg

It was early 2015 and I was really tired of getting into my truck every morning and sitting down in a wet seat. Not by choice of course, the sun roof had cracked recently and I was sure that I patched the source of the leak, but obviously not. I was growing tired of having to go change clothes and grab a new set of towels to sit on every day. I happened to have a little extra money in my pocket at that time, albeit wet, and decided I needed a new way to get to work. Anybody else would have probably just replaced the sun roof, but not me.

In 2012, a new co-worker (we'll call him Jake) and I became car "aficionados". Being way younger than I, he seemed amazed at my knowledge of "old" cars and my dedication to the GM Brand, specifically Chevrolet. If I was to cut my finger, I would bleed GM Corporate Blue. As both of us talked about getting new cars, we dove into the internet. We could spout off specs on just about any late model car out there. During our lunch breaks, we would take a little "extra" time and go test drive cars, new and used. I became very impressed with the Chevy line up since 2009 in what they've done. Three years of homework and I was ready to do this. Before I go on, I should let you know I'm a Corvette person, since the age of 5. I had a '69 Stingray at 21 and currently own an '81.

The Corvettes I was finding did not meet my criteria and the new ones, well, were just north of my price range. I found myself driving a lot of Dodge Challengers, until I was at a Dealership North of Seattle. After driving a nice Challenger, the salesman told me he had something on the back lot they just took in trade, a 2011 Camaro SS, Black with Orange Rally Stripes, one owner, low low miles. The 5th Gen Camaro kept coming up in my research as a strong choice. So, I test drove it and jumped all over it. Unfortunately the deal fell through… or so I thought.

A day after all this, I found another Camaro in a little town called Enumclaw, of all places. A 2010 Camaro SS, Red Jewel Tintcoat, 4sp, one owner, low low miles. An hour after I got to the dealership, I was driving it home. Never in a million years did I ever think I would own a Camaro. I felt like a giddy teenager, never wanting to get out of it, always smiling when seeing it and always pinching myself to make sure I wasn't dreaming. What a beautiful car, and the attention it got overwhelmed me, never having experienced anything like this.

Life was good... or so I thought. Three weeks later, on a sunny Saturday afternoon, I was out driving my new Camaro, when I received a phone call. The person on the other end said, "Congratulations on your new Camaro, we've just dropped it off at your house." Imagine my confusion, here I was in my new car and somebody is telling me there's another at my house. When I got home, it took me a few seconds to understand what happened. The first dealership had decided not to cancel the deal and ran it through. I know, there were several things I could have done, but decided, this could be pretty cool. Never in a million years would I ever imagined owning 2 Camaros…

Morning of 2015 All Camaro Show, all shined up and ready to go.

A year later, I had beautiful new rides, no more wet seats, everything was perfect… or so I thought. It was Friday, March 25, 2016, the beginning of Easter Weekend. The office was quickly becoming a ghost town, especially after lunch. Jake and I were the only ones around, so he wanted to go drive some Silverado trucks. It took him a while to convince me because every time we go somewhere, I end up spending money. So, driving my Camaro, we went to the dealership in Issaquah to drive some trucks. We had spent a couple hours there, and I had done a very good job of staying away from the row of new Camaros. Then, from across the lot, I heard Jake yelling "YOU NEED TO SEE THIS!!!" Cursing under my breath while reluctantly dragging my feet across the lot to the row of new Camaros, I finally reached Jake and the salesman. He opened the door and this is what I saw.

Yes, that's Red Leather

While admiring this interior, I hadn't noticed the salesman disappear, only to emerge from the show room. I heard, "Hey, catch", as this object flew through the air at me, all I could think was, this is trouble. I probably should have let it hit me in the chest and fall to the ground. But no, I didn't, and what I caught were the keys to this beautiful Camaro, which didn't look like the rest. He told me to take this car to take Jake back to work, drive it around awhile and then bring it back. Not quite sure, but I think I had "SUCKER" written across my forehead. Never in a million years did I ever think I would trade in my 2 Camaros, but I did. That night, this is what I drove home…

My New 2015 Camaro SS Commemorative Edition.

I immediately began searching the internet to see what I could find out about this car and this is what I found: Chevy has featured several Commemorative Edition Camaros over the years, but few as dynamic as the 2015 Edition. The 2015 Chevy Camaro Commemorative Edition had a limited run of only **69** units. The 2015 Commemorative Edition was built to celebrate the success of the 5th Gen Camaro. The 5th Gen Camaro was the best-selling performance vehicle in America from 2010-2015. In addition to the RS Option, the Car included several unique features. Styling from the ZL1, like the Front Splitter, Heat Extractor, Rear Spoiler, an Exclusive "Spear" and Commemorative Badging. Oh, and the "Adrenaline Red" Leather interior, which was a standard option and the only 5th Gen you will see it in (except the 2015 Indy 500 Pace Car).

I can't say that I don't miss my 2 Camaros, I'll probably always miss them. I thought I had made a hasty decision on trading them, but my mind is changing. On a recent outing to Gene Coulon Park in Renton for a photo op, the Parks Dept. actually asked me to leave due to the traffic congestion and backups I was causing. As Austin Powers would say, "Yeah, baby, yeah!"

Never in a Million years….

My New Car Recently at Gene Coulon Park in Renton, WA.

Oh, one more thing. I haven't told you how much I hate my co-worker, Jake. He was costing me a lot of money. Going to look at all these cars and/or trucks, and he would never pull the trigger on one. "My wife won't let me do this, my wife won't let me do that" was all I would hear out of him. Well, several

weeks ago, he finally did. He got the bug and made the right choice. Picture below. Now just need to get him in the PNWCC. Natalie, is it OK if Jake comes out and plays?

Jake's 2012 Camaro 45th Anniversary Edition

PNWCC 2016 Calendar of Events

July 3 NW Hall of Fame Show, XXX Burgers, Issaquah
July 8 4PM CCC, Pacific Raceways
July 15 4PM CCC, Pacific Raceways
July 16 PNWCC Rally TBD
July 17 All Camaro Show, XXX Burgers, Issaquah. Mark the date! Calling ALL Camaros!
July 24 British Columbia Camaro Club car show TBD
July 29 Goodguys Drags
July 30 – 31 Goodguys Car Show, Puyallup
July 30 Club Meeting. Location TBD
Aug 1 – 6 Hot August Nights, Reno
Aug 6 – 8 NHRA Drags
Aug 12 4PM CCC, Pacific Raceways
Aug 13 5th Annual Wally's Camaro Meet, Wally's Drive-In, Buckley
Aug 19-22 Revyfest. Revelstoke, B.C., Canada. A great cruise through some of the most beautiful scenery. Please contact me for booking information
Aug 21 Snoqualmie Railroad Days Car Show, Snoqualmie.
Aug 27 2nd Annual Carbonado Show & Shine.
Aug 27 Club Meeting, Location TBD
Sept Camaro's in the Sands TBD
Sept 9 – 11 End of the World Rod Run, Long Beach, WA
Sept 10 GM Nationals, Pacific Raceways. The Car show of all Car shows.
Sept 24 Club Meeting Location TBD
October Mt St Helen's Cruise TBD
Oct 8 Dwayne Lanes
Oct Halloween Car Show, Garage Plus. TBD
Oct 29 5PM Club Meeting, Burien Round Table, Burien. Nominees for board members.
Nov 12 Awards Banquet Location TBD
Nov 19 Club Meeting, Burien Round Table, Burien. Voting in the board.
Dec 3 Christmas Party. Location TBD

June-July Birthdays:

Don Berry 6/27	Sarah Buonocore 6/19	David Doneux 6/19
Wayne Fangman 6/4	Roger Filippi 6/14	Tom Garvin 6/20
Joe Karuza 6/15	Tom Mitchell 6/13	Richard Rushworth 6/5
Heather Smith 6/11	Lloyd Tamura 6/30	Bill Wallace 6/2
David C. White 6/25	Jenni Ames 6/7	Erika Franklin 6/12
Shirley Jorgensen 6/2	Louise Macri 6/4	Ron Neckermann 6/19
Jason Pierce 6/7	Melissa Smith 6/19	Emily Harris 6/18
Jackson Sutton 6/25	Mark DeBelling Jr 6/27	
Sophia DeBelling 7/5	Jim Weaver 7/7	Steve Hartson 7/10
Tim Loewen 7/1	Jack McEwan 7/19	Sue Besser 7/5
Vicki Wiest 7/18	Gail Karuza 7/23	Karen Filippi 7/2
Jennifer Masella 7/12	Rodric Mehus 7/23	

June/July Anniversaries

6/15 Gary & Sharon Lentz

6/4 Laurence Parnell & Holly Thornton

7/17 Lori & Ron Neckermann

7/16 Dan & Kristie Morgan

7/12 Daryl & Wanda Mobraten

6/29 Gary & Maggie Gregory

6/10 Richard & Christine Rushworth

7/26 Larry & Marcy Angel-Rosenlund

7/2 Timothy & Heather Smith

7/3 David Doneux & Ruth Ann Pennell

7/5 Rob & Kristi Griffith

PNWCC
MEMBERSHIP APPLICATION

PACIFIC N.W. Camaro CLUB
THE Heartbeat OF THE NORTHWEST

NEW MEMBER _____ OR RENEWAL _____

NAME:_____ DATE:_____

ADDRESS:_____

CITY:_____ STATE:_____ ZIP:_____

PHONE#: _____ ALT PHONE#: _____

EMAIL:_____ ALT EMAIL: _____

Would you like to receive your newsletter by (check one): ____EMAIL ____REGULAR MAIL ____BOTH

Would you like to receive event and other club announcements by email? (check one): _____YES _____NO

MEMBER & FAMILY	BIRTHDAY (MM/DD)	FAMILY MEMBER	BIRTHDAY (MM/DD)
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

ANNIVERSAY (mm/dd):_____

CAMARO	YEAR	MODEL	TYPE	ENGINE	TRANS	COLOR
#1	_____	_____	_____	_____	_____	_____
#2	_____	_____	_____	_____	_____	_____
#3	_____	_____	_____	_____	_____	_____

OTHER INFO/REMARKS:_____

OTHER INFO/REMARKS:_____

OTHER INFO/REMARKS:_____

How did you find out about PNWCC? (circle one): Friend Website Facebook Google/Bing

or other source?_____

Interests (circle all that apply): Cruising Shows Drag Racing Restoring Modifying

or other: _____

Please mail this application with check/cash for membership dues of **$20.00** - checks payable to:

Pacific Northwest Camaro Club (PNWCC)
PO Box 24802 Seattle, WA 98124
Web: www.pnwcc.com or Contact: secretary@pnwcc.com