

May 2012



the pony

OFFICIAL MONTHLY PUBLICATION

PRESS



SUMMERTIME
Let the shows, food and fun begin !

CLUB INFORMATION:



Central Valley Mustang Club, Inc.
P.O. Box 9864 • Fresno, CA 93794
Website: <http://www.cvmustang.org>

Club Purpose: To provide a common meeting ground for Mustang owners and further the enjoyment of ownership; to include workshops, discussions and technical meetings; to promote a more favorable relationship with the general motoring public; to further the preservation and restoration of all Mustangs.

Who Can Join: The club is open to all Mustang enthusiasts. Any individual or family can join. Ownership of a Mustang is not essential, but enthusiasm is. CVMC embraces the practice of encouraging diversity within the membership and involvement of the entire family in its membership and at all club events.

A Family Oriented Organization: As a part of promoting family involvement in the club, children are allowed and in fact encouraged at all club functions. In deference to this family involvement and the driving of motor vehicles, consumption of alcoholic beverages is discouraged at club events except where the club is staying overnight and there is no potential for any drinking member or guest to get behind the wheel.

Dues: For the first year only, \$30 for a one year Active Membership, of which \$5 will be an initiation fee and \$25 for dues. For additional family members, Active Membership dues are \$5 per member. Renewals are due each January. Renewal notices are not sent out.

CVMC OFFICERS

Paul Beckley • President	323-7267
Lanny Vaught • Vice President	277-2510
Carol DeLaPena • Secretary	453-0571
Jo-el Vaughan • Treasurer	292-5595

MEMBERS AT LARGE

Tony Kokalis	229-3219
Allen Rasmussen	322-5879
Jim Sanborn	246-6835
Bob Vaughan	292-5595

Compliments or complaints should be presented to Members At Large.

MEMBERSHIP CHAIRMAN

Brandon Walker	323-2150
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CLUB MERCHANDISE CHAIRMAN

Bob Anderson	233-8983
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ACTIVITIES & PUBLICITY COMMITTEE

Mary Kokalis	229-3219
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Suggestions for activities should be directed to the Activities Committee.

CALLING COMMITTEE

Mary Kokalis	229-3219
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WEBMASTER

Brandon Walker	323-2150
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CHARITY COORDINATOR

Nancy Sharmer	346-1096
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NEWSLETTER EDITOR

Garo Chekerdeman	906-7563
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ADVERTISING

Kenny Sellick	289-2872
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ADVERTISING RATES:

Classified Ads (3 Lines)

CVMC Members	FREE
Non Members per issue	\$3.00
with Photo	\$10.00

Business Card Ad

CVMC Members	FREE
Issue	\$5.00
Six Months	\$13.00
One Year	\$25.00

Double Business Card Ad (1/4 Page)

Issue	\$7.00
Six Months	\$20.00
Half Page (One Year)	\$70.00
Full Page (One Year)	\$105.00
Half Page / Back Cover / One Year	\$80.00

The Central Valley Mustang Club accepts paid advertising from legitimate businesses. CVMC does not necessarily endorse or accept responsibility for the quality or integrity of our advertisers' services.

GENERAL MEMBERSHIP MEETINGS:



Last Thursday of Each Month
YOSEMITE FALLS RESTAURANT
4020 N. Cedar Ave • Fresno, CA
Dinner: 6 PM • Meeting: 7 PM

PAST PRESIDENTS

Allen Rasmussen	2011
Ron Deubner	2010
Jim Sanborn	2009
Wanda Hamshar	2008
Michael Metz	2006-2007
Jim Sanborn	2005
Doug Deffenbach	2003-2004
Christina De La Pena	2001-2002
Jim Sanborn	2000
Jay Sharmer	1999
Brian Massey	1997-1998
Jim Sanborn	1996
Ron Deubner	1995
Paul Beckley	1994
Dave Rose	1993
Paul Beckley	1989-1992

PRESIDENTIAL RAMBLINGS



Here comes the HEAT!

Are you ready for the summer season? A season filled with Heat, Heat, and more Heat. Oh, and a few car shows, graduation ceremonies, blood drives, caravans, BBQ'S, and Fireworks to name a few. If you need any help getting your pony going, or if you need some info on the upcoming events please make sure that you give someone on the board a call. We are always here to help.

I would like to take this time remember ALL our Veterans in this month of Memorial Day celebrations. I hope that one day the feelings and remembrances of this day last ALL Year. I know that for me as a Marine Corps veteran it just fills my heart with pride when the public as a whole remembers and thanks us for our service. It IS because of our veterans that we are able to do what we do here with this club and in our community. So, if you would remember in the future whenever you see a veteran, thank him or her for their service. Never forget that FREEDOM IS NEVER FREE.

At the last meeting I had made up a "Survey" to get your input on what direction we need to take our club in the future for our trip to Knott's. We received only about 15 back. Now I know that there are more people interested in how the trip is set up and I would like for you to Please, fill one out and get it back to us. We are going to use this information not only for Knott's, but also for most future trips we go on. So if you did not go to Knott's it is not essential, just fill it out as if you were going on a trip to Tahoe, Pismo Beach, Monterey Etc, Etc., Etc.

You can find a copy on the club web site under "Events". Look down the page and there is a link for two types of the "survey". The PDF version you can print, fill out, and then drop it in the mail to the club P.O. Box, or you can fax it to me at 559-323-7267. If you prefer the Microsoft Word version, you can actually fill that out with your computer then save that copy and e-mail, print, or fax it back.

Brandon is going to send out a copy in your e-mail too, so look for that. We as a club value Everyone's opinion and want to make each and every trip more tailor made for ALL to enjoy. If you have any other ideas, or comments you would like to see included, please do not be shy. Just add it to the comments section and we will take ALL of them seriously and try to include as much as we are able to.

Our trip to Hanford Dairy was an incredible day filled with mouth watering and cooling ice cream and some fun time with friends. It ended up in Visalia at the Go Cart and Miniature Golf extravaganza. There was a glitch in the time scoring that we could not control because it showed that I, your humble President took second place. It is a well-known fact that I took the checkered flag and there was NO ONE even close to your impressive leader and his record setting time in the race.

But, by the time I unfolded myself out of the clearly undersized Go-Cart the times were already printed and could not be corrected to clearly indicate that Your President was unmatched in his driving prowess and style. The offending computer and its operator has not been seen since for comments, so in the future trips I am confident that the error will be corrected.

We are planning out the next few months' worth of events so make sure you get your name included in the orange binder, or give Mary an e-mail or call to get the information needed to get involved and get out in the community and show your C.V.M.C Pride.

On that note, we still have some club cards to hand out to unsuspecting Mustang owners in parking lots and in traffic. Please wait till you are at a signal light and stopped before getting out and handing out the cards though. Your safety is of paramount concern.

Paul Beckley - President

FROM THE EDITOR



While I was putting the Upcoming Events list together and I wondered how so many of you guys seem to be able to attend so many of these events. I wish I had the time to be more involved but that's the way the mop flops I guess.

There is a core group of members that really fire up the club itself but most importantly "sell" the club to people at events. I just want to say thanks for all your hard work and positive support of the club to others.

Ok, newsletter talk. If you haven't noticed, the Pony Tales section has REALLY shrunk. I do a lot of little tricks to stretch it to "look like" half a page when there's actually less. There's no way with so many of you going to so many events, that there isn't some sort of Pony Tale there. So whether it's a club event or something in your everyday life you'd like to share, send it on over! You can either send it to Nancy Sharmar or myself.

We've been trying to get some Member Profile articles in the newsletter and I think we're getting close. Brandon is working hard to get this segment of the newsletter wrapped up for a few months at a time.

As always, thanks for all your support!

Garo Chekerdeman - Editor



Trott's Party For A Cause: Kentucky Derby Party

By: Nancy Sharmer

Through Facebook I have made quite a few friends associated with horse racing and have attended a few functions at Santa Anita and Hollywood Park. The latest one was an event at Santa Anita on Kentucky Derby Day, May 5th.

TROTT means Training Racehorses Off the Track. They retrain racehorses for life after the track so they can maintain useful lives.

Don and Etta went with us to this party. We had a delicious buffet lunch overlooking the San Gabriel Mountains and met some really interesting, fun people. There were two auctions, one silent and one live. And we watched racing on the big TVs all around the room. Made a few bucks, too.

We met Jack Van Berg, the legendary trainer, who is best known for training Alysheba, who won the 1987 Kentucky Derby and Preakness Stakes, and the 1988 Breeders' Cup Classic. He was quite a character. He sat at our table for a long time and invited us to visit his barn any time, and gave me his phone number. Of course, he said we'd have to be there at 6 AM to watch morning workouts and then see his horses at the barn. For that I will get up in the middle of my night.

Laffit Pincay, Jr. was also there, giving handicapping advice. We had met him a couple of times before, but he is such a gallant gentleman that it's a pleasure to see him any time. He held the title of all time winningest jockey until the last few years, when Russell Baze broke his record. He's retired now and promotes racing and horse rescue.

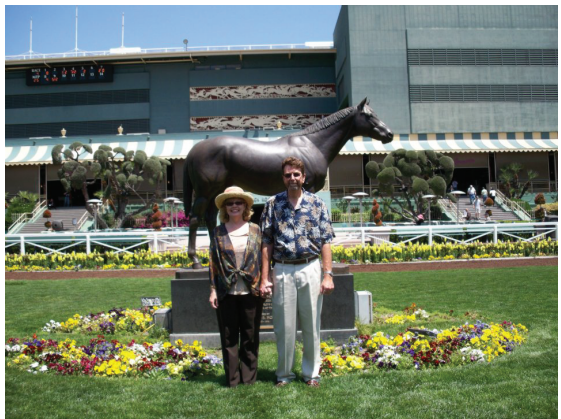
Also there was Liza G. Fly, and up and coming country singer. She is best known for writing and performing "Zenyatta". You can see and hear her at <http://www.youtube.com/watch?v=pz2kvJf22gs>.

She is an ex-exercise rider, hot walker and jockey who worked for Jack Van Berg. Jerry Moss, Zenyatta's owner, paid for her to have a CD made and bought the rights to the Zenyatta song.

At the auctions, Ron and I got two Kentucky Derby glasses signed by the winning trainers and jockeys, and a canvas book bag signed by all the jockeys at Del Mar. All the money goes to the TROTT charity.

The funniest part of the day was when I told Jack Van Berg that I had never had a Mint Julep and wanted one. He said, "No, you don't want one, they're awful". I said I had to try one anyway, so Ron went and got one. Jack said he had to stay at our table until it came, because he wanted to see my face as I drank it. Boy, I can see why he said that! Don, Etta, Ron and I all had a few sips and agreed that it is the worse drink we had ever tasted. I don't know if that drink was representative of how they are supposed to taste, but I sure don't want another one.

It was a great day and I can't wait to go to their next event, which will be in early November. It is called "Legends" and features many jockeys talking about their experiences, and will be held at the famous Derby Restaurant in Arcadia. At one time it was owned by George Woolfe, Seabiscuit's rider. They say he haunts the place still, and the person who locks up each night always says, Good night, George".



Pony Tales

John and Robin Johnson's 1967 Mustang was featured online with the Hot Rod Coalition car show in Reedley Sunday May 6th. They took second place behind a 1966 Selby GT 350H.

Thanks to Lanny for leading our ponies galloping down Highway 1 to Balboa for a great lunch at a great little restaurant during our Knott's trip. The owner made us feel like old friends. Ask Jo-el what happened to the keys for the bathroom at the café.

Jo-el Vaughan is preparing herself for cataract surgery June 5 and 12. She has visions of the electricity going out during the procedure.

Ron and Jann Coppola are off on a two week Alaskan vacation, with a stop on the way home to visit their son, Jason, for a few days.

Etta asks, "Why does Lanny go down Herndon with the window rolled down in his (non) Mustang car going "Vaaroom, Vaaroom"?

Karen says that Paul Jon Zischka is finally home after his long stay in the hospital.

Ron and Nancy have a new pony in their stable. They bought the Mustang previously owned by a special old friend in Santa Cruz who passed away recently. It's a 2008 red GT (Premium) with 22,000 miles on it. Ron will be selling off some of his stable to make room for the new addition.

Garo and Carla Chekerdemian took in a last minute trip to Carmel to celebrate their 23rd Wedding Anniversary. They walked all around taking in the beautiful weekend and hitting their favorite eateries: Paris Bakery, Bubba Gumps. Oh, and a quiet time watching the sunset at the beach

Jo-el says: "Saturday was a fun day at Superior Dairy and the go-kart track. And, contrary to "drive and eat" we didn't eat in Visalia after all. Huge ice cream portions at Superior Dairy changed that!!! Doug, Lanny, Don, Paul and Bob had a great time on the go-kart track! Fun to see the "little boy" in them pop out!"



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Monstrous 1970s Ford Mustang Mach 1 Packs More than 3,000-horses!

Source: carscoop.blogspot.com



So you think that the 987hp (1,001PS) Bugatti Veyron 16.4 and its 1,184hp (1,200PS) Super Sports and Grand Sport Vitesse siblings are extreme? Well, while that may hold true in the production car realm, in the creative and unrestricted tuning world, 1,000 horses are nothing to brag about. If you have any doubts, just ask the crew over at Steve Morris Engines who have built the real Godzilla of cars in the shape of an early 1970s Ford Mustang Mach 1.

This beastly stallion with the fairly stock body (okay, aside from the double parachutes and ginormous rear wheels), hides a 572 cubic inch (9.4-liter) big block V8 with a pair of 88mm billet Bullseye turbochargers breathing through a Chiseled Performance intercooler that deliver 30 pounds of boost!

The result on the dyno is -wait for it- 3,040-horsepower at 7,300 and 2,411 lb-ft (3,265Nm) of peak torque at 6,000! Agreed, this is an all-out racing application, but that does not make it any less impressive.

Check out the videos at:

<http://carscoop.blogspot.com/2012/05/monstrous-1970s-ford-mustang-mach-1.html>

got cvmc?

you do on the last Thursday of every month!



CENTRAL VALLEY MUSTANG CLUB, INC.
50
EST. 1988
FRESNO, CALIFORNIA

Tom & Linda Highman Hit The MCA Tuarcon/St. George Mustang Show

Submitted by: Linda Highman



Tom and I attended the MCA Show in St. George Utah last weekend. We had a great weekend which included a drive through Zion National Park, the fire alarm going odd 3 seeraye times (in one nite) in our hotel, the bathroom light going out leaving Tom in the dark. The show was held at a High School that is also used for the annual Shakespear Festival. An absolutly beautiful area that appears to be headed toward a Seniors Haven.

This is another of those venues that we will definitely go to again.

On the day od the awards, Tom was planning on sitting by the car while I joined the others to see what happens. He was surprized whenthey asked if he would drive his car on the stage so that they could show different styles and years of Mustangs. What a surprize. The was his crowning glory.

Tom was asked to drive his car to be shown on stage. What we did not know at the time, was that he would be receiving a 2nd Place Trophy. He is still smiling.



DON'T FORGET!

Dreams Unveiled by Peggy Lara
will officially be released
June 2012

Check out Peggy's
interview at
<http://bookendspromotions.com>

**Be sure to pick
up your copy**



SUPERIOR ICE CREAM Hanford, CA

Where to start...?



Karen REALLY like Ice Cream



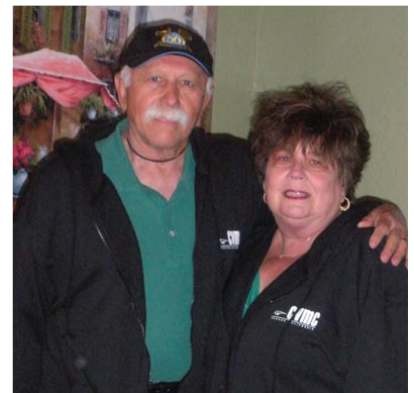
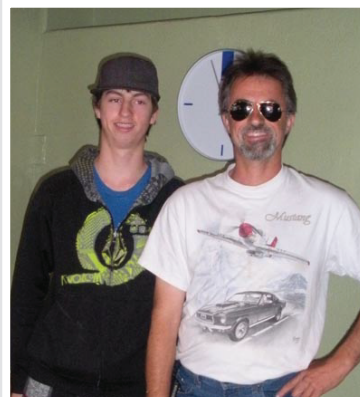
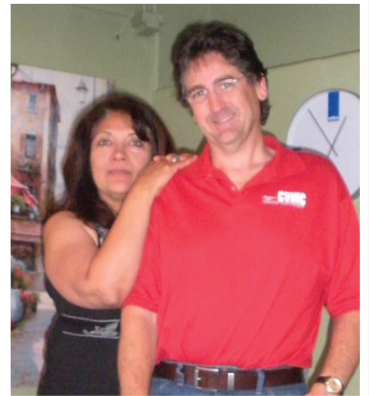
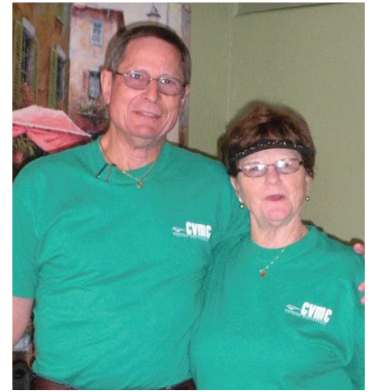
The gang gets ROWDY!



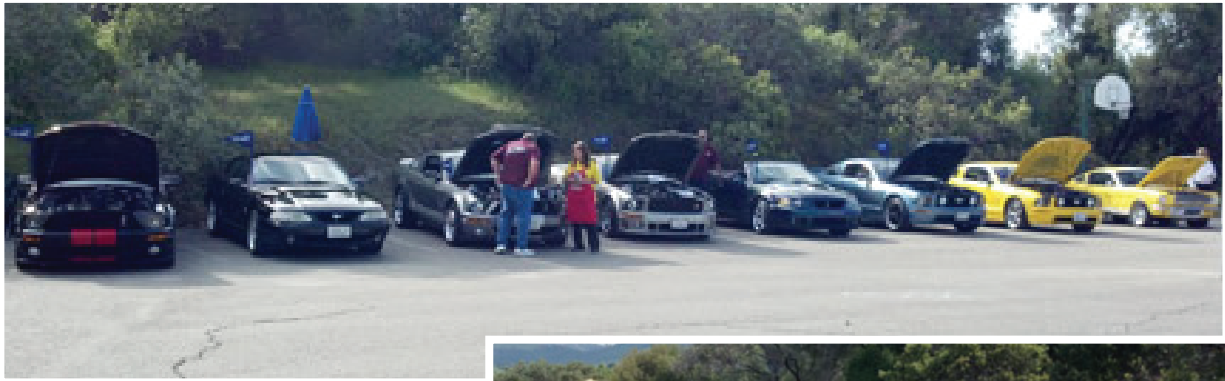
Come on Doug, you can do it

CAFE in BALBOA

On the weekend of The Fabulous Fords show at Knott this year, our adventurous Vice President Lanny led a small group of galloping ponies down Hwy 1 to chow down at a Cafe in Balboa. What did they think? Come on, have you ever heard this group complain about food...?



KOA CAR SHOW



DID YOU SEE?



Ford Racing unveils first paint scheme for 2013 NASCAR Fusion

Sharpie Mustang artist adds some magic with a few black markers

Source: yahoo.com • By Justin Hyde

Out on the edges of car customizing lives a couple of artists whose trade includes using regular black Sharpie markers to create pieces of art. Chris Dunlop may be the best-known marker in the pack, and this is his latest work, a Sharpie-styled 1999 Ford Mustang GT that took about 50 hours of freehand drawing to finish.

Dunlop was a practiced pinstripe artist who took notice in 2010 after a Miami artist gave a complete Sharpie makeover to a Lamborghini Gallardo. There's several benefits to using Sharpies: They're cheap, come in a few widths and will last years when protected with clear-coat paint. The biggest drawback is that there's no do-overs; once the ink's down, it's not coming off.

Dunlop had customized the roof of this Mustang last year, but when the owner made some upgrades, he decided to call Dunlop back for a more complete covering. Dunlop tells the Maryland Gazette he's done about seven such projects over the past year, and another one -- a gray Chevy Camaro SS -- just rolled into his shop this week. While much of the work goes on in black, Dunlop has used colors before, including on what I'd call his best project so far, a 1971 Camaro pro street rod.

Haters can save their fire, because Dunlop has heard most of it already and knows that his art isn't for all tastes. Even if you disagree with the results, there's no denying the creativity in the effort.





Carroll Shelby passes away at age 89

Source: autoblog.com

By *Jeremy Korzeniewski*

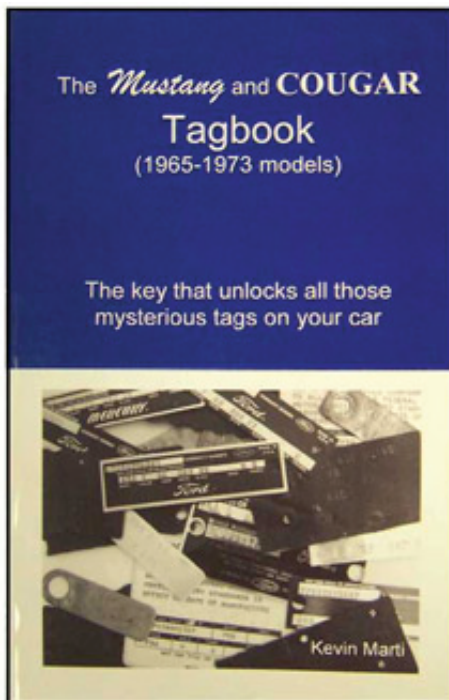
Carroll Shelby has passed away at the age of 89. The legendary tuner and proprietor of the famous marque that bears his name had been in the hospital for several weeks, suffering from pneumonia. Shelby addressed his fans fourteen days before his death, saying that he was resting comfortably and being taken care of by his children.

Anyone familiar in the least with automotive history is well aware of Shelby's vast vehicular exploits, so we'll just touch on them here. Carroll was a successful race car driver in the 1950s before creating his own racing team to take on the likes of Ferrari, using Ford-powered sports car called the Cobra. Suffice it to say, Shelby and his Cobra were extremely successful. Later, Shelby's name would become synonymous with the fastest and most powerful Ford Mustang models ever created.

Shelby is survived by his three children Patrick, Michael and Sharon, his sister Anne Shelby Ellison of Fort Worth and his wife Cleo.

Marti Reports announces expanded Tagbook for 1965-1973 Mustang

Source: mustangsdaily.com



Marti Auto Works, who offers a wide and varied selection of production fact books, specifications manuals and sales literature for the Ford Mustang, has announced that they will be offering a new tag book for the 1965-1973 Mustang and Cougar.

"Our new book features details never before published about various tags used on the 1965-1973 Mustangs and Cougars," stated Kevin Marti, Marti Auto Works President.

Kevin and his team have spent over 20 years researching this subject, unlocking the keys to all the mysterious tags on these cars. The book is a complete guide to decoding the engine, transmission, carburetor, steering box, VIN owner card, radiator and more. The Mustang and Cougar Tagbook is a valuable source for authentication or restoration.

As a Ford licensee to the Ford Motor Company's entire database, Marti Auto Works is able to offer exclusive books like Mustang by the Numbers 1967-1973. This publication is packed with over 12,000 statistics about how many Mustangs were built each year with various paint/trim, engine/transmission and option schemes with user friendly charts that offer the answers to a host of questions. Very high quality, color 1965-1970 Mustang sales brochures are also available.

In addition to the Marti Reports, Marti Auto Works has provided the finest quality restoration products that meet or exceed original design specifications at auto supply store prices including belts and hoses, spark plug wires and battery cables for over 29 years.

For more information visit www.martiauto.com.

Jalopnik rates the 10 worst special edition Ford Mustangs of all time

Source: jalopnik.com



As much as we love the Ford Mustang, we'll be the first ones to admit that not every example that came from the factory since 1964 has been a quintessential example of the pony car. The 1970s were a rough time for the Mustang (and the automotive industry in general), a time when horsepower was down and styling was at an all time low.

But which Mustang is the worst of all time? Jalopnik.com asked their readers to nominate the worst special edition Mustangs of all time and have put together a top ten list with the results. It's hard to argue against many of the Mustangs being on the list, although some, like the California Special, don't deserve the negative limelight.

Check out Jalopnik's 10 worst special edition Ford Mustangs below, and let us know in the comments section whether they got the list correct or not.

10. 1979 Ford Mustang Pace Car

Jalopnik says, "Even as far as stripes-and-stickers sets go, this one is painful. The car underneath would take some time to get back on the path of righteousness, as well."

9. Ford Mustang California Special

Jalopnik says, "California is still the center of American car culture, but this misguided homage does the Golden State no favors. It's different (and more expensive) than the base model, but different is not always better."

8. Ford Mustang Ski Country Edition

Jalopnik says, "This Rocky Mountain-area special (stripes and a ski rack, basically) was an interesting, if not exactly logical, exercise in early crossover marketing."

7. 1969 Ford Mustang E

Jalopnik says, "Even before the 1973 gas crisis they tried to sell E (for economy) models, with an inline-6 and a galactically high 2.33:1 axle ratio. The success of the idea speaks for itself: About fifty were sold."

6. Ford Mustang 20th Anniversary GT350

Jalopnik says, "Although a 20th anniversary is certainly worth celebrating, this is the first taste of the navel-gazing retro obsession that would become such a contentious issue down the line.

There's no reason the hardcore-racer GT350 tag belongs on this car. Carroll Shelby wasn't the only seriously annoyed party at the time."

5. Ford Mustang Sprint

Jalopnik says, "Done to commemorate the 1972 Munich Olympics, the Sprints were nothing more than a few trim items. These are as indicative of the increasingly stringent regulatory environment of the time as anything: no hotter motor, no tighter suspension, nothing to make the Mustang sprint-ier."

4. Ford Mustang Heat Edition

Jalopnik says, "The folks that work for Jack Roush are the last people you'd accuse of being lazy or operating in half measures, so this stripes-and-spoilers makeup job that they inflicted on an otherwise stock base Mustang is doubly disappointing."



3. Ford Mustang King Cobra

Jalopnik says, "The King Cobra heaped on the cliches by the cubic yard: plastic body panel extensions, then-daring alloy wheels, and the most obnoxious stickers that designers could create without barfing."

2. Ford Mustang Ghia

Jalopnik says, "One would think that combining the ideas of "Mustang" (powerful all-American GT car) and "Ghia" (renowned Italian design house) would produce something special, a broad-chested hero in perfectly-tailored sportswear. Instead, we have this absurd luxe-lite cruiser that betrays every bit of its Pinto heritage and forsakes every known strand of Mustang identity."

1. 1974 Ford Mustang Mach 1

Jalopnik says, "The top engine on the 1974 Mustang II was a 2.8-liter Cologne V-6, which was evil portent enough, but Ford's product planners still stuck with the Mach 1 tag. Thankfully they quickly realized the error of their ways and shoehorned a (strangled, but still real) V-8 in there. But it was done, and of such things are horrible reputations made."



Blue Oval no longer in hock as Ford credit rating upgraded

Source: *autoblog.com* • By Jeff Sabatini



Moody's upgraded Ford's credit rating to investment grade today, the final step for the company to be able to reclaim its Blue Oval. Ford had offered its globally recognized trademark as part of a 2006 loan package. According to the Detroit Free Press, the collateralized logo and the rest of Ford's assets and intellectual property would not return to the automaker until it achieved an investment-grade credit rating with at least two of the three major agencies. Last month, Ford's credit was upgraded by Fitch.

At the time the loan was issued, the move was viewed as bold and risky, as Ford literally bet the farm that it could pay back the \$23.5 billion. But as it turned out, the automaker's head start on restructuring allowed it to weather the financial crisis and resultant industry downturn in 2008 without declaring bankruptcy and needing government intervention like its cross-town rivals.

The upgrade from Moody's is said to potentially help Ford by lowering its borrowing costs, and certainly having its assets back should allow everyone in Dearborn to sleep peacefully tonight.

Statement on Ford Investment Grade Rating by Moody's Investors Service

DEARBORN, Mich., May 22, 2012 –*The following statement can be attributed to Bill Ford, executive chairman, Ford Motor Company:*

"The Ford Blue Oval is back where it belongs with the Ford family of 166,000 employees around the world. This is a great day for us and is the result of several years of hard work and progress by everyone associated with Ford.

"When we pledged the Ford Blue Oval as part of the loan package, we were not just pledging an asset. We pledged our heritage. The Ford Blue Oval is one of the most recognized symbols in the world, and it is a source of great pride and passion, both inside and outside our company. Getting the Ford Blue Oval back feels amazing, and it is one of the best days that I can remember."

The following statement can be attributed to Alan Mulally, president and chief executive officer, Ford Motor Company:

"We are so proud of today's decision by Moody's and the resulting

release of all collateral – particularly the Ford Blue Oval. This is an important milestone and further proof that, by staying laser-focused on our One Ford plan, the Ford team can deliver great products, build a strong business and contribute to a better world even through the most challenging external environment.

"Moving forward, we will continue to focus on driving profitable growth for all of our stakeholders. We are confident that, by staying focused on our plan and working together, we will maintain strong investment grade ratings through all economic cycles."

Background

December 2006: Raised \$23.5 billion in liquidity, consisting of \$18.5 billion of senior secured debt and credit facilities, secured by substantially all of our domestic assets, including the Ford Blue Oval, F-150 and Mustang trademarks, and \$5 billion of unsecured convertible debt.

November 2007: Together with the UAW, Ford negotiated a transformational labor agreement, with a lower wage structure for new employees and flexible work rules

March 2009: Reached ground breaking UAW agreement that helped the company achieve parity with transplant automakers, resulting in incremental annual savings and efficiencies

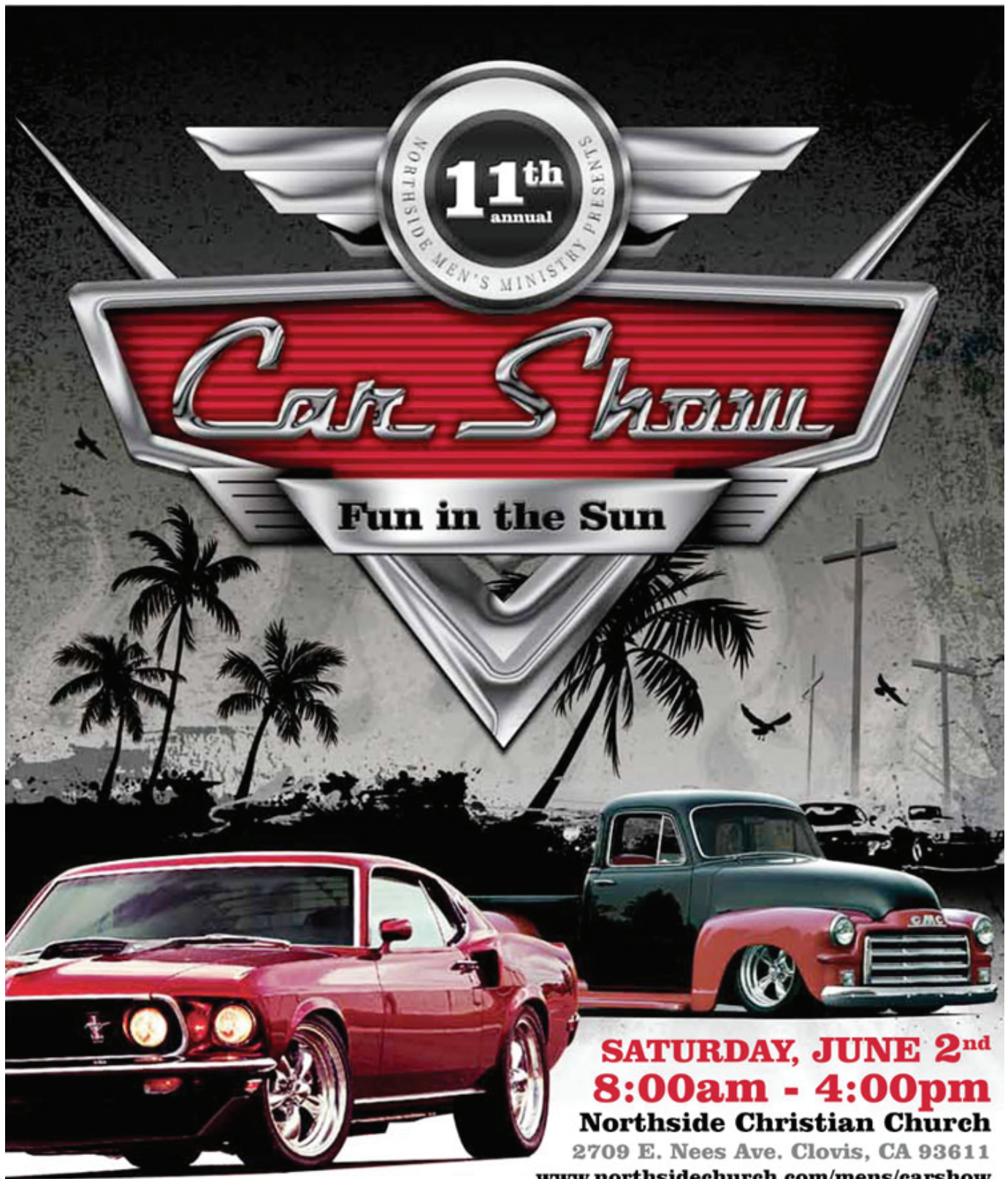
October 2009: Reported first quarterly pre-tax operating profit since Q1 2008

Year-end 2009: Achieved a full-year operating profit and net income of \$2.7 billion – an improvement of \$17.5 billion from the losses of 2008

Year-end 2011: Reported third year in a row of improved annual operating profits and reduced debt by more than \$20 billion compared with year-end 2009

September 2011: Completely paid back the loan

March 2012: First dividend payment in almost six years



SATURDAY, JUNE 2nd
8:00am - 4:00pm

Northside Christian Church
2709 E. Nees Ave. Clovis, CA 93611

www.northsidechurch.com/mens/carshow

- Gates open at 7am, Registration is 8-10am • Pre '73
- Foreign Cars and Motorcycles • Joe Lenigan Band
- 12 Noon to 1pm Feed all KIDS 10 & younger for FREE!
- Food Booths • Huge Swap Meet

Upcoming Events

MAY 31st

- General Meeting (Yosemite Cafe - Cedar & Dakota)
Dinner - 6pm
Meeting - 7pm

JUNE 2nd

- Northside Church Car Show (2709 E Nees)
8am - 4pm (Meet There)
- Brandon's Sals Selma (Leaving Mervyn's Lot at 5:30pm)

JUNE 7th

- Mineret's High School Graduation (We need as many convertibles as we can get)
More info to come

JUNE 16th

- Metz's Pismo Lunch Cruise (TBA)

JUNE 24th

- Board Meeting (Hometown Buffet)
Dinner - 6pm
Meeting - 7pm

JUNE 24

- General Meeting (Yosemite Cafe - Cedar & Dakota)
Dinner - 6pm
Meeting - 7pm

JUNE 21-24

- Mustang Club of America Western National in Concord



2nd Annual Peoples Church Car Show – 2012

Music! Great Food! Loads of Fun!

**** Proceeds go to Rescue the Children ****

Saturday, June 9

9 AM to 2 PM

Peoples Church
7172 N Cedar Ave
Fresno, CA 93720

At People's Church, Sat. June 9, 9am-2pm, staging 7-8.
Preregistration \$20, Day of show \$25. Should be tax deductible, but check with them for sure. Entry form must be signed and date near the bottom, agreeing to their rules and stipulations and the bottom of the page.

The California Highway Patrol Wants To Switch To SUVs

Source: jalopnik.com



Faced with the eventual phasing out of Ford's legendary Crown Victoria Police Interceptor, the California Highway Patrol is interested in replacing the aging cruisers with an interceptor version of the Ford Explorer. Officials said that newer sedans like the Dodge Charger and Chevrolet Caprice are too small.

CHP spends roughly \$15 million every year replacing a third of its 4,000 vehicle fleet (that means there will be more than 1,000 Crown Vics up for grabs soon).

In addition to offering all wheel drive, the Explorer has a 1,700-pound payload capacity, more in line with CHP's needs than lightweight sedans, Assistant Chief Erik Knudsen told the L.A. Times. It's EPA mileage estimate is 17 mpg in the city and 23 for freeway cruising, compared to 19 city, 31 highway for the Charger. EPA hasn't yet gotten around to crunching numbers on the Caprice, although Car and Driver estimates that it gets 15-17 mpg around town and 24-25 on the freeway.

Assuming each trooper has to carry communications equipment (radios, light controllers, laptop, etc.), medical gear, highway patrol-specific tools and whatever other stuff they have to schlep around, it's no wonder that CHP officers need big cars. Then again, Department of Homeland Security grant-funded (and now mandated) gear has added significantly to that load over the past decade. Do they really need all that stuff in every cruiser? Would it be possible to have a few light response vehicles for urban areas?

This might sound like a crazy idea, but maybe it would be better to adopt a more focused approach to police fleet dispersal. What I mean by that is that instead of packing every patrol car with DHS supplied anti-terrorism gear, why not pick a few for that duty in specific zones, making it possible for the rest of the fleet to be comprised of lighter, more fuel efficient cars. Considering California's tense economic climate, that option might make more sense, although implementing such a plan could prove too cumbersome for an already ponderous state government.

But CHP's interest in SUVs has a benefit for those of us in the civilian fleet: Ford Explorers are taller than any of the other cop car candidates, so they'll be easier to pick out of the lineup on the freeway.

Ford Planning to “Go Further” with New Global Ad Campaign Maker intent on “myth-busting.”

Source: *thedetroitbureau.com* • By: *Paul A. Eisenstein*



Ford's global marketing czar Jim Farley.

It's time to do some “myth-busting,” says Ford Motor Co.'s global marketing chief, and the maker is counting on a new global ad campaign, dubbed “Go Further,” to get its message out to potential customers who have long ignored the brand – whether in Boston, Berlin or Beijing.

Replacing the old “Drive One” effort, the unusual new campaign — which downplays the Ford name to lure consumers in for a closer look — will be the largest in the maker's history, with spending “on a car launch level” even when promoting the overall brand, noted marketing czar Jim Farley during a Monday news conference.

The goal, added another Ford executive, is to use “every channel” available, from traditional print and television advertising to the latest in social media channels, to reach an otherwise over-saturated market.

And preliminary results suggest the Go Further campaign, launched late last month, is already paying off, generating tremendous follow-through by motorists along the import-oriented coasts. Ford spots on outlets like youtube.com have been watched or downloaded more than 3.4 million times, said the executive, on a par with what the best ads to run on the Super Bowl might normally generate.

“We have an opportunity to change (perceptions),” said Farley during a discussion of the Go Further campaign, “especially on the coasts,” where he stressed “perceptions lag reality.”

What's particularly unusual about the Go Further campaign is Ford's decision to downplay its familiar Blue Oval logo, Farley noting that it immediately triggers preconceived notions of the brand. Instead, the maker wants to take motorists by surprise.

“We needed to interrupt and surprise people,” said marketing communications director Matt Van Dyke. “And we found out that (the initial campaign) really did.” And it sent people rushing online for more information.

Ford has seen a significant improvement in its quality in recent years, he noted, and now rivals the best Japanese competitors, such as Toyota and Honda, in many studies. Meanwhile, Farley adds, it now offers some of the best fuel economy in segments where it competes, thanks to new technologies such as its turbocharged EcoBoost engines. The problem is that many parts of the market have not “caught up” yet.

The goal with Go Further is to bring perceptions in line with reality, especially on the fuel economy front. But Ford will touch on other interpretations of the Go Further theme as it emphasizes its readiness to deliver premium levels of technology at a mainstream price tag. Farley specif

cally noted the new inflatable rear seatbelts being offered on several Ford models, such as the new 2012 Explorer SUV.

The preliminary Go Further ads have been driving significant traffic to Ford websites. And that interest is touching on a wide range of new products, “not just the usual suspects,” the marketing chief suggested. While the Mustang is always a draw for consumers, even the C-Max, a so-called “people-mover” not yet in production, has been seeing a big surge in consumer interest.

With the preliminary success of Go Further, developed in a partnership between global ad agency WPP and Ford, the maker now intends to ramp up the campaign for the critical launch of the all-new Escape crossover-utility vehicle.

It will also be used for the introduction of Escape's European twin, the Ford Kuga.

Over the next year or so, Ford will continue rolling the campaign out on a worldwide basis. Farley said the maker closely studied global brand campaigns used by companies such as McDonalds and Nike to see how they work. It clearly also looked back into its own history to see what can go wrong.

As part of the long-abandoned Ford 2000 reorganization the maker had attempted unsuccessfully to go to a global ad strategy. But back then, virtually everything was being run out of corporate headquarters in the Detroit suburb of Dearborn. There'll be more regional autonomy to tailor ads for individual markets and there may be some that don't adopt the Go Further theme if it doesn't play well in the local language, Farley cautioned.

How much Ford will spend is unclear but it won't be cheap. For one thing, Ford wants to remain a significant force in traditional TV and even print, but will sharply step up its game in alternative media, as well, according to WPP chief Martin Sorrell.

In the past, Farley has confirmed that a high-profile launch of an all-new product can run upwards of \$100 million, with even a significant update of a less important model pushing to half that figure.

The Escape launch will be followed by the debut of the new Fusion sedan, a radically restyled midsize models that will be offered globally under several different nameplates. It will be followed by the C-Max “people-mover,” which Ford hopes can serve as its answer to the Toyota Prius. Though sold with a mix of powertrains, including gas and diesel, in Europe, the American C-Max will be offered only with a pair of battery-based drivelines in the States: a standard hybrid and a more advanced plug-in. It will serve as a centerpiece in the maker's advanced powertrain strategy.

While Ford suffered a minor slide in sales last month, the maker noted that it consciously has chosen to cut back on low-profit fleet sales in order to emphasize higher-margin retail business.

It has the luxury to try that shift because its data suggests more consumers are giving the brand a closer look. Its “consideration” factor is up 32% compared to 2008 and it now has a larger share of potential buyers looking at its products than Honda – though Farley acknowledged it still lags behind Toyota – a target he intends to take on with the Go Further campaign.



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All orders must be prepaid

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● ● Add \$2.00 for pockets on T-shirts & Polos ● ●

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				\$

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CITY	STATE	ZIP CODE	NAME & PHONE IN CLUB DIRECTORY?	YES	NO

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Car 1

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YEAR	BODY STYLE	MODEL	ENGINE	TRANS.	
EXTERIOR COLOR		INTERIOR COLOR	HOW LONG HAVE YOU OWNED THE VEHICLE(S)?	YRS	MOS
OTHER FEATURES					

Car 2

TYPE OF VEHICLE(S)					
YEAR	BODY STYLE	MODEL	ENGINE	TRANS.	
EXTERIOR COLOR		INTERIOR COLOR	HOW LONG HAVE YOU OWNED THE VEHICLE(S)?	YRS	MOS
OTHER FEATURES					

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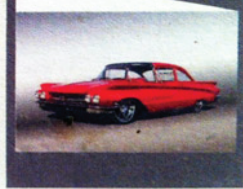
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