

# AMERICA'S AUTOMOTIVE *Trust*

## **America's Automotive Trust Q&A – David Madeira (AAT)**

David Madeira is the CEO of America's Automotive Trust. America's Automotive Trust is a newly formed not-for-profit corporation that seeks to secure America's automotive heritage and to transfer the skills and knowledge to support the future of collector car industry and its community.

### **1. Briefly explain the concept of America's Automotive Trust (AAT) and how it came about.**

When we first started planning LeMay - America's Car Museum, we had a larger vision than a traditional museum. We wanted to make a real contribution – not only automotive history and heritage – but to the collector car community, auto enthusiasts and the general public that museums serve. America's Automotive Trust gives us the ability to pursue those commitments on a national scale.

### **2. How will the Trust benefit the restoration industry?**

We wanted to make a difference in providing for the future of the collector car industry, and we became increasingly aware that the skills and knowledge that it took to build many of these vintage vehicles were being lost to time. This is due in part to public schools giving very little attention to the applied arts as it relates to automotive restoration. We decided to expand our program – formerly called the Hagerty Education Program at America's Car Museum – and rebrand it as the RPM Foundation to support this effort more broadly. RPM, which stands for “Restoration, Preservation, Mentorship,” communicates what its program is all about.

### **3. ACM and RPM are entities of the Trust. Will other entities be included?**

Currently, we have four founding institutions: LeMay – America's Car Museum, the RPM Foundation, Club Auto and the Concours Club. Club Auto is an enthusiast organization, which provides its members with driving activities, including weekend trips and track days. The Concours Club is the philanthropic arm of the Trust that seeks high-level sponsorship commitments with the aim of supporting the collector car industry.

We are looking to other like-minded entities to join in the movement to secure the pastime of America's automotive heritage and benefit from being part of the Trust.

### **4. Why expand these initiatives beyond their former scope?**

One of the key drivers behind the Trust expanding our efforts was based on the response to the work that the Hagerty Education Program at America's Car Museum, now known as the RPM Foundation, was doing in the area of preserving and passing on the knowledge for preservation and restoration of vintage vehicles to the next generation. To ensure that the collector community has a future and collectable automobiles are preserved for the future, we knew we needed to increase our efforts nationally.

To do so, we knew we needed to serve many different programs. For example, America's Car Museum acts as a repository for America's automotive treasures, the RPM Foundation is the educational arm, Club Auto is focused on enthusiast driving opportunities and the Concours Club facilitates philanthropic commitments from large donors who want to see automotive heritage cherished well into the future. With these programs out from under ACM, each serves as a pillar to America's Automotive Trust and benefits from its structure.

## **5. Why would other organizations want to join America's Automotive Trust?**

America's Automotive Trust is a group that markets and promotes the activities of its entities, and the organizations that are taking on specific aspects of securing America's automotive heritage.

By coordinating strategic thinking and activities, there's a cost effectiveness by working together and a reduction of overlap in effort. This allows each organization to operate more efficiently and effectively. The Trust also seeks to raise money for its entities to help them be able to fulfill their vision. And lastly, AAT is seeking to build an endowment that will make sure that these organizations have the ability to thrive in the future.



# AMERICA'S CAR MUSEUM®

## **America's Automotive Trust Q&A – Paul E. Miller (America's Car Museum)**

Paul E. Miller serves as president and chief operating officer of America's Car Museum (ACM). Paul was the first ACM board chairman and continues as a longstanding member of the Museum's board. Paul also oversaw the construction of the four-story ACM building project, which has become the largest automotive museum in North America.

### **1. What are your thoughts on AAT?**

The opportunity to have a dedicated Trust with the purpose of expanding awareness and preserving automotive history is outstanding. AAT will vastly improve the coordination and the efforts of its member organizations.

### **2. How exactly will the Trust benefit ACM?**

The Trust will expand the awareness of ACM to a broader national base and that can help the Museum bring in additional attention and fundraising. But more importantly, I hope that over time the Trust can create a network of communications between automotive museums across the country, where we can do more together, share our exhibitry and also share our collections on a rotating basis, so that museums across the country can become less static and more dynamic.

### **3. Will ACM partner with other museums via the Trust?**

There is no intent for ACM to try and control the operations of another museum, but I think there's an opportunity for multiple entities to share in success by becoming a part of the Trust. It's silly for a museum such as ACM to invest in a long-term exhibit that people will come to this region to see, then just have it go away. I'd rather leverage these displays similarly to how art museums do, maybe some rotating exhibits that can be shown somewhere on the east coast or somewhere in the South, without having to duplicate the cost associated with it.

It wasn't that long ago, maybe four years ago, that a traveling exhibit came through art museums – not car museums – called the "Art of the Car." It rotated through a dozen or so museums across the country.

Art museums are accustomed and very capable of doing this. It's much easier for them to transport their collections, than it is for us to ship cars. But we don't rely on one set of vehicles to enhance an exhibit anyway – we look to the car-collecting community to participate. I think there are means by which we can leverage that process that could benefit all car museums.

### **4. Are there any changes planned for ACM through the Trust?**

I think there will be more of a cooperative process with a number of organizations and museums that will have to mature over time. With regards to short-term benefits, I see the value from a more nationalized marketing effort of ACM from the Trust.

## **5. What will be your role within the Trust?**

As president of ACM, I'll also serve as the senior vice president of the Trust. I'll be bringing the needs and the perspectives of the Museum to the table, so that ACM's interests are represented as we promote the preservation and restoration of vehicles.

## **6. What do you hope to accomplish with ACM's involvement with AAT?**

First, as a community of like-minded individuals who love vehicles and their histories, it's inherent for us to coordinate our efforts to not only preserve physical cars, but their stories and critical pieces – which are being lost on a daily basis. Secondly, we owe it to ACM's visitors to use our position to promote smaller museums and explain how we can enhance their efforts, by sharing and cooperating in a manner that will bring growth to their organizations.

# Concours CLUB

## **America's Automotive Trust Q&A– Dean Carrell (Concours Club)**

Dean Carrell is the VP for Institutional Advancement, including the Concours Club, an entity of America's Automotive Trust, which facilitates philanthropic commitments aimed at providing a vibrant future for the collector car community.

### **1. What are your thoughts on AAT?**

Protecting America's automotive heritage is an important responsibility, and to keep it growing is going to take a lot of commitment from both enthusiasts and donors. AAT is great because it's made to support many different parts of the auto community and provide a clear message to those who want to see automotive heritage celebrated for years to come.

### **2. What exactly is the purpose behind the Concours Club?**

Its focus and the purpose of its nearly 200-member base is to promote the cause of securing America's automotive heritage, to act as ambassadors within their network and educate others about what we're trying to fulfill through the Trust and its entities. We also bring them together in special places for annual summits where we'll hold sessions about the collector and enthusiast communities and to discuss relevant issues. They help us define our strategies and programs as we go forward.

Additionally, we provide exclusive opportunities for travel and automotive experiences around the world for our Concours Club members.

### **3. How will the Concours Club work within AAT and with the other entities?**

The Concours Club facilitates high-level philanthropic commitments to the cause of preserving automotive heritage. Its donors keep AAT's entities' programs running year-round, which serve the larger automotive community.

### **4. How do you plan on achieving these goals?**

One of the goals of the Concours Club is to create an endowment fund overseen by trustees. By building an endowment that supports all of the entities involved in the Trust, we can guarantee sponsors that their funds are being professionally managed and used for their intended purposes. They can fund scholarships, programs and collections, to help initiatives that are important to them. Oftentimes in non-profit institutions, managers are tempted to use funds reserved for when times are tough. Giving to an endowment fund restricts that.

### **5. Why is an endowment important to AAT?**

An endowment will place the money in the hands of the Trust's board, who will protect it, grow it and direct income distributions to their intended designations. By creating long-term financial sustainability, each of the entities of the Trust will have a future and we will fulfill the purpose originally set out with America's Automotive Trust: securing America's automotive heritage.



## **America's Automotive Trust Q&A – Diane Fitzgerald (RPM Foundation)**

Diane Fitzgerald is the National Director of the RPM Foundation, an entity of America's Automotive Trust. Formerly the Hagerty Education Program at America's Car Museum, the RPM Foundation is a services-providing, resource sharing, grant-giving organization that accelerates the growth of the next generation of automotive Restoration and Preservation craftsmen through formal training and Mentorship.

### **1. What are your thoughts on AAT?**

It's a great idea and the timing seems right. Industry trends indicate that the collector car industry is experiencing tremendous growth right now, and awareness of our nation's automotive heritage is extending well beyond a hobby. America's Automotive Trust is creating an organized platform to centralize many key components to the industry and I think that 100 years from now, AAT will be remembered as the institution that pulled it all together.

### **2. Why did HEP rebrand itself as RPM?**

HEP's name (Hagerty Education Program at America's Car Museum) caused confusion and people had trouble understanding what it did and why it did it. With a name like the RPM Foundation, there is no doubt about what our goal is and its relationship to the industry. RPM is "every man's foundation" – not just part of a museum's education program or a single corporation's creation. The RPM Foundation is bigger than both, and "Restoration-Preservation-Mentorship" says it all.

### **3. How exactly will the Trust benefit RPM?**

America's Automotive Trust will help us secure funding for education programs, and in-turn, the collector car industry will benefit from more young, skilled craftsmen. As more organizations become involved with the Trust, the RPM Foundation will benefit further by being able to directly connect these young adults with jobs.

### **4. How will it benefit the restoration industry?**

The RPM Foundation benefits the restoration industry in many ways. Its mission and vision is to make impactful results for every aspect of the collector car industry by actively taking a stake in schools, students, teachers, shops and clubs.

### **5. What are some of the plans for RPM?**

Through educational outreach, summit meetings and industry engagement, the RPM Foundation will forge ahead with our aggressive community-building and industry-centralizing plans created for 2016. The RPM Foundation has identified auto hot spot regions that are rich in students, schools, teachers, shops, clubs and collectors. It will bring them together to discuss the need for educational restoration programs and creating curriculum that meets the needs of the community.



## **America's Automotive Trust Q&A – Matt Taylor (Club Auto)**

Matt Taylor is the Director of Club Auto, an entity of America's Automotive Trust, where he leads the organization's fundraising efforts. Club Auto is the enthusiast entity of America's Automotive Trust, which seeks to secure America's automotive heritage by connecting vintage and modern vehicle owners throughout the U.S. with one another to enjoy in the camaraderie and pastime of driving for pleasure.

### **1. What are your thoughts on AAT?**

AAT will create more of a collective impact in helping to promote and preserve America's automotive heritage. The formation of AAT will also help ACM, the RPM Foundation, Club Auto and Concours Club to become more sustainable moving forward and for years to come. By providing a broad and urgent vision for the future of automotive history, we hope that individuals and corporations will want to support AAT and its entities with their resources and varied networks.

### **2. How will Club Auto work within AAT and with the other entities?**

We've created Club Auto affiliates (partner locations where Club Auto members can gather for regional driving and social events) and will be adding more affiliates across the country in the coming year. We're also partnering with Hagerty to more broadly promote Club Auto and AAT through strategic car events already planned for their specific audiences.

### **3. What are the goals of Club Auto?**

Club Auto provides enthusiasts and collectors the opportunity to drive their cars, enjoy the camaraderie of others and become philanthropic partners by supporting the mission of AAT. In doing so, it promotes our message and helps provide public awareness. In the coming year, we hope to grow our nationwide membership through new and existing Club Auto affiliate locations, which will help broaden our reach across the country.

### **4. How do you plan to achieve these goals?**

By educating members about the importance of their philanthropic commitments to AAT at a variety of Club Auto member events, including driving days, race events, track days, weekend trips and longer journeys. As people begin to understand their vital role in helping fulfill the vision to secure America's heritage, they'll be invited and encouraged to support AAT through a Club Auto membership.

### **5. What are the current Club Auto membership numbers? How do you plan to increase membership?**

We currently have 134 Club Auto memberships.

Retaining our current Club Auto members is of the utmost importance, as well as gaining new members across the country who want to be involved in enthusiast events and to support a movement larger than themselves.

We will grow our Club Auto membership base as we continue to provide memorable and relevant events for enthusiasts and collectors with an emphasis on driving their cars.