

SPOKE & WORD

ISSUE 12/ SUMMER 2008

America On Wheels, Inc. • 5 North Front Street • Allentown, PA 18102-5303

The Steering Column

By Linda Merkel, Executive Director

Our Wheels Begin to Roll...

Remember the feeling? Plans are completed, our bags are packed, the sun is shining, the sky is a vibrant shade of blue, the top is down, the wind is blowing in our hair and there are no detours in sight. LET THE JOURNEY BEGIN!!!

This was the feeling on April 12th when we opened our doors to the public for the very first time. The lobby was packed tighter than the family station wagon headed for the Jersey shore. The line of people, anxiously waiting to enter, extended to the parking lot! The excitement was palpable as we prepared to cut the ribbon and let our visitors feast their eyes on the history and beauty that inhabits the galleries of our unique institution.

There were many "Big Wheels" on hand to help us celebrate including U.S. Representative Charlie Dent, State Senator Pat Browne, Mayor Ed Pawlowski, Lehigh County Executive Don Cunningham, former Mayor Bill Heydt, and Mack President Paul Vikner.

This was a dream come true for Jack Curcio, Founding Director and current AOW Board President. He gave a heartfelt tribute to the late Judith McGough-King who was instrumental in the museum's early development plans. Irv Jensen traveled in from Sioux City, IA and provided further insight into the history of the museum's concept and the involvement of Zenon Hansen, former Mack President and CEO. Wally Ely, of the Lehigh Valley Timing Association, discussed Dopey Dunkin who founded LVTA.

Once the ribbon was cut, our visitors were treated not only to an ocular feast, but a culinary one as well. Fruit and cake,

donated by Edible Arrangements and Haika's Kitchen, respectively, were served up; hot dogs sizzled on the grill in the parking lot as visitors strolled amongst the scores of classic and antique vehicles that had roared in that day. Upstairs in "The Long Haul," our special event room, visitors slurped fizzlin' coke floats invoking memories of hot summer nights of cruising the streets, listening to Elvis, Sandra Dee, Buddy Holly and Johnny Cash. Children



Miriam Huertas

from left to right: Mayor Ed Pawlowski, Linda Merkel, Executive Director, Congressman Charlie Dent, Paul Vikner, Former CEO of Mack Trucks, Jack Curcio, President & Chairman of America On Wheels Board & retired CEO of Mack Trucks, Liz Hahn, Director of Special Events & Volunteers, Senator Pat Browne, Former Mayor of Allentown William Heydt and Don Cunningham, Lehigh County Executive.



Breitfelder

played in our education room, and with our many interactive exhibits; others enjoyed watching the many documentaries in our state-of-the-art screening rooms.

Early numbers indicate over 2800 guests came through our doors. And our gift shop was so busy, our volunteers had to restock the shelves!

The America On Wheels' journey has now begun. This amazing opening day

would not have happened without the many hands that have helped build our award-winning museum including designers, architects, contractors, board members, and the cadre of hard-working volunteers.

As we head down the road in all-wheel drive, maintaining the upkeep of this unique museum is monumental. We need all the help we can get in promoting the museum, including membership and memorial opportunities to keep our engine run smoothly. We are parked along the waterfront in Allentown and you'll be amazed at the number of highly interactive exhibits and magnificent vehicles you'll discover at America On Wheels. We look forward to an adventurous sojourn providing many opportunities for our visitors to have fun while experiencing the history of transportation.

We're a trip worth taking!

Help us Spin our Own Wheels of Fortune

America On Wheels (AOW) is open and welcomes you to visit us at our home at 5 North Front Street in Allentown, PA. AOW is a tax-exempt 501c3 nonprofit organization. The museum has a variety of ways in which you can contribute to its ongoing success as the Lehigh Valley's newest riverfront treasure.

Creative giving opportunities include:

- Buy a Brick program
- Engine Club
- Memorialize an outdoor or indoor bench
- Naming Opportunities

- Sponsorship for a special event or program

We are grateful to our members and supporters and welcome new ones each and every day. For information on these giving opportunities, please contact the museum at 610-432-4200. Feel free to visit our "Wish List" at www.americaonwheels.org.

All donations are tax-deductible to the extent permitted by law; the Museum also has been approved for the Educational Tax Credit Program.

JOIN OUR ENGINE CLUB

There are various levels of membership that range from \$35 to \$2500. Benefits depend on the level and can include unlimited admission, special events, newsletter subscription and discounts!

For more information, please call 610-432-4200, ext. 13

Volunteer Recognition

An unexpected alliance developed in the months leading up to the grand opening of the museum. America On Wheels is host to a display memorializing Dopey Duncan (1920-1990), the mentor of the boys of the Lehigh Valley Timing Association. The display includes a history of the drag racing sport. In 1955-56 LVTA operated an enormously successful drag racing program at Convoir Airport (now Queen City Airport). Most of the LVTA members were in their teens when Duncan befriended them and provided the adult guidance and know-how to enable them to deal with political and public relations issues of the day.

The LVTA was (and is!) a hot rod club. Members are specifically interested in automobiles, their restoration and performance. Not much has changed except the age of the membership. At one time, most members were between sixteen and twenty years old—today they are all retirement age. Timing Association members served the community during their drag racing years, and still perform public service volunteer activities today, including volunteering to support America On Wheels.

The Staff of America On Wheels Museum thanks all of the members, wives and families of the LVTA for everything they have done to help AOW start off on the right foot. Through their never-ending dedication, enthusiasm and support, they have set themselves apart from the crowd and deserve a very special thank you. Hours upon hours of time were volunteered, services and materials donated, advice and

knowledge shared without which AOW would have surely suffered. We feel honored to have been befriended by the members of such an incredible organization and are extremely proud of LVTA's exhibit within the museum. We are forever indebted to the timing association. If Dopey Duncan were here, he would be proud of them once again!

America On Wheels treasures their volunteers as they are the heart and soul of the museum. The ways in which they have contributed are too numerous to list but here is a small sample of some of the activities performed both prior to and on opening day:

Acting as docents and education assistants

Cooking and serving food and coke floats during our Open House & Cruise Nights

Cleaning the museum and detailing the vehicles

Music from the Lehigh Valley Folk Music Society

Organizing and maintaining the library

Assisting the office staff

If you are interested in becoming part of our volunteer team, please call 610-432-4200 or email [Liz Hahn at fund_development@americaonwheels.org](mailto:Liz.Hahn@americaonwheels.org)



Snyder

Wally Ely with visitors at LVTA exhibit



Spoke & Word is published by

America On Wheels, Inc.
5 North Front Street
Allentown, PA 18102-5303
Phone: 610-432-4200
Fax: 610-432-3670
www.americaonwheels.org

BOARD OF DIRECTORS

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Linda Merkel, *Executive Director*
director@americaonwheels.org

Liz Hahn, *Director of Special Events & Volunteers*
fund_development@americaonwheels.org

Kelli Oliver, *Education Coordinator*
education@americaonwheels.org

Ann Ruggiero, *Business Development Coordinator*
development@americaonwheels.org

Sarah Brennan, *Curator*
curator@americaonwheels.org

Robert Williams, *Graphic Designer*
design911@verizon.net

Lisa DeVuono, *Newsletter Editor*
ldevuono@hotmail.com

America On Wheels, Inc. is a tax-exempt organization as provided by IRS regulations. You may obtain a copy of our official registration and financial information from the PA Department of Revenue by calling toll-free, within PA at 800-732-0999. Registration does not imply endorsement.

Capital Campaign Fulfillment Form

Yes! I want to fuel America On Wheels

___ Individual ___ Corporate

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Home Phone _____

Business Phone _____

E-mail _____

Giving Levels

America On Wheels' Diamond Diesel* \$25,000 and above
Platinum Diesel* 20,000–24,999
Classic Engine * 10,000–19,999
Silver Six Cylinder* 5,000–9,999
Bronze Pit Crew* 2,500–4,999
Chief Mechanic* 1,000–2,499
Fueling Supporter** 750–999
Horsepower** 500–749
Friends of AOW** 250–499
Believers of AOW** 249–Below

* Permanent plaque recognition
** Name recognition in AOW Newsletter, The Spoke & Word

Method of Payment

Please make your check payable to America On Wheels and return to:
5 North Front Street, Allentown, PA 18102

Please indicate the amount of your total gift to the Museum's Capital Campaign:

\$ _____

I (We) wish my (our) name(s) to appear in recognition as follows:

I (We) want to designate this gift as a memorial, tribute to:

Total Amount of Pledge \$ _____

We prefer to contribute: Annually Quarterly Monthly for _____ Years

Signature _____

(Required for multi-year pledges)

- My total gift of \$ _____ is enclosed
- My first payment of \$ _____ is enclosed (apply to pledge)
- No reminder is necessary
- Please bill me _____ monthly



for more information, please call 610-432-4200

7/6/07

Our Open House...



1. Board Members cut the cake. R to left: Chuck Weinmann, William Hacker, Paul Ritter, Paul Manwiller, George F. Doughy



5. Lobby packed with visitors



9. Next generation of race car drivers



2. Kevan Moss & Stephen Horne of Kevan Moss Design AOW Museum Designers

Wright



6. Guy's Garage



10. Joe and Melanie Totenbier Creator of the Stealth Tryke

A Roaring Success!



3. Lehigh Valley Folk Music Society members



7. Sharing favorite road trips



11. Volunteers Tia Wieser and Linda Klosek in the busy gift shop



4. Richard King, architect, MGA Partners, with his family



8. Earlier transport vehicles



12. Lining up for a Truck Simulation

A special thanks to...

Tom Breitfeller (Photos 5, 6, & 12)
Dale Snyder (Photos 1, 3, 4, 7, 8, 9, 11)

EDUCATION

Collaboration with Pinebrook Services

Starting in July, AOW will kickoff its first seven week educational summer program in collaboration with Pinebrook Services. Through carefully designed informational sessions, and interactive team building activities, students, ages 6 to 13, will learn a variety of skills that include friendship building, listening, respect, appreciation, and responsibility.

Working in teams, students will design and test the various parts of the JetToy model where they can directly practice the skills learned from the weekly sessions. At the end of the program, they will present the finished model to an audience and a panel of judges. Students will discuss the lessons they have learned from their experiences at America On Wheels and how they can apply them in the future.

Quiz Corner

1. What kind of car did Starsky and Hutch drive in the classic television series?

- A. Ford Bronco
- B. Ford Thunderbird
- C. Ford Gran Torino
- D. Ford Ranger

2. The first cars did not have steering wheels. Drivers steered with...

- A. a button
- B. a pedal
- C. a lever

3. Most American car horns beep in the key of...

- A. D
- B. C
- C. F
- D. B Flat

Answer Key: 1. C 2. C 3. C

Programs Up and Running at AOW

Our anthem here at AOW is "educate, entertain and offer new ways of looking at the history of transportation technology!" Possible educational programs for the community may include tours of the collection, K-12 class trips, school outreach, home-school opportunities, after school and weekend activity groups, Boy Scout/Girl Scout badge achievements, career investigation, birthday party fun, and community nights. Current Programs include:



Necessity is the Mother of Invention:

Designed to engage the student in the discovery of how humans have invented mechanical automotive components and re-engineered existing mechanical devices. Students will develop ideas for the future automobile.

If you are interested in visiting the museum, participating in one of our programs, or would like to volunteer your time and talents as an education docent, please let us know by contacting Kelli Oliver at education@americaonwheels.org or (610) 432-4200, ext. 14.

Museum Scavenger Hunt:

Designed to highlight the potential safety issues and hazards students may face on their journeys to school while riding a bike, skateboard, or walking with a friend. The students will discuss with AOW volunteers how they can avoid potential dangers and will work on establishing a safe route home or to school.

Car Tunes:

Designed to give students a basic understanding of musical instruments and to develop a greater appreciation of music by recognizing that music can be produced by seemingly unlikely objects. After discussing the many different kinds of musical instruments, students will create and design their own instrument out of spare car parts and discuss the possible ways to play and showcase their work.



SPECIAL EXHIBIT

Upcoming Exhibit:

Circle Track Racing

In mid-fall 2008, America On Wheels will focus on circle track racing and will look to display a wide variety of racecars. The Museum's exhibit committee is currently compiling a list of potential vehicles for the exhibit and will soon be narrowing it down to make the final selections. The museum's initiative is to create an exhibit of both locally and nationally known vehicles driven by people from all walks of life and degrees of fame.

We are always on the look-out for fresh ideas for the changing gallery, so if you have suggestions or potential loans for AOW, please contact us at (610) 432-4200.



Snyder

Muscle Cars

America On Wheels' exhibit space consists of three galleries; corridor exhibitions; and several displays within our lobby. One of our galleries, located on the second floor, has been designated as our "changing" or "rotating" exhibit space. This gallery will change every 6-9 months and will focus on different eras, types of vehicles, and categories of transportation.

From April 2008 to mid-fall 2008, America On Wheels' changing gallery features vehicles from the golden era of muscle cars. Beginning in 1964 with the Pontiac GTO Convertible and ending with the 1972 Oldsmobile, each vehicle played an important role in this unique car craze.

Museum visitors will also find a 1967 Ford Mercury Comet, 1970 AMX, 1970



Snyder

Plymouth Superbird, 1969 1/2 Plymouth Roadrunner, 1970 Plymouth Hemi Cuda, 1969 COPO Camaro, 1966 Stingray Corvette 427, 1972 Oldsmobile 442, 1965 Chevy Chevelle Z-16, 1970 Chevy Chevelle LS6 and a 1967 Shelby GT 500 Mustang. You cannot help but be mesmerized by the sheer beauty of these vehicles and the awesome presence such a collection demands. Take a look under the hoods and you'll soon know why they're called "muscle" cars.

AMERICA ON WHEELS DISCOUNT COUPON

DID YOU KNOW?

Our gift shop, Park 'N' Go is now open. We have a wide variety of merchandise including t-shirts, toys, novelty items, and prints. Find your next special gift here at AOW!

10%

OFF YOUR TOTAL PURCHASE.

Expires October 31st, 2008

Save the date!

November 8th 2008

"Moonlight Memories"

a Gala to benefit America On Wheels

Proceeds benefit the changing exhibit gallery and ongoing education programs.

For sponsorship and volunteer opportunities, to donate silent auction items, or to order tickets contact development@americaonwheels.org or call 610-432-4200, ext. 13.

LOOKING FOR A MEMORABLE PLACE TO HOST YOUR NEXT EVENT?



Imagine your next gathering here at the museum where your guests can enjoy walking amidst our many interesting and interactive exhibits while participating in making your event memorable.

AOW is available to host all kinds of events including:

- Wedding and Receptions**
- Rehearsal Dinners**
- Symposia and Galas**
- Holiday and Private Parties**
- Meeting Space**
- Corporate Events**
- Group Tours**
- Cruise Nights**
- Children's Parties**

The museum includes interactive galleries, an orientation theater, library, classroom, and a gift shop. We also have a list of caterers who can provide a wide array of culinary delights for all types of occasions.

**For more information
contact Liz Hahn at
610 432-4200.**



Special Events and Group Tours

Liz Hahn, Director of Special Events and Volunteers, is a busy person these days. She has been arranging many group tours, receptions, meetings, and coordinating volunteers to help with all of it. Things have not slowed down since the opening and nearly every day, there has been a group, a special meeting or event here at the museum.



Breitfeller



Breitfeller

Some of the folks that have come through our doors over these last few months include Classy Cruisers — Car Cruise; Tour bus groups from New York to MD; local Lehigh Valley businesses; several birthday parties and family reunions; community group luncheons and meetings; car clubs; and the 19th Annual Concours d'Elegance!

Museum Hosts Visionary Group

The Riverfront Trail Visioning and Steering Committee met for the second time in AOW's "Long Haul" room, which overlooks the Lehigh River. Spearheaded by the Allentown Economic Development Corporation, a non-profit organization that seeks to "incorporate the adaptive reuse and recycling of existing buildings and infrastructure", the committee met to discuss next steps in the process, including the formulation of task groups to determine action plans.

Co-facilitated by Assistant Director Matt Tuerk and Sherry Peck from the Rivers, Trails and Conservation Assistance Program of National Park Services, the group discussed a variety of options for the development of a riverfront trail, including design and beautification, as well as ways to involve the surrounding community. Several key organizations were represented. The Museum is in partnership with AEDC in re-visioning the Lehigh Landing area.

America On Wheels, Inc.
P.O. Box 950
Allentown, PA 18105-0950

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*THE MORNING CALL
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by providing the
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To learn more about America On Wheels, please visit... www.americaonwheels.org

HOURS & ADMISSION

General \$7
Seniors (62+) \$5
Students (6-16) \$3.50
Children (5 and under) FREE
Tickets must be purchased by 4:00 pm

MAY—OCTOBER
Daily 10 am—5 pm

NOVEMBER—APRIL
Tues-Sun 10 am—5 pm

Closed Thanksgiving, Christmas,
and New Year's Day

All exhibits are wheelchair
and stroller accessible.



8 North Front Street, Allentown, PA
610-432-4200
www.americaonwheels.org



Snyder

Upcoming Events

JUNE

- 4th Hunter Keystone Peterbilt golf dinner
- 14th Antique Truck Club of America—
Macungie Memorial Park
- 14th The Hawk Pig Roast
- 14th Lehigh Valley Volkswagon Car Club—
Monthly Meeting
- 17th Community Bike Works—Group Tour
- 24th Wildlands Conservancy Lehigh
River Sojourn
- 28th New Image Car Club—Car Show—
200-250 cars will be on display

JULY

- 2nd Pinebrook Services—Summer Program
- 3rd Conventry Christian School Summer
Day Camp—Group Tour
- 9th Pinebrook Services—Summer Program
- 12th Lehigh Valley Volkswagon Car Club—
Monthly Meeting
- 16th Pinebrook Services—Summer Program
- 17th Olympus Daycare—Group Tour
- 17th Ladies Red Hat Society—Group Tour
- 23rd Pinebrook Services—Summer Program
- 30th Pinebrook Services—Summer Program

AUGUST

- 6th Pinebrook Services—Summer Program

- 9th Lehigh Valley Volkswagon Car Club—
Monthly Meeting
- 13th Pinebrook Services—Summer Program
Awards & Luncheon
- 22/24 Wheels of Time (30th anniversary) at
Macungie Memorial Park
- 22nd Wheels of Time—Group Tour

SEPTEMBER

- 13th Model A Club—
Meeting/Luncheon/Group Tour
- 13th Lehigh Valley Volkswagon Car Club—
Monthly Meeting
- 26th Construction Specifications Institute—
Group Tour
- 26th Allentown Rotary—Meeting/Luncheon/
Group Tour

OCTOBER

- 18th Dennis Gage Appearance
- 19th Keystone Region SDC—Group Tour
(arriving with antique cars)
- 19th Delaware Valley—AACA—Group Tour
(arriving with antique cars)

NOVEMBER

- 8th AOW Gala

2009 Upcoming Tours/Events

- June 7, 2009 Buick Driving Enthusiasts—
Group Tour