

October
2017

www.central-coast-aths.org

The Central Coaster



President

Larry Hoenig
(805) 904-6092
Larry.hoenig@gmail.com

Vice President

John Cague
(805) 975-2051
jcague1963@gmail.com

Secretary

Ray Boche
(805) 438-5637
boche@kcbx.net

Treasurer

Dona Cague
(805) 975-2051
donawatts@yahoo.com

Directors

Jim Trask
Glenn Allen
Greg Porte
Stan Alles
Dan Theroux

Membership

Diann Wells
(310) 643-9034
Drwells1941@aol.com

Publicity

John Cague
(805) 975-2051
jcague1963@gmail.com

Website

Larry Hoenig
(805) 904-6092
Larry.hoenig@gmail.com

ATHS Mission: "To preserve the history of trucks, the trucking industry, and its pioneers"

Sitting on the tailgate.....

Our final meeting for the 2017 Calendar Year will be on Saturday, October 21st at the Upper Crust Restaurant at 11560 Los Osos Valley Road, (corner of Madonna Rd) San Luis Obispo. Our meeting will be at 11:00 AM with Lunch at Noon. The menu will be a Mixed Green Salad with the choice of: Blackened Chicken Sandwich, Fettuccine Marinara w/ Meatball, Rigatoni Bolognese, OR Chicken Marsala. Cost will be \$15 each with the chapter picking up the tax and gratuity.

The only item on the agenda is the election officers for 2018-2019. Nomination at the August meeting were:

President: -- none --
Vice President: Mark "Hutch" Hutchenreuther
Secretary: Ray Boche
Treasurer: Betty Theroux

Additional nominations for all offices will be accepted at the October meeting per our by-laws.

Obviously we need a president, so either volunteer or twist another member's arm to accept the nomination for president. The primary responsibility of the president is to establish the meeting schedule (min 4 per year), select the meeting place, preside at the business meeting, and have overall responsibility for the Cooler.

Larry Hoenig

**ATHS – San Diego Chapter
4th Annual Antique Truck Show
Sunday, October 22,2017
8am – 2pm
\$20 per truck registration
For more information call 760 803-1034
Antique Gas & Steam Engine Museum
2040 North Santa Fe Avenue
Vista, California**

MINUTES OF THE CENTRAL COAST CHAPTER, ATHS

Meeting held at the Mendenhall Museum, Buellton, CA – August 19, 2017

Meeting called to order by Larry at 10:10 – 20 members present. This includes relatively new members, Brent Davis of Nipomo, Doug and Michelle Coffin from Lompoc, and Anthony Delia and Cathy Wilding of Santa Maria. Minutes of the June 17 meeting approved as published at www.central-coast-aths.org and in the newsletter. Diann reported that there are now 94 listed individual members.

Dona provided a financial report noting that although the High School has yet to bill us it appears that the Cooler broke even. The dinner from Scotty's BBQ was acclaimed to have been very good and made a major contribution toward profitability. (We may want to do that again next year since few caterers will cook on site for less than 100).

We had 55 trucks registered which is down a little. There was no indication that our \$25 registration charge was a significant factor in the reduction. Pre registration didn't actually work out, and the \$10 lunch voucher might have been an unnecessary complication. It was suggested that we might work out a way to apply it to the dinner which profits us rather than the lunch that doesn't.

Stan noted that the show seems to be dwindling as many members may be approaching their "sell by" dates, and offered some suggestions and questions about publicizing the show and organization particularly to younger people. Larry sends out 42 newsletters by U.S. mail and 20 electronically. Doug suggested, as John C. did last meeting, – getting involved with the tractor show at the Santa Margarita Ranch. The national can provide us with a list of all California members, and we could guesstimate who is in likely range, and send them a flyer specifically pointed to getting them to bring a truck and come. Some incentives for participation were mentioned e.g. dash plaques or awards – but some said those hadn't been effective in the past. It was suggested that getting more younger members might correlate with getting more pickups – as opposed to an emphasis on trucking industry trucks.

A donation of \$200 to the scouts for their help with parking was approved, and a \$500 scholarship to a Nipomo High School senior to be administered by the high school was approved.

Officers for next year are an issue since Larry would prefer not to continue, and John and Dona are projecting a possible move out of the area. Betty volunteered to serve as Treasurer, Ray may continue as Secretary if no other body can be found, and Hutch sort of volunteered to be Vice President and work on publicity. Larry did state that he would be willing to continue coordinating the cooler and publishing the newsletter. Nominations and voting for all positions will be open at our October 21 meeting – to be held at the Upper Crust restaurant in San Luis Obispo.

Meeting adjourned at 11:10, and Vicki Mendenhall offered some history and highlights of this totally awesome museum. Lunch at Andersen's followed.

Draft for approval - ray