

THE HOOD SCOOP

December 2014

2014 - The Year of the 4's

By Chris Winslow



This year Gateway GTO celebrated the year of the 4's in recognition of the 50th anniversary of the 1964 GTO, the 40th Anniversary of the 1974 GTO, and the 10th anniversary of the 2004 GTO. Our club is fortunate enough to have high quality examples of each of these years and as such we were able to have articles on those cars grace the pages of *The Hoodscope* throughout 2014. Those articles included:

- An article by Bryan O'Sullivan where he relived the decade that he has spent with his 2004 GTO.
- An article by myself researching the 40th anniversary edition of the 2004 GTO. (This article was picked up by *The Legend* where it was run in the November edition).
- An article by John Novelli on the restoration of his 1964 GTO.
- An article by Will Bowers talking about buying his first GTO in 1964 and how, years later in 1983, he came to purchase the 1964 convertible that he still owns today.
- An article by Joe Mayweather on how he fulfilled a promise he made to himself when he purchased in 2004 GTO.
- An article by Steve Hedrick on his 1964 GTO restoration project. (This was the first time we featured the frame of a car on the cover of *The Hoodscope*!)

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THE HOOD SCOOP



GTO of the Month



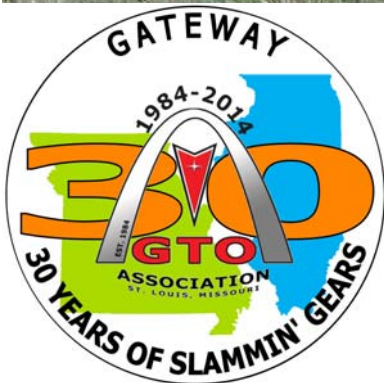
- An article by Brian, Amy, and Andrew O’Sullivan on their pair of 2004 GTO’s.
- An article by Jeff Bond, one of our newest members, on his 1964 and 2004 GTO’s.
- An article on the 1974 GTO written by myself but featuring photographs of Rich Vie’s 1974 coupe.

For next year, we will be celebrating the year of the 5’s, so those of you with 1965 and 2005 GTO’s should start writing and photographing. I will be calling you for articles!

Have a great holiday!

Chris

Collectively, these articles demonstrated the depth and breadth of the collection of high quality cars that belong to the members of our club.





Presidents Scoop

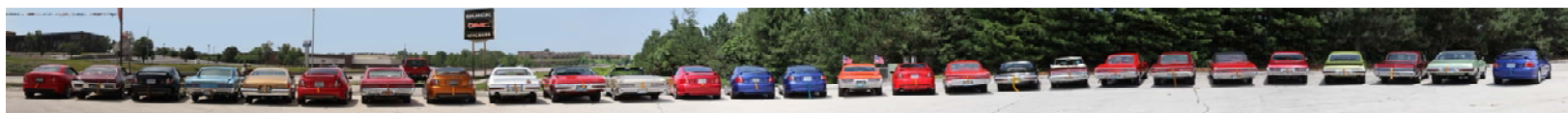
The Presidents Scoop

By Kerry Friedman

2014 is just about over. Thank you all for a wonderful year. The recently held Christmas Party had great attendance; 68 Members, family and friends. The annual Club Participation Awards were given out. 3rd Place went to new member Tom Fox, 2nd Place to the Lewis's and 1st Place to the Mayweathers's. The food was awesome and we had a 30 year anniversary cake for dessert that resembled our new 30 year Logo. Thanks to the Melrose's and Schotte's for their planning and hard work. A new feature at the Party was the "Steering Wheel of Fortune", based on the popular TV show. Congratulations to Table 4, and thanks to our guest hosts, Vanna 1 and Vanna 2, my granddaughter Ellie, and her friend Courtney.

Thanks to those of you with 1964 and 2004 GTO's who wrote, or ghost wrote, articles for The Hood Scoop about your cars. 2015 being the 50th anniversary of the 1965 and the 10th for the 2005, we reach out to the following, based on the latest roster, for a "Car of the Month" article about you, your families, and your cars: '65 - Kendrick, May, Morton, Ray, Taylor, and for '05 - Bowers, Boyer, and Jeter. If we missed you, there is room for more.

If you haven't noticed, GTOAA, our National GTO Association, Sponsor the Annual Conventions, and Publisher of the beautiful monthly Newsletter, "The Legend", is on a full scale membership drive. They are offering free officer memberships to Chapters with 100% membership, and 50% off for each new member that individuals can sign up. Due to the demise of Pontiac, and the absence of anymore new GTO's, it is extremely important to keep the memory of the GTO, and this great organization alive. We will soon be at a turning point in the ownership of "The Great Ones". With the original owners, being at least in their late sixties or older, and other owners getting too far up in age to enjoy the rides, shows, and conventions, these cars will be passed on to younger people that may not know about the GTOAA, or the local chapters. It needs to be all of our responsibilities to reach out to any GTO, Lemans, Tempest, or any Pontiac, for that matter, Owners or drivers, that we see at shows that our not in GTOAA, or the Gateway Chapter. We have "business cards" with offi-





Presidents Scoop



cer's names, and the membership application is on-line at gatewaygto.org. For \$35 per year, The Legend alone is well worth the cost. But include the Gateway Chapter membership, and the Club paid for Pizza Party and Picnic, how could you not be a member. The benefits way surpass those afore mentioned, especially if you need help finding a car, checking out a prospective car, needing help with a car problem, or just the comradery of fellow GTO/Pontiac Owners. So, print off a couple of Member Application, grab a few business cards at a meeting, stash them in your GTO glove box, wear your Club shirts and Jackets proudly, and approach anyone with these cars to put the information about these fine organizations in their hands. We must not let them die.

The 2015 Pizza Party will be at Pirrone's Pizza in Florissant on January 18, from 1:00 Pm to 4:00 PM. Please plan to attend, as there is no Regular Meeting in January.

The New 30th Anniversary Tee Shirts were a big hit at the November Meeting. If you weren't there and ordered some, or want some, they will be available at the Pizza Party. The long sleeve shirts are sold-out. There are white ones for the ladies, and sport grey for the men. We won't tell if you wear the opposite colrs. Pricing ranges from \$13-\$16, depending on size and color.

As we have done last year, your \$35 dues for GTOAA will get you free membership in our Chapter. Please send in your renewals now, or at the latest, bring them to the Pizza Party. Please use the membership application/renewal form printed off the website, and mail directly to the Gateway Chapter, c/o Will Bowers. We will send them in to GTOAA for you an update your membership in Gateway.

The first regular Gateway GTO meeting will be February 5, at The Sport's Café, in Bridgeton.

Have a safe and Happy Holiday Season and please send me any thoughts or ideas you have for next year.





Convention Corner



2017 will be here before we know it. As we prepare to host the GTOAA convention, Tom Oxler has put together a tentative set of committee assignment. These are intended as a starting point, so please take a look at your assignment and if you would prefer to be in a different group, please let us know.

REGISTRATION Chair Chris Winslow 636-939-2770 chriswinslow@charter.net	Committee Members		
HOTEL Chair Mark Melrose 314-968-3106 mjmelrose@aol.com	Committee Members		
ACTIVITIES Chair Terry Schott 636-273-6313 tschott@kelpe.com	Committee Members		
CAR SHOW/TECH/LOT Chair Frank Chapman 618-523-4636 cchapman7328@att.net	Committee Members		
VENDORS/SWAP MEET Chair Will Bowers 618-656-1899 wwbdsb@yahoo.com	Committee Members		
SPONSORS/SPEAKERS Chair John Johnson 573-581-8013 johnjohn@midamerica.net	Committee Members		
Terrie Oxler Tod Lieble Brian & Amy O'Sullivan Paula Winslow Jim & Mary McCarthy		Darrell & Tootie May John & Linda Kehrein Andrew O'Sullivan Mike & Maggie Wilson Bev Mayweather	
Denny Gunn Harry Smelcer Dave Island Paul Kondrick			
Gail Schott Earl & Barb Lewis Marty Howard Leroy & Debbie Brune John Folluo	Brian Ray Bill Craft Jim Mutz Annette Morton Donna Bowers		
Harry Timmerman Lucas Hedrick John Taylor Terry Schneider Pat Garvey Joe Mayweather Bill Hargrave	Tony Bezzole Rich Vie Mike McNeal Dan Jackson Jeff Bond Ken Boyer Larry Frederick	John Hunt John Lally Brian Lavac George Jeter Tom Fox	
Cecil Morton Chris Simmons John Novelli Doug Wollgast Craig Glen		Jeff Heinie Jeff Homsher John Rolfes Roger Maczura	
Jon Havens Bob Blattel Dave Huesgen Jim Moran Jim Kiburz		Danny Schmidt Charley & Jeanne Simpson Carl Thoenen Scott Brandt Scott Hudler	

November 22, 2014



The REVERB

With GTOAA Recruitment and Public Relations Coordinator *Vic Schreck*

A special announcement from the GTOAA Public Relations Department!

The GTOAA is pleased to announce the **Chapter Incentive Program**, also known as **CHIP**. This program is designed to reward chapters for retaining or achieving 100% chapter member status in the GTOAA, and reward one chapter annually for bringing in the most new GTOAA members.

In our efforts to grow the GTOAA, and make the GTOAA stronger, we want to help our chapters grow and become stronger with us. This is the goal of CHIP. As stated, this program is designed to reward a chapter that brings in the most new GTOAA members in a one-year period. A new member is defined as a first-time GTOAA member or a member who has been inactive from the GTOAA for a minimum of one year. The more members you bring into your chapter, the stronger your chapter will become.

We appreciate your dedication and support of our mission, and thank you for your efforts in supporting the GTOAA and promoting our vision.

How Does CHIP Work?

CHIP is designed to aid a chapter in attaining the GTOAA's ultimate goal of 100% chapter membership in the

GTOAA, to help grow your chapter, to reward chapter officers whose chapter has attained the 100% GTOAA membership goal, and of course, to grow the GTOAA.

We have set a minimum goal of 10 new members per chapter in order for a chapter to qualify for incentives. The chapter that brings in the most new members for that year will be recognized as the winner and rewarded for its efforts. Though it is possible your chapter can attain 100% GTOAA membership status but not be the top chapter in gaining the most new GTOAA members, it is our hope the incentives will encourage your chapter to continue to promote your growth.

What Are The Incentives?

The winning chapter will enjoy:

- Recognition for its efforts, presented with a special award at Chapter Night at the GTOAA annual convention.
- Four GTOAA annual convention tickets to dispense to the membership as the chapter sees fit. Each ticket includes:
 - 1) 50% off annual convention registration.
 - 2) 50% off the price of the convention awards banquet.
 - 3) One convention t-shirt.
- Reserved seating for the chapter in

a prominent location at the awards banquet.

For individuals taking advantage of our Refer a Friend Program: If they are in a chapter, their referral(s) will be included in the overall membership count in their chapter. So, not only can referring GTOAA members receive up to one year's free GTOAA membership, their chapter will also receive credit for their referral(s).

Each chapter will be responsible for keeping track of how many individuals it has accepted as members who join the GTOAA. The new members that have joined a chapter must be identified on the club roster submitted with the annual GTOAA Chapter Survey.

Free Chapter Officer Dues For 100% GTOAA Chapters!

The four officers of our national chapters (president, vice president, secretary, treasurer) currently enjoy a 50% reduction in annual GTOAA membership dues. Effective with the 2015 Chapter Survey (to be emailed just prior to Thanksgiving), for those chapters that are at 100% or that have reached 100% GTOAA membership status, up to four chapter officers will now receive complimentary annual GTOAA membership, effective with their individual renewal date. Chapters must maintain their yearly 100%



GTOAA status in order for their officers to enjoy this benefit. If a chapter falls below its 100% GTOAA status, those four officers will revert to their 50% annual GTOAA dues. (Note: Chapters chartered since 2000 are still required to have 100% GTOAA membership.)

We believe this program will assist our chapters in increasing their membership percentage in the GTOAA, growing the chapter as well as helping us in our mission to grow the GTOAA.

Happy Motoring!

Vic

Vic Schreck
GTOAA Public
Relations
Coordinator



The GTOAA Introduces our: **REFER A FRIEND** program

Would you like to receive a FREE year's membership to the GTOAA?
Here's all you do:

Refer a friend to join the GTOAA and receive a FREE 6 month extension to your existing GTOAA membership. Refer 2 friends receive a FREE YEAR extension to your existing GTOAA membership. That's it!!

Simply have your friend write your name on the Referred By line on the GTOAA electronic or downloadable application and submit.

With the holiday season approaching, a GTOAA membership would make an ideal gift!

Not a GTOAA member? Check us out: www.gtoaa.org

** Free membership is limited to two referrals (1 year free membership per individual per year). Referred member, if renewing, must have been an inactive GTOAA member for a minimum of one year.





Chapter Chat

With GTOAA President *G. Thomas Oxler*

A Word From Your Public Relations Team

By Vic Schreck, GTOAA Public Relations Coordinator

A couple of weeks ago I informed you of a program we've instituted: "Refer a Friend." This program is designed to not only grow GTOAA membership but also reward those with a free six-month or one-year extension who bring in a friend or encourage former GTOAA members who have been inactive for a year or more to consider rejoining the GTOAA.

This is part of our initiative to become more proactive in growing the GTOAA. Along with this program, we have become more aggressive on our GTOAA Facebook page. For those who have access to social media and frequent our Facebook page, you will have noticed increased interaction. Social Media is being utilized for business to promote and gain clientele. We've chosen to take advantage of the electronic highway to reach out and expand awareness of the GTOAA.

Just in the past four weeks of becoming more proactive in social media and utilizing our GTOAA Facebook page, we have seen enormous gains in page likes (those who follow us), thread reaches, and overall GTOAA awareness. We've gained more than 70,000 new Followers and as of this writing

have nearly 370,000 page "Likes." With that, in a two-week timespan through pictures we post and share, pictures of events and chapter news, and advertising for members, we've seen our reach total hit 2.8 million people.

Reach totals fluctuate depending on how aggressive we are. The less aggressive, the less reach; the more effort we put into interaction the more people we reach. When one of our page Followers shares a picture on our Facebook page it's being seen by millions of people.

You also may have noticed we have begun featuring "Chapter of the Week." Each week we select, at random, GTOAA chapters from different parts of the country who have active websites or Facebook pages and feature them. That chapter is pinned to the top of the page so visitors will see that chapter when they visit our page. Through promoting your chapter on our Facebook page, the intent is to get your chapter greater exposure, especially to people in your area that may not know you. Hopefully they



will consider checking you out and joining your chapter, thus increasing your membership.

I have been monitoring traffic activity to the chapters we have already featured and am logging social media activity. So far we have featured four chapters. Each chapter has gotten a lot of

exposure on our Facebook page. For those who have visible page counters on your website, and visible page Likes on your club's Facebook page, I have been monitoring that as well and I have noticed an increase of exposure to your sites. I have also noticed that the more robust your website is, the more active you are on your Facebook page, the more interest there is for those to check you out and share your pictures with others. Just one share from your Facebook page reaches millions of people.

Of course, there are those who enjoy the Pontiac GTO but for whatever reason choose not to join the GTOAA. What's most important is that the exposure of the GTOAA through social media is there, and as we target Facebook subscribers we believe that,



in time, we'll gain members. Our efforts are beginning to pay off as we have seen an increase in new members at a time when new memberships are stagnant.

We search our chapters who maintain a Facebook page for pictures of your events and pictures of your member's cars and post them on the GTOAA Facebook page. This not only expands the GTOAA's presence in social media, it gets your chapter exposure and hopefully interest for people to consider joining your chapter. We Like each chapter we know of that has a Facebook page and are able to pull pictures of your club from our news feed and share them. Obviously the more active you are on Facebook, the more feeds we get from you and the more we can feature you. Some chapters are very active and get more

exposure; some have no activity and get no exposure.

As we get more proactive in our efforts to grow the GTOAA, social media will play a very key role. I encourage chapter leaders whose chapters do not have a Facebook page to consider getting one. I realize not everyone is into social media; however there are most likely members in your club that are. Perhaps you can employ one of your members to champion your club's Facebook page and get active on the social highway. It's a great way to promote your chapter, promote your car shows or activities, gain new members, and bring attention to your chapter.

By having a car show and submitting your flyer to us we can post your advertisement on our Facebook page

where it will reach well beyond your geographic area and increase attendance at your event.

As the weeks go on, each chapter will have a week of promotion on our Facebook page. Some chapters do not have a website or a Facebook page; those who do not, we cannot give your chapter the promotion we'd like. I'd encourage you to consider getting both or either or so we can get you publicity that will hopefully help you grow your chapter. If you currently have a Facebook page please send me the link to publicrelations@gtoaa.org so we can get your chapter the attention it deserves.

Happy Motoring!

Vic

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Annual Gateway GTO Christmas Party by Chris Winslow

Gateway GTO's annual Christmas party had a few new twists this year. First, the party was a week earlier this year. This move was intended to increase attendance by preventing the party from interfering with other holiday parties. The change appears to have worked as attendance was excellent at 68.



The dinner served was excellent (not a change from recent Christmas Parties), but the after dinner entertainment was new.

There was a GTO themed Wheel of Fortune game organized and hosted by Gateway GTO president Kerry Friedman with his granddaughter Ellie and her friend Courtney acting as a pair of Vanna Whites. The puzzles were GTO themed and the prize for winning the puzzles were, in Kerry's words: "Not Much".



Gateway GTO Activities

Kerry also passed out the awards for the members who had gathered the most points over the year. The winners were:

3rd Place: Tom Fox

2nd Place: Earl Lewis

1st Place: Joe Mayweather

With all of these activities completed, it was time for the main event, the Christmas Gift exchange. This year Gail Schott acted as the Master of Ceremonies using a poem that that directed each of us when to pick a present to open and when we could rob our neighbor and what neighbor we could rob.

Everyone who attended the party had a great time. This is the closing event for the club for 2014. Our next event will be the Pizza Party in January. See you all there!





Year Of The 5's



Calling all owners of 1965 and 2005 GTO's!

**This year, in celebration of:
50th Anniversary of the 1965 GTO
10th Anniversary of the 2005 GTO**

The Hoodscoop will be featuring Car of the Month articles on the anniversary years

If you own one of these special cars, please get to work on your article(s) and get them to Chris Winslow



Gateway GTO Club

Pizza Party

Sunday, January 18, 2015 from 1-4 PM

At Pirrone's Pizza

1775 Washington St, Florissant, MO 63033

About 1 mile north of I-270 off the Washington/Elizabeth exit 314-650-1820

Club furnishes the pizza – drinks, salads, etc. are members' responsibility





NEW AGE GTO CONCOURS PROJECT

The GTO Association of America has initiated a project to create a set of photo records on the 2004 to 2006 GTO in anticipation of a time in the future when these cars will participate in the annual GTO Association of America Concours car show.

Gateway GTO has been chosen as the chapter to assemble these photo documentaries.

The project requires six **BONE STOCK** new age GTO's - One manual transmission and one automatic transmission car from each model year.

Ground Rules for Eligible Cars:

- Car must be bone stock with NO aftermarket parts or modifications. The only exceptions are batteries and tires.
- Factory parts, such as the sports appearance package and 18 inch wheels, are allowed.
- All parts the car was originally supplied with, such as the spoiler, must be installed. (Exception: Parts removed to install other factory parts such as the sports appearance package or 18" wheels.)

Once the cars are identified, a photo session will be scheduled.

If your car meets the requirements of the ground rules and you are interested in participating, please contact Chris Winslow.

**This is your chance to make your GTO the standard
against which all new age GTO's will be judged!**

Still looking for a 2005 Automatic Car - All other slots have been filled

Gateway GTO Association Points Submission Form

Member Name _____

Month _____

Club Sponsored Events and Monthly Meetings

Event	With GTO (40 Points)	Without GTO (20 Points)

Total for Club Sponsored Events _____

Non Sponsored Events

Event	With GTO (10 Points)	Without GTO (5 Points)

Total for Non Sponsored Events _____

Other Activities

GTO Regional/National Event	With GTO (100 Points)	Without GTO (70 Points)

- GGTOA Event Worker/Helper (50 Points) _____
- Car Featured as GTO of the Month (50 Points) _____
- Write an Article for *Hood Scoop* (50 Points) _____
- Sign up a new GGTOA member (25 Points) _____
- Have GTO featured in a National Pub (40 Points) _____

Total Points for Month

Submit completed form at GGTOA monthly meeting or to:
 B. O'Sullivan
 10637 St. Phillip Lane
 St. Anne, MO 63074

To access form from GatewayGTO.com, click below
<http://www.gatewaygto.org/clubpoints.html>

2015 GATEWAY GTO CALENDAR OF EVENTS

January

18 - GTO Pizza Party 1-4PM at Pirrone's Pizza, 1775 Washington St, Florissant, MO 63033

February

5- GTO MEETING 7PM at Sports Café (CLUB SPONSORED)

March

5 - GTO MEETING 7PM at Sports Café (CLUB SPONSORED)

April

2 - GTO MEETING 7PM at Sports Café (CLUB SPONSORED)

May

7 - GTO MEETING 7PM at Sports Café (CLUB SPONSORED)

June

4 - GTO MEETING 7PM at Sports Café (CLUB SPONSORED)

SEE THE FULL CALENDAR AT WWW.GATEWAYGTO.ORG

Gateway GTO Classifieds

For Sale

1972 350V8 (Needs to be rebuilt) Open to offers. Contact Tom Fox at 314-795-1598

2 Aluminum slots 15"x10", 3 1/2" back-space unilug. GC \$225 OBO. Contact Chris Simmons 636-887-3653

Wanted

WT 400 Block for a 1968 GTO. Contact Tom Fox at 314-795-1598

Looking for any vintage "mag" wheels 15" x 3", 4", 5", 8", 9", 10". Contact Chris Simmons 636-887-3653

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Advertising Guidelines

Classified ads up to 50 words are free to members; add 10 cents per word for any ad over 50 words. Payment is due upon submission. (members need to update ads at 3 month intervals or ads will be dropped). Classified ads up to 50 words for non-members are \$5.00 per issue.

Gateway GTO Club Information

The Gateway GTO Association was initially formed in the summer of 1984 by a group of seven. They all had a common interest in the Original Muscle Car, the Pontiac GTO. As a form of communication we publish a monthly newsletter called "The Hood Scoop". The purpose of this newsletter is to keep our members informed of all upcoming activities as well as providing interesting event coverage. The club meets every first Thursday of the month at Sports Café 3579 Pennridge Dr, Bridgeton, MO 63044

Membership dues are \$35.00 per year and all renewals are required to be paid by December 31st. You are allowed to have one associate member.

Club Sponsor

We are actively looking for a new club sponsor. If you are interested, please contact Kerry Friedman.

Gateway GTO Association Photo Album

If you have photos of past events or if you take pictures of future events that you think would be good for our Photo Album, please send them to the newsletter editor.

The Hood Scoop is published as an informative news bulletin to keep our members up to date on past, present, and future events.

Advertising rates are:

\$100 – Full page (Color or Black and White) ad in monthly *Hoodscoop* newsletter for 12 months, your logo on our Website Sponsor page, and a link to your website from our Related Website Link space.

\$50 – ½ page (Color or Black and White) ad in our monthly *Hoodscoop* newsletter for 12 months, your logo on our Website Sponsor page, and a link to your website from our Related Website Link space.

\$25 – Business Card (Color or Black and White) ad in our monthly *Hoodscoop* newsletter for 12 months, your logo on our Website Sponsor page, and a link to your website from our Related Website Link space.



As a Gateway GTO member please consider joining the GTO Association of America

**The Gateway GTO Association
is an official chapter of the
GTO Association of America
www.gtoaa.org**

**Visit us at
www.gatewaygto.org or
www.gatewaygto.com**

44 Marcus Drive
St. Peters, MO 63376

