



WISCONSIN EARLY MUSTANGERS

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THE FEEDBAG

From the Prez ,

August 31, 2000

Hello Everyone. Well it just doesn't seem possible that the Summer is coming to a close and the car show season is also. That just doesn't seem possible. I know that for Tammy and I, the time has gone extremely fast this year. Watching William grow is just fantastic ! He's a little over 10 months now and crawling all over the place. He even surprised us the other night by standing up in his crib all by himself ! Boy, I'm definitely not ready for him to be walking just yet ! The garage project is finally starting to take shape. The building is up and should have a roof on it in the next day or so. I'm hoping to have it all complete by the first of October. That way I will have a month to decorate it and move my collectibles and memorabilia in there before I have to put the vo Mustangs in there for the Winter.

Well we did have a couple of important events happen in August, car wise that is. First off was the Midwest Ford Show on the 20th. Tammy and I were not able to attend this year, but from what I've heard from the members who went, it was a very good show. We had seven members take their Mustangs down and five of them came home with trophies !!!!! Congratulations to everyone that won :o) I know that I'm already looking forward to next years show. The other event in August was the Dells Auto Museum All Ford Show on the 27th. I was able to attend the show and the turn out was very good. I believe the final total was 134 show vehicles. The weather stayed dry and with the exception of some clouds in the morning, the day was sunny and hot. There were three club members who brought their cars, myself included, and two of us took home trophies. I know everyone had a great time and we look forward to next years show !

One final thing I wanted to discuss with everyone. It has come to my attention that a few of our members have been questioning my dedication to this club. I'm not going to single anyone out. But I did want to address these concerns. I have been a Mustanger as long as I can remember. As Tammy and my family will tell you, I eat sleep and breath Mustangs ! If I could go and work for Ford, I would. But that would mean leaving Wisconsin and all of our friends here. I have thoroughly enjoyed being a member of this club for over twelve years now. I take being club president very seriously. I do a lot of things for the club that very few see. Things such as writing letters, sending out info about the club and making sure everything runs as smoothly as possible. When it comes to participating in the club activities, such as day trips and over the road trips, Tammy and I make every effort to be there. This year we have missed some events due to having a small child, an illness, and more recently a building project. I regret not making these events, but sometimes ones life comes before this hobby. I just want everyone to know that my dedication to this club has not changed and baring interference from the real world, we will try and be at as many club functions as possible. OK, enough said :o)
Well take care all and remember ... "Keep America Beautiful ... Drive a Mustang !"
See you all soon.
Scott



FROM YOUR EDITOR

UPDATE EMAIL ADDRESSES

I have included a copy of our clubs email roster in this newsletter. This is basically the first draft. If you find that the information is incorrect or you do not want to have your name published in the final draft drop me an email. If I do not hear from anyone before the next newsletter I will not republish this. If corrections or updates are necessary I will modify and republish next month. Email any corrections to rzimme0525@aol.com

DOOR COUNTY TRIP

You will find a flier in this newsletter explaining the Door County trip. We ask that you are prompt in responding as a headcount is needed. Thank you.

MUSTANG MAGNETIC SIGNS AVAILABLE

We have a limited supply of Magnetic signs now in stock. If you wish to order a pair the cost is \$38.50. Contact Tom Miller at 414-764-6726 or email Tom at OAKMILL66@MILWPC.COM.

NOVEMBER PLANNING MEETING

It was decided to hold our November planning meeting at a restaurant. The tentative site is the Venice club in Brookfield. The cost for pizza and beverages will be \$5.00 per person. The club will absorb the extra expense

CAR SHOW PLANNING MEETING

We will be holding our show planning meeting a bit earlier this year. We intend to make a greater effort to peruse all the ideas that we have received from our members. The meeting will take place in early December. A complete list of committee chairmen and their responsibilities will be drafted to avoid confusion on show day. Your input is valuable so let us hear from you.

UNTIL NEXT MONTH
FRATERNALLY YOURS
BOB ZIMMERMANN

MINUTES FROM MEETING HELD 8/28/00

- The meeting was called to order at 7:00 by president Moen.
- New members Mike Smithanna and Ron Hoff were introduced.
- Bob Zimmermann read the minutes from the July meeting.
- Sharon Doria gave the monthly treasurers report.
- The Midwest Ford show was a success. The had a judged show this year. A good turnout of swap vendors were on hand. Lots of door prizes, a 50/50 raffle and good food were offered. 5 of our members walked away with trophies.
- A short discussion of our 2001 was held. A letter from Russ Owen about things to do to improve our show was read. The show fliers will be printed earlier this year. They should be ready by November. It was suggested we concentrate more on Ford products and eliminate a few Mustang classes. Dick Kadlec has received contracts for the food concession and music for next years show. It was suggested we hold a show meeting in November or early December. A representative from Venus Ford will be invited to the meeting.
- Bob Zimmermann notified the group that the rally, scheduled to be held in September, would not take place. Mike Chucka was unable to lay it out, this year, due to a death in the family. He offered to do it for our 2001 season.
- Scott reported on the Dells auto show. 2 of our members took home trophies. 134 cars were entered.
- Tom Miller reminded the group of the upcoming Oak Creek Lions show which will be held on Saturday Sept. 2nd at the Oak Creek Legion ground. The show will be held in conjunction with the annual fair.
- A correction for the dates for the Northwoods Shelby meet will be entered in the monthly calendar.
- Sharon Doria reminded the group to be prompt in replying to the OTR trip to Door County. The trip will take place October 6th through 8th. A flier will be placed in the newsletter.
- It was voted to hold our November planning meeting at the Venice club in Brookfield. A \$5.00 fee for food and drink will be assessed for those who attend.
- Tom Miller received the magnetic Mustang signs. The cost is \$38.50 a pair. Anyone interested in purchasing a sign should contact Tom.
- It was suggested that the club purchase new polo shirts with the club logo on them.
- The next meeting will be held on September 25th.
- The meeting was adjourned at 7:45

CLUB CALENDAR

Sept. 8 th	Sept. 10 th	Northwood's Shelby meet
Sept. 23 rd	Sept. 24 th	Fall Jefferson
Sept. 25 th		Monthly Club Meeting Wauwatosa Saving Bank
Oct. 6 th	Oct. 10 th	Door Count OTR trip. Sign up in newsletter
Oct. 30 th		Monthly meeting. Tentative location Venice Club Brookfield
Nov. 27 th		Monthly meeting Wauwatosa Saving Bank

2000 Door County Get Away



*October 6, 7, 8th
Friday, Saturday & Sunday*

Maritime Inn/Sturgeon Bay

*Friday night (optional) side trip to the Oneida
Casino*

*Saturday night group dinner at the Nightengale
Restaurant (6:30pm)*

Planned Itinerary: Leave Wauwatosa Savings at 27th and College at 9am Friday..Pick up the rest of the group at McDonalds on I-43 and Brown Deer at 9:45. Stop for lunch on way to Door County. Check in approximately 3pm. Next two days can be on your own or with group(s)..No pressure. Friday Casino side trip will leave the Maritime Inn at approximately 4:30pm.

\$75.00 deposit required to hold room

Name: _____ # of persons: _____

Phone: _____ Deposit: \$ _____

Make deposit check out to and send to

The Wisconsin Early Mustangers

2511 West Carrington Avenue

Oak Creek, Wisconsin 53154

CLASSIFIED



****For Sale:** 1987 Escort GT. 2 door hatchback. 1.9L 4 cylinder 4 speed. 119,000 miles. New clutch at 90,000. Very good shape. Asking \$1,200 OBO.
CALL TOM 262-525-9216

****For Sale:** Blue Oval is running a fall Maintenance special. on OEM Ford oil filters, spark plugs, air filters, fuel filters, trans kits, plug wires, caps, rotors. 30% off list price. STOCK UP NOW AND SAVE
CALL LISA 262-255-1049.

****For Sale:** Four bolt American Racing aluminum rims 15 X 7. Saw no winters. Excellent condition. Asking \$300. Fits 1978 - 1991.
CALL RON 262-246-8902

For Sale: Mustang Running Horse Desk Clock. I still have a few clocks left that I made for our car show. They are made from oak hardboard and are 12" long X 2 3/8" wide X 6" tall. The horse contains a quartz clock that is a pressed fit in the body. They are finished in a medium stain with 3 coats of varnish. I will personalize with a scrolled plaque with just about anything you would like (i.e., your name, Year and style of Mustang etc.). The selling price is \$16.00 plus \$3.20 priority mail shipping if mailing is required. If on line I can e-mail you a picture. I would also mail a picture if requested.
If interested CALL BOB Z. 414-761-2007 OR E-MAIL RZIMME0525@AOL.COM

WANTED: Old woodworking Magazines. If you are cluttering up your closet with old woodworking magazines I would be glad to get them off your hands. Looking for any publication related to wood crafts (Popular Woodworking, Wood, Shopnotes, Woodsmith, Fine Woodworking) to name a few.
CALL BOB 414-761-2007 OR EMAIL RZIMME0525@AOL.COM

WANTED: Any size trains or parts, electric or wind up. CALL WAYNE 920-206-0464.

**** Indicates new ad this month**

FREE WANT ADS

DO YOU HAVE AN ITEM TO POST IN THE NEWSLETTER

To place a free want ad in the newsletter sent to the following address
Bob Zimmermann
2307 W. Carrington Ave
Oak Creek WI 53154
Rzimme0525@aol.com (email)

Your add will run for two editions unless directed other wise

ACTIVE MEMBERS E MAIL ADDRESS

<u>#</u>	<u>LAST</u>	<u>FIRST</u>	<u>PHONE</u>	<u>EMAIL ADDRESS</u>
388	ALBERS	LOU & JUDY	262-782-8287	aswimsurf@aol.com
378	BAKKEN	DALE & TAMMY	608-846-9286	svttaal93@aol.com
485	BENKERT	LARRY&KAREN	262-695-3337	lbb3rd@aol.com
466	BIGELOW	JACK & MARYANN	920-766-3861	jack@bdis.net
409	BOSTEDT	STEVE & NANCY	920-469-0129	sbost13950@aol.com
440	BYBEE	DAVE & LINDA	262-681-7233	rentman@wi.net
260	CAMERON	BRUCE & JUNE	414-784-4627	bruce@burdoc.com
385	CARPENTER	JAY & MARY	414-782-3024	jcpony@aol.com
001	DORIA	DICK & SHARON	414-761-2267	rodknock@aol.com
168	FALKNER	JOHN	262-547-7822	john.ff@gateway.net
418	GAWIN	RON & COLLEEN	262-246-8902	blakout@execpc.com
429	GERRITS	TOM & PEGGY	262-628-9581	pgerrits@execpc.com
456	GOTTSCHALK	TED & DAWN	414-604-0479	duceswld@hotmail.com
163	HOUSEY	LISA	414-255-1049	Vern Motz@AOL.COM
463	IGIELSKI	BRIAN & KIM	414-692-2346	slatewear@aol.com
455	JENSEN	NEIL & LISA	414-744-5425	nljnmma@execpc.com
357	JENTSCH	SCOTT & AMY	414-821-6670	sjentsch@execpc.com
465	JOHNSON	BOB & RUTH	414-784-6431	rej1004@AOL.com
481	KING	GORDY & JAYNE	414-453-7551	sail6712@aol.com
207	KLEIN	STEVE & KITTY	414-321-5298	steveklein@juno.com
118	KRUEGER	JAMES & RENE	262-786-9463	kruegersrv@asapnet.net
161	LERNER	JOHN & KATHY	841-746-9149	falcon65.quixnet.net
426	LINZMEYER	DENNIS & MARY	414-744-4991	bungy@webtv.net
405	LUKASZEWSKI	JOAN	262-843-3156	joanl@mepcom-smpt.army.mil
430	LYON	KATHY & JERRY	414-762-6307	kls66stang@aol.com
256	MOEN	SCOTT & TAMMY	414-567-2622	anvpny@execpc.com
084	NEISNER	RON & DARLENE	715-284-9573	neisner@cuttingedge.net
032	NICKOLAUS	ROGER	414-761-1907	rbncar@aol.com
221	OWENS	RUSS	414-425-9243	galaxierus@aol.com
200	PALMER	TOM & MARY	262-789-5177	tepalmer@execpc.com
475	PHILLIPS	MARK & BETH	414-774-9146	mphillips@ameritech.net
446	POLTZER	DAVID & PATTY	262-970-9779	dpoltzer@aol.com
194	RADUECHEL	DAWN	414-384-4840	treasure65@hotmail.com
390	SCHOTTLER	RON	414-375-3874	raclassic2@aol.com
155	SPERBECK	PAUL & SANDY	414-544-0784	forge@compuserve.com
286	TAGTOW	MIKE & KATHY	414-646-8530	michaeltagtow@ameritech.com
420	TROYER	ELROY & VICKI	414-569-1413	troyers@execpc.com
339	VOGT	JOHN & BETTY	608-845-2262	vote@chorus.net
383	WIESER	WARREN & BERNICE	920-892-4436	wwieser@excel.com
380	WINTER	JACK & MARGE	262-786-0484	jm@execpc.com
002	ZIMMERMANN	BOB & SUE	414-761-2007	rzimme0525@aol.com

THE MUSTANG STORY

(PART 4)

BEAN COUNTER MARKETING

Ford's "sporty car" market surveys were on target but McNamara's Falcon was far from sporty, in fact it had little styling at all. The Falcon did provide good value, good fuel economy and pretty much of a trouble free car. Repairs were inexpensive when needed and many insurance companies gave discounts to Falcon owners. Although the Falcon was popular, it was not a money maker. It lacked the many options which would have increased revenues. It was apparent that Ford needed a "car guy" in the driver's seat as president, not a "bean counter." What they had was a great bean counter who put Ford where it should be, on solid financial ground. The company was making money but stagnant in innovation and design. "Given the intense competition in most markets today, companies that fail to develop new products are exposing themselves to great risk. Their existing products are vulnerable to changing consumer needs and tastes, new technologies, shortened product life cycles, and increased domestic and foreign competition."

"Robert McNamara was the quintessential bean counter, and he epitomized both the strengths and weaknesses of the breed. At their best, and McNamara was as good as they came, the bean counters had great financial minds and impressive analytical skills. By their very nature, financial analysts tend to be defensive, conservative and pessimistic. On the other side of the fence are the guys in sales and marketing—aggressive, speculative, and optimistic. They're always saying 'Let's do it,' while the bean counters are always cautioning you on why you shouldn't do it. In any company you need both sides of the equation. If the bean counters are too weak, the company will spend itself into bankruptcy. But if they're too strong, the company won't meet the market or stay competitive." So under the command of a bean counter, financially, Ford was in great shape, but it's cars were styleless. As Time Magazine commented, they were ". . . like McNamara himself, [with] rimless glasses and hair parted in the middle." McNamara's era ended when John F. Kennedy appointed him Secretary of Defense and Lee Iacocca was named Vice President and General Manager of the Ford Division.

Iacocca had passed up a hundred older and more experienced people on the way to the top. He had been recommended to Henry Ford by McNamara and Charlie Beacham. Now it was his turn to bring into reality the car that had been in his little black book for some time. "Somehow between the mighty Thunderbird and the plain Falcon there was a car waiting to be built, a car that was powerful but not for the rich only, a car that was small but not for the timid family man, a sporty car, not necessarily a sports car, a neat package of easy-handleable power with a stylish image." This probably is the best description of the Mustang that led to its success, a car with the flair of the T-Bird and the sticker price of the Falcon. This would be "Lee's car," a car that would make him successful in his own eyes and those of Henry Ford.

I don't think Lee Iacocca was an egotist for wanting the Mustang to be his claim to fame. I believe it was his personal passion for excellence that drove him to be, at the young age of 36, the General Manager of the biggest division in the world's second largest company. That's quite an accomplishment for anyone and Lee got just what he wanted, his goal. "There's a world of difference between a strong ego, which is essential, and a large ego—which can be destructive. The guy with a strong ego knows his own strengths. He's confident. He has a realistic idea of what he can accomplish, and he moves purposefully toward his goal.

But the guy with the large ego is always looking for recognition. He constantly needs to be patted on the back. He thinks he's a cut above everybody else. And he talks down to the people who work for him." This was not Lee Iacocca. Driven leaders also don't give up. Somehow they find a way to accomplish their goal. Lee Iacocca was driven to bring to the youth and youthful of America, a car that would be as successful as himself, the Ford Mustang.

He was driven by the belief of his parents, "America was the land of freedom—the freedom to become anything you wanted to be, if you wanted it bad enough and were willing to work for it."

THE BIRTH OF THE MUSTANG

Before Iacocca could begin his dream, he had to steer Ford away from one of McNamara's brainstorm. "Robert McNamara had authorized the development of another new car, a German built compact known as the Cardinal. It was scheduled to be introduced in the fall of 1962, and was to be the American response to the Volkswagen. Like the Falcon it was small, plain and inexpensive. Both models expressed McNamara's deep conviction that a car was a means of transportation and not a toy." Ford had already invested \$35 million in the Cardinal and Lee had to use all the salesmanship he could to convince Ford's Board of Directors to cut its losses and dump the car. After a Cardinal reconnaissance trip to Germany, Lee found the car to be just what he expected, small, no trunk, no power and most of all no styling. The car was a "loser" he told Henry Ford, "to bring another lemon so soon after the Edsel would bring this company to its knees." (Iacocca, 62) Henry got burned to the tune of \$350 million on the Edsel and learned the hard way that you can only sell what people are willing to buy. It's a sad story that no one at Ford wants to remember except from the lesson that was learned. Needless to say, Henry listened. "The famous Edsel automobile on which Ford lost \$350 million, met Ford's internal positioning needs but not market's needs. Ford noticed that Ford owners would trade up to General Motors cars like Oldsmobile or Buick rather than step up to Ford's Mercury or Lincoln. Ford decided to create a steppingstone car to fill its line. The Edsel was created, but it failed to meet a market need because many similar cars were available and many buyers were turning to smaller cars."

Only two members of the board opposed the Cardinal idea, the controller and the head of international operations. The bean counter viewed the \$35 million as a quarterly loss and the international guy probably lost some face overseas. The Cardinal was scrubbed and Lee was free to work on the new model. He put together a team of bright, young and creative men from the Ford division to do the planning on the new car.

"We started getting together once a week for dinner and conversation at the Fairlane Inn in Dearborn, about a mile from where we worked." This was the start of the famous "Fairlane Committee" of eight men. For 14 weeks they met after work to discuss the needs of the growing demand for a car that the youth market would accept. "This youth oriented car was to be the cornerstone of a whole new plan, a comprehensive marketing theme which later came to be termed "Total Performance." Along came the V8 Falcon, fastback roofs, floor mounted four speed transmissions and the high performance engines of the early sixties. Ford Motor Company had returned to serious NASCAR racing, which Iacocca felt was all part of the "youth image."

PART 5 NEXT MONTH

The Feedbag

The Monthly Newsletter of the Wisconsin Early Mustangers



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