

THE CLUB REPORTER

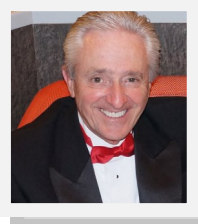
JULY 2016



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EDITOR'S WELCOME



EXTRA...EXTRA...EXTRA, READ ALL ABOUT IT!!! I

bet you're wondering why you are receiving a Club eNewsletter in the middle of the summer. The answer to that question is easy...lots of good things are happening and the Board feels the need to keep you advised of Club developments without overwhelming you with information all in one edition. There will be two more editions published before you return for the fall and winter season. In this edition, we would like to focus your attention on two important issues: **1.) The Club's "Progress Report"** outlining successes we have achieved in executing our new Club Marketing Strategy. **2.) Provide Club Members with the entire final 2016/2017 Club Schedule** coupled with timely Meeting/Event Acknowledgement Forms so they are available for your use anytime *you* are ready to submit one. Yes, we have a new way to accomplish that and I am sure you will be delighted. Of course, as usual, we will deliver photos and stories from our Wickenburg, Oakwood C.C., Phoenix Stadium Tour, Verde Canyon Railroad trip and the April Club Golf Outing in this and the next several issues. So, sit back, crank up your computer font size and enjoy.

Jim Harshman, Editor,
The Club Reporter

New Club Website: www.AzGmAlumni.com
GM Corporate Website: www.GMRetiree.com

PRESIDENT'S MESSAGE



Hello from beautiful..."hot" Phoenix, Arizona. I hope this newsletter finds you and your family in good health and enjoying family and friends. Yes, officers and Board Members are also enjoying the good life this summer; however, we have not stopped making progress in achieving our new Club Marketing Plan Strategy goals. It has been three years since we set out to implement improvements to the Club's image and activities, but only recently have we been blessed with having a Board

Member with the skills and abilities to make the seemingly impossible, possible. I am positive you will be amazed at what Roxanne Steffe, V.P., supported by her husband Alan, have been able to accomplish in such a short period of time.

SPECIAL POINTS OF INTEREST:

- CLUB MARKETING PLAN
- 2016/2017 CLUB FALL/WINTER SCHEDULE

PRESIDENT'S MESSAGE

In March, Roxanne challenged the Board to come up with the "best possible 2016/2017 Club Meeting and Events Schedule ever, and she was not disappointed. Later in this newsletter you will be able to preview what is in store for next season. I am sure everyone will be proud to invite guests and prospective new members to join us for an information rich and a rewarding season of fun and adventure. Folks, this year will not be "business as usual", I promise you.

Hal Hubbard, President

CLUB MARKETING PLAN



In January, Club Members elected Roxanne Steffe as Club Vice President and her husband Alan was voted in for a third term as Club Secretary/Treasurer. Subsequently, in the February 2016 Club Board Meeting, Roxanne and Alan were asked to take on the task of further improving the Club's image and to make the necessary changes that would grow our membership. The following is "part one" of a "three part progress report" on what has been accomplished to date.

Over the years our Club has evolved, keeping pace with the times. Our beginnings were closely linked with information from GM HQ relating, in large part, to retiree benefits. As the automotive business changed, the Club has maintained personal contact with the corporation and built a strong relationship with the management team of GMRetiree.com. The corporation continues to thrive regardless of challenge, and so do we.

In fact, we recently learned that there are over 3000 GM Retirees living full time in Arizona. Potential for growing the Club is ours to secure with creativity and prudence. With help from the management of GMRetiree.com, our loyal dealers, and you, we are proactively addressing new member attraction.

Let's begin by taking stock of our assets to attract new members. First off, changing our identity to GM Alumni allows us to attract a wider array of people who share many of our interests and professional backgrounds. Regardless of your position, the skills and talents we possess are a result of working with incredible people, resolving challenging situations, and access to leading edge tools. This sets GM Alumni apart from all others.

Technical skills and insight led our club to being one of the first to have a website. Our gratitude goes to all who supported Jim Smeets and John McAlpine for giving us an identity on the Web. Their vision paved the way for our **new website**: www.azgmalumni.com. Likewise, the efforts of Jon Moss to publish a brochure for the Club a few years back created the template for our **new brochure** which was just published. It's just one more asset of our Club and will be used in a targeted recruiting effort this fall with the help of GMRetiree.com and our loyal dealers.

Recently Al and I had lunch at GM HQ, Detroit, with managers of GMRetiree.com. They said, "The GM Alumni Club of AZ is impressive! We need to find a way to help other clubs do what you are doing." We should all be proud of this recognition. This is something we can all use in recruiting new members to our Club.

CLUB MARKETING PLAN

Relationships with our loyal dealers have benefitted our Club over the years. In coming newsletter editions, we will update you further on the amazing things these loyal dealers are doing for the mutual benefit of all. In the interim, check out our website for a reminder of who these loyal dealers are. Also check out the other web pages to see how our strengths make our Club exceptional.

Roxanne Steffe, Vice President

FALL & WINTER SCHEDULE 2016/2017

Tuesday
October 18, 2016

Musical Instrument Museum Tour



Rated as one of the 10 best museums for families by 10Best.com, the MIM is the largest museum of its type in the world with a collection of over 15,000 musical instruments and associated objects includes examples from nearly 200 countries. The contemporary \$250 million building covers approximately 200,000 square feet with 2 floors of light-filled galleries. Please plan to join us for a one-hour guided tour, a special presentation by a MIM volunteer and lunch, PLUS access to the Museum for the entire day. **See specific details and secure your Event Acknowledgement Form at our Club website.**

Tuesday
November 8, 2016

Pima Air & Space Museum & San Xavier Museum All Day Tour



Please join us for this all day event which will conclude with dinner at the Westward Look Wyndham Grand Resort and Spa. The Pima Air & Space Museum is the largest privately funded aviation and aerospace museum in the world and displays more than 300 of the most significant air-craft in the history of flight. Includes a tram guided tour of the Museum grounds. Also includes a trip through the 309th Aerospace Maintenance and Regeneration Group (The Bone Yard) which is 4 square miles of stored or scrapped aircraft.

FALL & WINTER SCHEDULE 2016-2017

The second half of our day will be spent at the famous Mission San Xavier del-Bac that has been designated as a National Historical Landmark founded in 1692. The Catholic Mission is the oldest intact European structure in Arizona and is filled with marvelous original statuary and mural paintings. **See specific details and secure your Event Acknowledgement Form at our Club website.**

Tuesday

December 8, 2016



Arizona Broadway Theatre
"A Christmas Story"



Our Club's Christmas event this year will be held at a five star musical theatre featuring professional Broadway productions with restaurant style dinning. Please join us for this classic and comedic holiday tale that follows the escapades of nine-year old Ralphie Parker who wants one thing for Christmas: An Official Red Ryder Range Model Carbine Action BB Gun. The musical is filled with quirky and lovable characters which is a delight for young and old. An outstanding three course meal will be served prior to the musical. **See specific details and secure your Event Acknowledgement Form at our Club website.**

Wednesday

January 11, 2017

East Valley Culinary School



Robert K. Smoldt is the Chief Administrative Officer emeritus of the Mayo Clinic. He has served as a member of the Mayo Clinic Board of Trustees and Mayo Clinic Executive Committee from 1990 -2007. Presently he serves as Associate Director of the Arizona State University Healthcare Delivery and Policy Program. He will be speaking to the Club about "Obamacare at 6+ years - will it impact your Medicare?" So come join us for Mr. Smoldt's presentation as well as experience "Culinary Excellence" at the East Valley Institute - School of Culinary Arts.

See specific details and secure your Event Acknowledgement Form at our Club website.



WED & THUR

FEB 15 & 16, 2016

**Territorial Prison/
 Field to Feast Tour
 Visit—Yuma AZ**

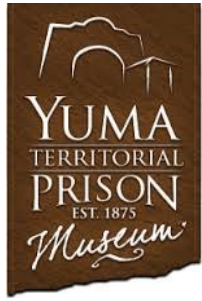


A two day, overnight Club **"Special Event"** which begins with a bus ride to Yuma and features three "headline events".

FALL & WINTER SCHEDULE 2016-2017

WED & THUR
FEB 15 & 16, 2016

**Territorial Prison/
Field to Feast Tour
Visit—Yuma AZ**



Day One

We will tour the Yuma Territorial Prison Est. 1875.

We will spend at least two hours touring the View Decks, Guard Tower, Sally Port, Cell block and enjoying the Museum.

Early evening we will check into our hotel to relax and clean up before having dinner at some of Yuma's finest restaurants.



The Field to Feast Farm Tour

Day Two:

Have you ever wondered how Arizona farmers plow, plant, grow and harvest over 350,000 acres of farm land and process and deliver their crops fresh daily to stores in the United States and around the world? Well, here's your chance to get the "scoop" from the ground up.

The Field to Feast Farm Tour guide picks us up at our hotel and takes us to the University of Arizona Agricultural Center where a Professor will take us through several labs explaining how they grow the vegetables using pictures and videos to explain the technologies. When we re-board the bus, we will be accompanied by a farmer who will narrate to us facts about the fields, the produce they pick and escort us around on the bus talking about the crops.

Club Members will be allowed to gather their own vegetables. The tour ends with a lunch in the field prepared from the produce the group has picked.

Finally, on our way out of Yuma we will experience an "owner led" tour of Martha's Date Garden.



See specific details and secure your Event Acknowledgement Form at our Club website.



FALL & WINTER SCHEDULE 2016-2017

Tuesday

March 14, 2017

**Sands Chevrolet
Surprise, AZ**



Sands Chevrolet (Chevrolet's Dealer of the Year) has been one of the Club's loyal dealers for years and has invited us to join them at their dealership showroom in Surprise, AZ for lunch. A special speaker from General Motors will be announced at a later date. Social hour will include a display of of the newest models of Chevrolet vehicles and a collection of classic cars.

See specific details and secure your Event Acknowledgement Form at our Club website.

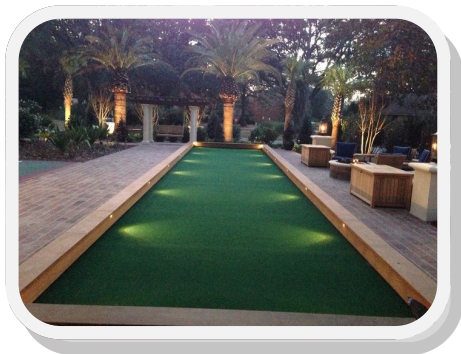
Tuesday

April 4, 2017

**GM Alumni
Picnic In the Park
PebbleCreek's
Sunrise Park,
Goodyear, AZ**



We have reserved the park located on the East side of PebbleCreek Parkway for an afternoon of fun, games and great food and drinks.



We have 4 Bocce Ball Courts, 4 professional grade horse shoe pits, music, team competition and great food. And yes, there might even be a beer in your future.

See specific details and secure your Event Acknowledgement Form at our Club website.

FALL & WINTER SCHEDULE 2016-2017

April 2017

**GM Golf Outing
(to be announce)**



Sport Fans, I think the word is out!!! For several years the Club has struggled to get more than 18 players to our golf outing, but in April 2016 all things changed when Bob and Barbara Goebel took the outing to the McCormick Ranch Country Club in Scottsdale. 28 players lined up in teams of four to compete for gift certificates and prizes. We are extremely pleased to have had 6 lady golfers join us this last April as well as a few dealership employees from our sponsoring loyal dealers.

Once we have secured the location of the 2017 Outing we will advise you via the newsletter and website.

JANUARY WICKENBURG MEETING



New Club President Hal Hubbard presenting outgoing Club President, Bob Goebel, with clock.



Hal Hubbard presenting Jim Irwin with a plaque in appreciation for his years of service to the Club.



New Club Vice President Roxanne Steffe

50/50 WINNERS



Pat Stoner — \$63



Faye Sessoms — \$42



REMEMBER: TO BUY YOUR RAFFEL TICKETS
IF YOU WANT TO WIN!

FEBRUARY, OAKWOOD C.C / COULTER TEMPE CADILLAC SPONSORED MEETING

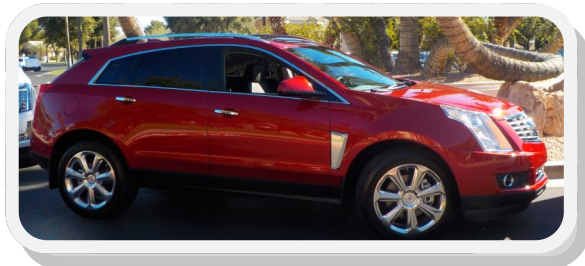


The GM Alumni Club of Arizona extends our sincere appreciation to Mr. Greg DePaola and the entire Coulter Tempe Cadillac team for their generosity. Thank you for providing the marvelous buffet lunch, the display of fine Cadillac cars and SUV's, our special speaker, Mr. Dave Barthmuss, Group Manager, GM Communications - West and special guest, Ms. Stacie Shakarian, Cadillac District Manager, Arizona. We value the continued loyalty of Coulter Tempe Cadillac and appreciate the sales and service excellence your dealership provides not only to Club Members, but to GM customers located in the greater Phoenix area. All Club Members are encouraged to visit Coulter Tempe Cadillac the next time they are ready to purchase a new vehicle or have their existing vehicle serviced. The dealership is located at 7780 S. Axtel Loop, Tempe off the I-10. Call for an appointment at 1-855-256-0159.



Greg DePaola, GM, Jon Moss

Ken Bowers,
Dennis Powers,
Sunday Etuk,
Sales Consultant



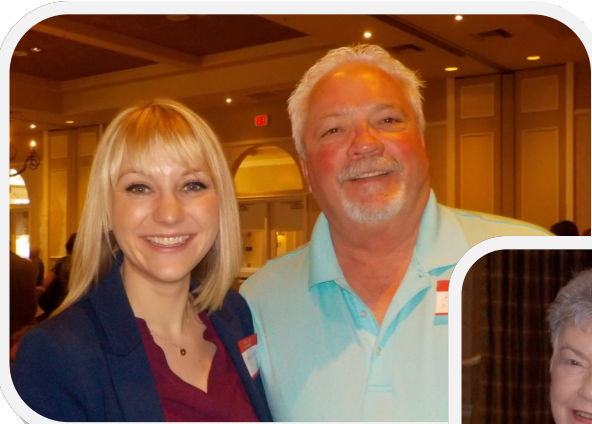
Mr. Dave Barthmuss,
Group Manager,
GM Communications - West

FAREWELL TO GM RETIREES CLUB OF AZ LOGO

Cake crest represents the last time the old GM Retirees Club of Arizona will be used.



AWIM TEACHER OF THE YEAR AWARD



Brigette Smith & Bryce McClellen

Brigette Smith, 7th grade teacher at Valley View Elementary School in Phoenix is recognized as the Recipient of the 2015 A World In Motion (AWIM) Gary Dickinson Award for Teaching Excellence. Brigette's principal, Bryce McClellen and his mother Pat Stoner were present to celebrate Brigette's accomplishment. This award consists of a framed certificate and a \$2,000.00 honorarium presented to the teacher and middle school from SAE, \$1,000.00 to Brigette and another \$1,000.00 to Valley View Elementary School. Congratulations Brigette!



Pat Stoner

FEBRUARY 50/50 WINNERS




Hal Hubbard
\$80 



Mary Geyer
\$45 



Barbara Goebel
\$63 

Wes De Cou
\$30 





Happy 4th of July