



Master of America's Highways

This incredible 1940 Packard One-Sixty Convertible Sedan was a mid-priced take on the top-of-the-line Super 8. The straight eight, now at 356 cubic inches, and was the most powerful eight put into a passenger car of any manufacturer that year producing 160 horsepower, hence "One-Sixty." The premium paid for the top-tier One Eighty, sporting the same engine, went mainly into interior refinements making the One-Sixty a wise choice for discerning high-end buyers. The convertible sedan had been a mainstay in all luxury car brands for several decades, featuring roll-up windows and detachable window posts to maintain a sealed, four-door cabin for weather versatility. This series of Super 8 cars ended in 1942 and with it the Packard Convertible Sedan. Thanks to the James Huizenga Family Trust for adding this beautiful One-Sixty to the museum's permanent collection.



Packard Spring Fling Guest Speaker Announced

Join us in welcoming Mark Vargas, eminent automotive museum professional and librarian, to Dayton in April! Read more about Mark and the Packard Spring Fling inside.

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CURATOR'S COMMENTS - Winter 2022

I've always liked the movie *Groundhog Day*. I hope you've seen it, and if you haven't you should. It's a comedy with a lot of heart. As I was watching it for the 40th time this year (ironic, I know), I was struck by the idea that the movie's central character, Phil Connors, thought he knew what he wanted out of life at the beginning of the movie, and only after making some real changes discovered what his dreams actually were.



We've been doing a lot of work down on Ludlow Street. The entirety of the Main Museum has been repainted with great artistic eye and much attention to detail. We have torn down the old breezeway connector and built a new one with lots of help from Bill Montgomery, John Walker, and our friends at The Requarth Company. The freight elevator mechanical room has a new roof, the roof has a brand-new door, and many other small improvements. Most importantly, the new HVAC system is being installed in the Packard Pavilion right now.

New exhibits are coming too. *Packard's Past Potential* will open on April 22, coinciding with the 30th Anniversary Packard Spring Fling. Several special cars will be on display in the showroom for this exhibit, notably the 1956 Packard Predictor, on loan from the National Studebaker Museum, and the 1953 Packard Panamerican on loan from the Detroit Historical Society, and the National Packard Museum. Make your reservations now to join us for the Spring Fling and come celebrate 30 years with us! Just as Phil Connors did, we're doing the challenging but necessary work of self-improvement. We're digging deep to inspire the next generation of Packard lovers and preserve our shared love of automobiles for another 30 years. Join us as we continue to charge forward.

**Don't drive angry,
Rob**



STAFF SPOTLIGHT - Destinye Arnold

Destinye Arnold (Office Manager) is a passion driven worker and volunteer in her native community of Dayton, Ohio. Destinye completed her undergraduate degree at Ohio University where she obtained a BA in Psychology in 2017. She returned home to the Gem City where she completed her Master's in Business Administration at the University of Dayton in 2018. Post-graduation, Destinye made an impact on her community and the lives of children at YWCA Dayton. She maintains this drive by serving on the Board of The Conscious Connect. Destinye is delighted to be in a new role serving the community at America's Packard Museum.



Editor's Note: Charis Weible, former Office Manager, has accepted a position following her true dream, as Costume Designer for the University of Dayton. She will be missed, but we will see her frequently as she continues to volunteer at America's Packard Museum.

2022 30th Anniversary Packard Spring Fling Guest Speaker - Mark Vargas

We are delighted to welcome Mr. Mark Vargas, recently retired as Chief Operating Officer of the prestigious Revs Institute in Naples, Florida as our Guest Speaker for the Packard Spring Fling. Mark has had a 35-year career in libraries and museums. Previously, he ran the libraries at St. Cloud State University, Saint Xavier University, and the University of Arts and Sciences of Oklahoma. Before that, Mark was an archivist at the University of Wisconsin-Milwaukee and MIT, Cambridge, MA. Mark received a M.A. in History and M.L.S. in Library Science from the University of Maryland. Mark's favorite vehicle is the Auburn 852 Boattail Speedster, thinks the best car movie is *The Italian Job*, and his favorite car book is any random volume of *Automobile Quarterly*.

NINE MAIN BEARING CAPITAL CAMPAIGN – AMERICA’S PACKARD MUSEUM

The *Nine Main Bearing Capital Campaign* of America’s Packard Museum is a fundraising Campaign focused on the renovation and infrastructure improvement of the Museum’s physical plant. The Main Museum was built in 1917, and the Packard Pavilion in 1932. Both structures are in need of physical repairs and upgrades to maintain the standard of excellence demanded by our mission and vision, other great cultural institutions, and the public. To that end, America’s Packard Museum is seeking donors in 2022 to provide major gifts, with the Goal of \$215,000.00 to fulfill these immediate needs. The 9 Main Bearing levels of philanthropic support are listed below:

<u>Head</u> \$35,000.00	<u>Block</u> \$15,000.00	<u>Pistons</u> \$5,000.00
<u>Arms</u> \$1,000.00	<u>Valves</u> \$500.00	<u>Plugs</u> \$250.00



The projects that will be addressed by the *Nine Main Bearing Capital Campaign* are as follows:

- Upgrade HVAC System in Entire Facility - Complete Replacement of Roof for Main Museum
- Restoration of North Wall of Packard Pavilion - Mural Painting on Façade of Packard Pavilion
- Renovate Administrative Offices & Upgrade Machines - Install New Catering Kitchen in Pavilion
- Wall Refinishing and Floor Polishing of Service Department - Restore Freight Elevator

The names of the *Nine Main Bearing Capital Campaign* Donors will be proudly displayed on the America’s Packard Museum Donor Wall of Recognition in their own category. A recognition dinner will be held in December of 2022 at America’s Packard Museum to celebrate the achievements of our donors and to celebrate the Museum they have helped to preserve.

Why *Nine Main Bearing*? Packard invented the Nine Main Bearing Straight Eight Engine in 1923 and it proved to be the hardest-working, longest-lasting engine ever built by an American automobile manufacturer. Nine Mains took the strain of the pistons and crankshaft and distributed it more evenly to provide greater strength and durability than other engines of the day. Our donors on this campaign provide the same strength and longevity to America’s Packard Museum, so that it will endure for the next generation of Auto Enthusiasts. Mail your check today to America’s Packard Museum to be part of the Nine Main Campaign!

Name (as listed on plaque) _____ **Amount** _____



SPRING FLING

SAVE THE DATE

AMERICA'S PACKARD MUSEUM

April 22 & 23, 2022

420 S. Ludlow St., Dayton, Ohio 45402

JOIN US FOR THE PACKARD SPRING FLING
CELEBRATING 30 YEARS!

2022 Packard Spring Fling Registration Form

Name _____ Address _____ City _____
State _____ ZIP _____

Number of Guests _____ Names of Guests _____

Phone Number _____ Email Address _____

Packard Spring Fling Packages

All Inclusive Spring Fling Package _____ @ \$155.00

VIP Inclusive Spring Fling Package _____ @ \$300.00

A la carte Flings and Things

Friday Evening _____ @ \$50.00

Boxed Lunches _____ @ \$17.00

Saturday Tour _____ @ \$25.00

Saturday Evening _____ @ \$85.00

Patron VIP Saturday _____ @ 150.00

Total _____

Call the Radisson Downtown Dayton for hotel rooms at 866-247-5162 and identify yourself by saying "America's Packard Museum" for the group rate.

Please make your check to The Citizens Motorcar Co. or register online at americaspackardmuseum.org
Please mail to America's Packard Museum, 420 S. Ludlow St. Dayton, OH 45402 - Please RSVP by 4/10

CREATING EXPERIENCES FOR VISITORS – PART II

Think of the last time you just *had* to tell someone about a place you went. What made it so memorable and exciting? While the place might have been visually beautiful or intellectually interesting, I'll bet you *did* something there—ate good food, learned something, felt a sense of awe or belonging, participated in an event, played a game. In other words, you had an experience.

Overall, evidence shows that Americans tend to choose audio and video over reading and prefer active engagement over passive. The younger they are the stronger the trend. Offering video, audio, and interactives in a museum need not disaffect those who prefer the written word exhibits: there is room for multiple approaches. But disregarding these trends entirely could prove risky—especially in automotive museums when we know that younger people care less about cars and driving than their parents did.

Despite many successful museum forays into participatory experiences (as examined in Part I), too many of today's museum still resemble the old hide-bound cabinets of curiosities: object/label, object/label, object/label. Automobile museums tend to be among the most traditional, although that's starting to change.

Visitors to automotive museums today can do such things as:

—hand-crank a magneto to see the spark it generates (Piquette Avenue Ford Plant)

—form an impromptu pit crew and time themselves changing tires and fueling (NASCAR Hall of Fame)

—learn how to “talk like a trucker” in a touchscreen/audio experience, based on a vinyl record of CB radio lingo from the 1970s (The Henry Ford)

—answer multiple choice questions on a touchscreen to determine which classic car body style suits their desires, then customize a drawing of that body and email or print it (Classic Car Club of America Museum)

—select a “customer card” in a recreated 1936 dealership suggesting a specific customer to role play, choose a car that suits his or her needs and budget, then show the completed card at the museum store to receive a small gift (Early Ford V8 Museum)

—get inspired by period marketing photos to pose for a selfie with a real 1959 Cadillac rear end (suggested for the Cadillac & LaSalle Club Museum, not yet implemented)

And those are just examples from exhibits I've worked on personally.

Those of us who attended the recent NAAM conference at the National Corvette Museum in

Bowling Green, KY, were reminded to look for opportunities to engage visitors on non-automotive topics as well when we experienced a simulated cave-in and learned about the geology of Kentucky that led to a collapse of a portion of the museum a few years ago.

It's true that mechanical or digital interactives can be expensive. But they don't have to be, if developed thoughtfully by putting real visitors' needs first. And, with some creative thinking, participatory opportunities can be found everywhere.

In the museum world, Nina Simon is considered the rock star of thoughtfully developed but low-tech participatory museum experiences. She has a knack for bringing the museum's community, its neighborhood, and non-traditional visitors into the fold and making the museum relevant and useful to them. Look at her book, or her 15-minute TED talk video on *The Participatory Museum* (both available here: <http://www.participatorymuseum.org/>) Although she currently works at an art museum, the principles she outlines and the passion with which she addresses them are inspiring.

For some reason though, I keep thinking of museum volunteers Tom Sawyering visitors into helping dust the cars by offering them the opportunity to caress the sheet metal while wearing cotton gloves. I don't think that's what Nina Simon had in mind, but it would be fun to try!

Finally, I'll end with a few ideas to enhance existing offerings at America's Packard Museum using the lowly QR code. Yes, it's ugly. Yes, it's been around for ages. But in our post-covid world many more people are now familiar with them. Smart phones now scan them with the native photo app, no separate code reader required. If you're not familiar with them, they're those small, square, black and white graphics which, when scanned with a phone or tablet, open a specific web link in the devices' browser.

Although these ideas aren't all are truly interactive, they could offer visitors some choices and extra value in a low-cost, do-it-as-you-have-time manner:

access a quick quiz and see how your answers stack up to others, a link to a short video; an historic film clip, a period tv ad, an expert explaining or showing something, a video of a car being driven or its engine starting up, video of the elevator in operation from the inside, hear a label read in English, or read/hear it in another language interactive wide angle or 360-degree photos of a car's dash/interior, which visitors can touch and drag to explore; or similar images of rooms in the building off-limits to visitors. - MARY SEELHORST

Citizens Quarterly

The Citizens Motorcar Company
420 South Ludlow Street
Dayton, Ohio 45402



Citizens Quarterly Winter 2022

Museum Winter Hours

Wednesday – Sunday
12 Noon to 5:00pm

Groups Tours of 10 or more scheduled
on Wednesdays by Appointment

Closed New Year's Day, Easter,
Thanksgiving and Christmas Day

Contact

Phone: (937) 226-1710

Email:

info@americaspackardmuseum.org

Web:

www.americaspackardmuseum.org

Admission

Adults: \$10.00

Adults w/ AAA Membership - \$8.00

Seniors (60 and over): \$5.00

Children and Students: **Free**

(Students require Valid ID)

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