MISSION STATEMENT

The mission of the California Automobile Museum is to educate and entertain while promoting and preserving the automobile and its influence on our lives.

Board of Directors

<table>
<thead>
<tr>
<th>Board Officers</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Joe Hensler</td>
<td>Joe Hensler</td>
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<tr>
<td>Vice President</td>
<td>Al Buescher</td>
<td>Al Buescher</td>
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<tr>
<td>Secretary</td>
<td>Dave Felderstein</td>
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<tr>
<td>Treasurer</td>
<td>Bob Tarczy</td>
<td>Keith Tronson</td>
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<table>
<thead>
<tr>
<th>Board Members</th>
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<tr>
<td>Rosemary Andriesse</td>
<td></td>
<td>Rosemary Andriesse</td>
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<tr>
<td>Mark Glover</td>
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<td>Brian Barnes</td>
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<tr>
<td>Mike Hess</td>
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<tr>
<td>Ken Jordan</td>
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<td>Skip Lawrence</td>
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<td>Ken Jordan</td>
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<td>Ray Rode</td>
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<td>Kim Nelson</td>
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<td>Terry Root</td>
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<td>Carl Stein</td>
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<td>Carl Stein</td>
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<td>Mike Summers</td>
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<td>Keith Tronson</td>
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<td>Bob Tarczy</td>
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| Executive Director     | Karen McClaflin        | Karen McClaflin        |
From the Board President

Wow, another exciting year for the California Automobile Museum.

This past year, the quarterly exhibits really came into their own starting with our most successful exhibit yet: “Born to Ride: Motorbikes Past & Present.” Following that we had “Drive Fast, Take Chances: Birth of the Hot Rod,” “Toyota, Oh What a History,” “The Art of Low and Slow” and now “Dropped and Chopped” – one good show after another.

We also kicked off our “Special” theme, Automobilia! celebrating all things Italian. It was a huge effort, but thanks to the efforts of many, not to mention our primary sponsor, Ferrari of San Francisco, we pulled it off. I think that all have to agree that it has provided an exciting entrance to the museum and most visitors who have seen it remark how much the museum has changed, which was exactly the point. The decision has recently been made to do it again for late 2011 and 2012 featuring German cars.

All of this was new, but we also held our 2nd Annual Car Cruise along with Swap Meets, our Annual Fundraising Dinner and the many other events that are held throughout the year.

Long time volunteer and Board Member Terry Root “termed out” and left the Board at the end of the year along with Ray Rode whose business opportunities forced him to resign. We thank them for the dozens of projects that they have been involved in over the years and will miss their sage advice. We welcome Kim Nelson (Mr. Porsche 356) to the Board, who has been very active in the museum for quite some time, along with Brian Barnes who’s a car guy and marketing wizard who has taken charge of our Marketing Committee. Kymberly Kaslar will join the Board officially in May of 2011.

The most exciting news is that we have been offered an opportunity to move to a much nicer, newer building. Although the details cannot be shared at this time, we hope to have the negotiations wrapped up and be able to announce some good news by later this summer. This is by no means a “done-deal” but looks very promising. Keep your fingers crossed.

Thank you for you support of the museum that we all love.

Sincerely,

Joe Hensler
Board President
2010
YEAR AT A GLANCE

- Over 56,000 visited the California Automobile Museum.
- 5 special exhibitions were on view at the Museum.
- The Museum ended the year with 603 membership households and an additional 5,500+ members through the 44 Car Club memberships.
- 247 attended educational classes at the Museum.
- The Road Crew took CAM out into the community 43 times.
- The Speakers’ Bureau reached 445 people with presentations.
- Volunteers logged 28,300 hours of service for the Museum’s Docent Program, Library, Fundraisers, Committees, Website Maintenance, Education Programs, Rental Events, Road Crew, Museum Day, Pit Crew, Newsletters, Car Donations & Sales, Gift Shop and more.

- Vehicle acquisitions:

  “The Quiet One” Electric Vehicle
  Gift of Nels Overgaard

(One of two used by TV Show CHiPs)
Gift of Art Pauly
2010 Membership

Corporate/Sponsors
Bennett, Marilyn
Bertolucci, Richard & Bev
Derr, Arthur
Fishburn, Diane
Florence, Robert
Foster, Tim
Goodsell, Gregory and Susan
Jones, Talmadge & Carolyn
Jordan, Philip and Margaret
Kluender, Barbara
Knoop, Perry and Betty
Millard, William and Macell
Surf City Garage
Sacramento Area Mustang Club
Sharp, William and Debra
Stagg, Howard
Tolbert, Eugene and Edith
Webb, Milton
Worsley, Rick

Individual Memberships
Aceltuno, Michael
Acosta, Bruce
Albino, Lori
Anderson, John W.
Anderson, Oscar
Angelo, Joseph
Annigoni, Carol
Anton, Edward
Appel, James
Aseltine, Art
Atkins, Gregg
Ayer, Mark
Bashaw, David
Bast, Harlan
Beckemeyer, Barry
Beckwith, Charles
Bengel, Jerry
Bissell, Ronald
Bonneville, Rebecca
Borgquist, Rich
Bosser, Gary
Boome, William D.
Brattessan, Alan
Britt, Wayne
Broussseau, Roger
Buckman, Read
Burwell, Richard
Butler, Bob
Canada, David
Carelli, David
Carille, Rick
Carstens, Cliff
Casner, Matt
Castellanos, Emilio
Clark, Stephen
Clinton, Chester
Clyne, Richie
Cocciante, Paul
Cohen, Leon
Connolly, John
Cook, Adam
Cook, Margaret
Cosme, James
Costa, Jack

Executive Memberships
Andriesse, Rosemary & Roger
Baptiste, Robert
Barcelona, Michael
Beyer, Ed
Bleau, Richard
Buchoz, Ken
Buescher, Alfred
Eichner, David & Patricia
Fleming, Dennis
Foley, Norman & Bonnie
Gutierrez, Enrique
Hartell, Steven
Helfman, David
Hensler, Joe and Gayle
Hill, Bill and Julie
Hood, Herb and Jan
Hughes, Thomas B.
Johnson, Richard & Liz
Jordan, Ken & Carolyn
Lusvardi, Reuben
Machovsky, John
Marx, Marvin
Morris, Steve
Oaks, Donald
Perry, Herbert A.
Raber, Daniel & Anna
Root, Terry
Snider, Paul H.
Snyder, Jon
Stein, Carl
Stiver, Larry
Tarzey, Bob and Constance
Trautman, Gerald & Susan
Vaughn, Gene
Vierra, Lee
Waits, Burl
Wilson, Dennis and Carol

Dual / Family
Amaral, Chris and Theresa
Ashworth, Kenton & Gale
Baar, Mark
Barks, Ray & Shirley
Bartky & Mary

Bechtold, Stephen & Patricia
Beebe, Cameron & Lisa
Berger, Dave & Debra
Brown, William
Cates, Steve & Karen
Coupard, Thomas & Mae
Dadey, Kathleen & Charles
Davies, Bev & Jean
Duarte, Edward & Maxine
Dunnell, Dave & Cindy
Edlund, John & Virginia
Elko, John & Sonja
Emick, Tony & Della
Ewing, Michael & Paula
Felix, Don & Elsie
Fong, Victor
Ford, Philip & Emma
Gilchrist, Ronald
Glubka, Gregory & Theresa
Godfrey, Jerry
Goldberg, Larry
Grau, Elton & Sarah
Green, William & Connie
Greenwood, Bill & Grace
Grimes, Pete & Kathy
Gutermann, Carl & Louise
Hansen, Kris
Harrington, Brent & Sue
Harvey, Richard & Barbara
Haynes, Dan & Elliott, Thomas
Heltzel, Fred
Hopkin, Patrick & Nelson, Kaela
Huston, Rich & Silvia
Hutchinson, Fred & Meride
Johnson, Richard & Liz
Kellogg, Jim & Barbara
Kruse, Jack & Dorothy
LaLiberte, Jennifer & Marc
Lemoine, Florence
Lilley, Robert & Nancy
Lindenmuth, Todd
Little, Ken & Judy
Marchetti, James
Maurer, Jack
McGregor, Gordon & Carolyn
Meinecke, Jerry
Nelson, Julie & Larry
Oaks, Robert & Luschker, Dave
Oxley, Natasha
Page, Daniel
Page, Robert & Ruth
Patrick Patterson & Stephanie DeMoll
Perry, Leland
Peterson, Chuck & Venus
Peterson, Dayna & Gary
Pevy, Gary & Debra
Ramos, Carli & Carolyn
Rathmann, Arnold
Rich, Albert & Susan
Robinson, John & Chevallier, Theresa
Rode, Raymond & Pam
Salca, Kenneth & Rachel
Sangmaster, Tony & Esther
Saunders, Wayne & Barbara
Schales, Jake & Georgianna
Schatzman, Ed
Schwilk, Norman and Reba
Settle, Paul
Sheffield, Robert & Babcock, Elizabeth
Shields, Steve & Susie
Smith, Mike & Ardyce
Smoot, Lyle
Theiss, Carolann, Malano, Erlinda
Vorhies, Robert & Erin
Wall, Adrian & Rebecca
Well, Bill & Mary
Wells, James & Patricia
Wright, James
Young, Henry & Judy
Zucker, Jared & Christie
Enos, Paul & Sherry

Demott, James
Dinwiddle, Louis
Dowling, Thomas
Drew, Mike
Dudasak, Anthony
Egolf, David
Ellis, Leibert
Fabian, Ed & Carole
Felder, Patrick
Finch, Randall
Fisch, Nanne
Flannigan, Jackie
Folger, Frank
Fort, Colin
Fratzen, Larry
Fricke, John
Fuller, Richard
Gardner, Audrey
Gast, John
Gilbert, Bob
Glover, Mark
Goldberg, Larry
Gould, Roxanne
Graveline, Paul
Gray, Michael
Greathouse, Bill
Green, Stephen
Greene, Avery
Gustafson, Bob
Hagopian, Elaine
Ham, Richard
Hammer, Helen
Hardt, Ben
Hayes, Darrel E.
Haynes, Russell
Hecteman, Roy
Henderson, Peter
Henderson, William
Hendricks, Robert
Henrich, Michael
Hermann, Michael
Holinski, Tom
Holm, John
Holmes, John
Hopkins, Robert
Hurabiell, John
Imrieck, Paul
Irons, James
Janowski, Bill
Johnson, Chuck
Johnson, Harry
Johnson, Norm
Jordan, Donald
Kangas, Michael
Kamoppp, Dean
Kashiwada, Stephen
Kaspar, Emerick
Keenan, Randy
Kellen, Randy
Kersh, Jack
Kersten, Jack
King, Michael
King, Robert
King, Winko
Koyasako, Jason
Kramer, John
Kraus, Marshall
Kuster, Ivan
Lachine, Jeff
Lampe, Alan
Larson, Dennis & Susan
Lawrence, Skip
Leibee, Henry
Leif, Don
Lester, Jan
Lewis, Yvonne
Lurmann, Greg
Macher, Charles
Malcolm, John
Marchand, Paul
Martfeld, Dale
Mason, Tom
Mathews, James
Mauk, Merlin
McClellan, Ronald
McCulloch, Don
McNally, Michael
Merry, Richard
Mikula, Joseph
Mork, Fred
Murphy, Richard
Murugesan, Sivakumar
Neves, Heather
Nicholas, Don
Nesler, Bob
Or, Mary Ann
Paine, Richard
Parker, Jack
Philips, Jo Anna
Poole, John
Price, Don
Rapp, Paul
Rector, Linval
Reichow, Bruce
Remensperger, Betty
Rentovich, Aleksander Lee
Reynolds, Gerald
Richofsky, Carl
Riley, Ernest
Ritenour, Mike
Roberts, Patricia
Rohrer, Virginia
Roper, Ralph
Rossi, Bill
Rossow, Eric
Roth, Thomas
Rothaus, Ken
Rowell, J.D.
Russell, John
Savage, Harry
Schmerthorn, Lynn
Serafini, David
Shannon, Ted
Shenefield, Joseph
Simpson, Roy
Sims, Gary
Singleton, Don
Smiley, Louis
Smirlis, Dee
Smith, Don
Smith, Kenneth

Smith, Richard
Smith, Ron
Stalnaker, Jon
Stegeman, Richard
Stillman, Jim
Stiplosek, Paul
Strauss, Armar
Swain, Jeff
Teague, Richard
Ternynson, John
Tessmer, Paul
Thomas, Gerald
Thurston, Lloyd
Toensing, William
Tomkins, Steve
Tronson, Keith
Underwood, A.J.
Utterback, Arnold
Van Acker, Charlie
Van Alstine, Jordan
Van Gundy, William
Vera, Larry
Viera, Manuel J.
Walbord, Karl
Walker, Michael
Wallace, John & Gail
Walton, Teddy
Waterbury, James
Whelply, Mike
Whitehead, Craig
Whittinghill, Richard
Whitmer, Howard
Wiesner, Don
Willett, Barbara
Willis, Michael
Wilson, Michael
Work, Murray
Wylie, Richard
Ziliner, Robert

Student Memberships
Clayton, David
England, Patrick
Gerbel, Sergey
Jimenez, Rafael
Long, Jon
Marlett, Jessica
Pape, Karl
Rivera, Gerardo
Zeppeda, Teresa

Exhibitors
Amer, Rosalie
Babayco, Mary and Kevin
Bashaw, David
Bruno, Michael and Beatrice
Cannizzaro, Stephen
Craven, Georgene
Daloia, Robert
De Haan, John
DeCarli, Richard
DeFrank, Joedy
Dolar, Emily
Donaldson, Stu
Ettich, William & Dianne
Evans, Michael
Felderstein, David
Harrington, Brent & Sue

Sacramento Valley Model T Club
Shelby American Auto Club of Nor Cal
Sierra Mustang Club
Tierra Del Oro Panteras
Trans Am Club-Golden State Chapter
United British Sport Car Club
VCCA - Sac Valley Region
West Capitol Raceway Alumni Ass.
Woodland Street Cruisers

Car Clubs
356 CA Alta Region
Buick Club of America CA Capitol Chapter
Burgiemen Capitol City Car Club
Camaro Generations
Capital City Mopars
Capitol A’s Club
Capitol Vipers
Central CA BMW Riders
Classic Auto, Ben Ali Temple
Classic Corvairs of River City
Delta Sierra Alfa Romeo Club
Diablo Valley Mustang Assoc.
Early Ford V8 Club - Sac Region Group
Foothill Classic Car Club
Gold Country Street Roads
Sacramento Electric Auto Assoc.
Hangtown A’s
Horseless Carriage Club of America
Kaiser-Frazier Owner’s Club, International
Karel Staple Chapter SDC
NRG of The Horseless Carriage Club of America
Norcal Retromobiles
Northern California Chapter of F.A.S.T.
Nor Cal Kit Car Club
Northern California Oldsmobile Club
Over The Hill Gang - Sacramento
Porsche Club of America
River City Shelby Club
Roamin Angels Car Club
Sac Area Miata Owners Association
Sacramento Area Mustang Club
Sacramento Classic Thunderbird Club
Sacramento Harley Owners Group
Sacramento Jaguar Club
Sacramento Valley BMW Car Club
From the Executive Director

It has been a pleasure to serve as Executive Director for these 4+ years and see the growth the Museum has achieved. Some milestones for 2010 include:

We broke attendance records with our Born to Ride Motorcycle Exhibit (over 700 paid admissions the opening day alone) and ended the year with over 50,000 in total visitors, which is also a new record.

Our new Long-Term Exhibit, Automobilia! has drawn new audiences and vastly changed the appearance of the Museum. Visitors have remarked it looks cleaner and fresher, not to mention catching the attention of a younger demographic.

Several new initiatives with visitorship in mind were launched this year. We raised $8,000 for hands on kids’ exhibits, which we are now beginning to implement. We launched a Facebook Fan Page that now has nearly a thousand fans. Other social media, represented by Twitter, YouTube, Flickr and foursquare, among others, have reached several thousand more. Nearly 200,000 people visited our website in 2010, and E-mail marketing initiatives reached more than 5,000 individuals.

We celebrated our First Annual Founders Day, honoring those who played a part in the Museum’s history, held our first Vettes for Vets event with over 100 Corvettes participating despite the rain, and continued our efforts to build our Annual Cruise into one of Sacramento’s Signature Events.

I’d like to close by sharing some of the comments that our visitors have communicated to us, which is even more telling than me reporting all our latest statistics:

I recently attended a wedding here and was truly impressed. The bride and groom were picked up in an Old-School convertible right off of the dance floor after their vows. –Zac

Massive bonus points for the volunteer docents! -Brooke

I learned a lot from this museum, and now a bit more interest in cars. –Gloria

The Italian Automotive Design exhibit was worth the visit all on its own! -Julianna

As the Executive Director of the California Automobile Museum, I am proud of what we achieved over the past year and am pleased to be able to share our accomplishments with you. This report reflects the support and hard work of generous donors, devoted volunteers, and dedicated staff members.

Thank you for allowing me the privilege to serve with you,

Karen McClaflin
Executive Director
# CALIFORNIA VEHICLE FOUNDATION

## CALIFORNIA AUTOMOBILE MUSEUM

### Statement of Financial Position

**December 31, 2010**

### ASSETS

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<th>Description</th>
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<td>Cash</td>
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<td>Gift shop inventory</td>
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<td>Prepaid expenses</td>
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<td>Property and equipment, net</td>
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<td>Cash restricted for new building</td>
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<td>Museum exhibits</td>
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**Total Assets** $762,751

### LIABILITIES AND NET ASSETS

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<td>Deferred revenue</td>
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<td>Other Liabilities</td>
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**Total Liabilities** $69,002

**Net Assets** $693,747

**Total** $762,749