

I GET HELP WHILE MY LOCAL CLUB, MOCSEM, HOSTS AN UNFORGETTABLE 'MUSTANG MEMORIES' SHOW

By John M. Clor

We've had a long, hot summer and have spent many weekends on the road meeting great people at cool Mustang and Ford shows all across the country, and I wish I could somehow tell you about every single place we've been and person we've talked to—it's been that interesting! The work that all of us Ford enthusiasts do promoting the Ford brand by our participation in club events is what makes my job at Ford Racing so rewarding. But it's also what makes being a Ford and Mustang owner (I actually own seven Fords!) so very special.

Whether you realize it or not, you've all been touched by our Ford Performance Group enthusiast outreach program by now—whether it's by reading this "Ford Performance Corner" column in *Mustang Times* each month, talking to us face-to-face at shows and events, reading our "Fast News From Ford Racing" e-newsletter that's emailed to 370,000 club members and Ford fans each week, or simply by visiting our www.FordPerformanceGroup.com web site to get the inside scoop on clubs and events, or simply to find out how many of your late-model specialty Ford were built in what color!

We've got big plans to keep expanding on our connection with you, not only by bringing "Fast News" to you each week, or by putting more exclusive content on FordPerformanceGroup.com, but also by spending even more time and effort communicating with you—either face to face, online, or on the phone via our 800-FORD-788 Ford Performance Info Center and Ford Racing Tech Line. Nobody does it better.

To that end, I've been given new help in building our relationships with Ford loyalists—and perhaps you've already met him. A young, blue-blooded, Ford enthusiast named Mike Laney is now part of our Ford Performance Group team, and he's already making contributions to our communications efforts. You may have met him at a show, seen some of his photos and videos on Ford and Mustang websites, or spotted his byline on our FordPerformanceGroup.com event coverage.

I'm hoping Mike will help me bridge the gap between longtime Mustang collectors and young, new owners and club members just getting into the hobby. Better still, having Mike around gives me the chance to interact with and experience my own local club—the Mustang Owners Club of Southeastern Michigan, or MOCSEM (pronounced "mock-sem")—as a regular, show-going member instead of "the former SVT PR guy who's now at Ford Racing." So that's why I assigned Mike to cover MOCSEM's annual show, "Mustang Memories," as our Ford Racing correspondent, while I also attended—but not to write about it for once.

I wanted to experience the 2011 show as John Clor, the club member and Mustang owner who paid for my own entry into the show and who had to dig out the lawn chairs and fire up the 1977 Mustang II Cobra II for an appearance on the show field. In other words, "don't try to talk the talk unless you walk the walk."

So yes, my wife Jenny and I got up early and brought one of our Mustangs to the show. I enlisted my good friend, Mike Pakoskey (who drove in from central PA to attend Mustang



Memories 2011) to help me shine up my '77 before judging in exchange for a breakfast at Mickey D's and a few bottles of water from my cooler. He even helped me choose the winner of my annual "Mustang Dynasty" award (which my club gives out each year to commemorate my now out-of-print hardcover book). The high, hard ones in my 2011 "Mustang Memories" show report are that I had: 1.) dropped and broke a whole spray bottle of liquid quick detailer, spilling it out on the pavement; 2.) got several good local contacts to help me out on my long-garaged project car; 3.) did not win anything (there were several sweet Mustang II's in attendance this year that were more deserving; 4.) got sunburn on my forehead; and 5.) helped wife Jenny keep Donald Farr and his son, Matt, supplied with Don's new Boss 302 books to sell at the show (Jenny got sore feet from walking so much, then disappeared, and was eventually found hanging out at the MCA tent with none other than Mary Jean Wesche.)

Not much of a report, you say? Correct. But no, I won't leave you without the story of what happened at this year's big Mustang Memories show. I now offer the following report from Mike Laney, who'll post the content below and many more event photos on FordPerformanceGroup.com. So let's read what Mike had to say... Enjoy:

**By Michael Laney
Ford Performance Group**

We're on the road a lot here at the Ford Performance Group. Ford Racing has us attending cool club shows and big events all over the country. But every once in awhile, we have the luxury of covering significant automotive happenings right in our own backyard. And thanks to the Mustang Owners Club of Southeastern Michigan (MOCSEM), at least one of them happens every summer.

MOCSEM has grown to become the largest regional Mustang club in the MCA, with 625 members! Each year, they host one of the biggest one-day, single-marque car shows in the nation. For the second year in a row, MOCSEM's "Mustang Memories" show called the property behind Ford World Headquarters home. Drawing nearly 800 Ford vehicles to the show field to celebrate the Blue Oval this year makes the 2011 show the club's biggest show to date.



While the show and club focuses on Mustangs, any Ford or Ford-powered vehicle was invited to attend. We arrived early to the sight of a mostly empty parking area, but in just a few hours the vast lot behind Ford WHQ was filled with every Ford imaginable—from the Model T to the latest Mustang Boss 302 Laguna Seca.

We had the opportunity to snap some photos from the roof of the Ford World Headquarters building, and the sight of so many fantastic Fords in one place was astounding. In addition to the cars and their owners, thousands of Ford fans came to Dearborn to take in everything that the “Mustang Memories” All-Ford Car Show and Swap Meet had to offer.

We spoke with Mike Rey, president of MOCSEM, who told us what he thinks makes this event, and his club, so special. “Our event is the country’s largest Midwest regional car show, and our club is the largest regional club within the MCA,” Rey noted. “You come our event and we have Vaughn Gittin Jr. here, we’ve got (Mustang Monthly editor) Donald Farr here and (Chief Mustang Engineer) Dave Pericak and other Ford execs here. You don’t get that at your typical local car show. We also host the Mustang Dream Giveaway at our show. Our club works hard to host a big show that gives owners and attendees alike a great time. If you want to have fun with your car and enjoy being a Ford owner and a Mustang owner, we (MOCSEM) provide the setting to do that.”



It also turned out that Mustang Memories was deemed the perfect venue for members of the BOSS 302 Registry to hold their BOSS Reunion. Unlike some car clubs that have yearly national conventions, BOSS Reunions happen only periodically, so when one does take place, it’s a very special event. As the latest club to join our Ford Performance Group of enthusiast organizations, we were excited to help celebrate everything BOSS with owners.

The weekend reunion included a tour of the AutoAlliance International assembly plant in Flat Rock, MI, where BOSS owners even got to take laps of the plant’s test track in their own cars! The next day, the group converged on the Roush

Collection museum in nearby Livonia, MI, to hold their BOSS Concours and to view Roush’s fantastic collection of rare Fords. By the time the Mustang Memories show had arrived on Sunday, there were 141 BOSS Mustangs parked at World Headquarters, including 10 BOSS 429s!

While the sighting of any BOSS 302 is always a treat, there was one BOSS that was shown in Dearborn for the weekend that was extra special. It was the actual BOSS 302 prototype that was once owned by the car’s Ford designer, the late Larry Shinoda. John Grafelman from Peoria, IL, now owns Shinoda’s BOSS prototype, the exact car that Shinoda pulled off of the assembly line to develop all of the special design cues that made the BOSS 302 unique.

The car was originally built as a 1969 Mach 1 with a 428 Cobra Jet engine before Shinoda converted it into a BOSS design mule. Grafelman and his family launched an exhausting effort to authenticate it as the very first BOSS! After showing it in its “barn find” condition, the car will now undergo a full restoration in preparation for its unveiling at the Mustang’s 50th anniversary in 2014. Keep your eyes peeled for an upcoming exclusive FordPerformanceGroup.com story on this car.

With 2011 also marking the 10th anniversary of the International Mustang Bullitt Owners Club (IMBOC), there was yet another group of specialty Mustang owners attending, helping to make Mustang Memories such a special show this year. Along with the MCA and SVT Owners Association, IMBOC is a charter club in our Ford Performance Group enthusiast outreach program, so we helped them celebrate the occasion by throwing a 10th anniversary party to kick off their weekend.

We hosted a Friday night dinner that featured presentations from Ford Performance Group communications manager (and published Mustang author) John Clor, plus former Bullitt engineer turned MRT business owner Scott Hoag, and Ford vehicle dynamics engineer Nick Terzes. Hoag and Terzes both played roles in developing the Mustang Bullitt and gave Bullittheads the inside scoop on what it was like to work on bringing the car to market. Owners capped off their weekend by joining MOCSEM and BOSS owners at the Mustang Memories show, with more than 20 Bullitts on display!





Ford Racing was one of the event's primary sponsors and joining them for the party was Vaughn Gittin Jr., the 2010 Formula Drift Champion. The Performance Tour trailer was also in attendance with the latest Ford Racing Performance Parts and Ford Racing catalogs, plus some Ford Racing display vehicles such as a Super Cobra Jet, a Mustang Boss 302R and 302S race cars.

Again this year, the Mustang Memories show played host to the awarding of the grand prize of the Mustang Dream Giveaway. This yearly sweepstakes makes one lucky winner the owner of two amazing Mustangs. This year's sweepstakes, which benefited the Healing Heroes Network, featured a pair of Mustang BOSS 302s! One was a restored 1969 BOSS 302 in Calypso Coral, while the other was a 1-of-1 "Patriot Edition" Competition Orange 2012 BOSS 302. The winner was 24-year-old Thomas Barker of Effingham, IL, who was both ecstatic about winning the cars and proud to be part of an effort helping our military veterans.



"The sweepstakes was a benefit for the Healing Heroes Network, which supports medical procedures for veterans of Afghanistan and Iraq," Barker told us, "and being able to contribute to that is what really drew me to this contest. When I got the phone call telling me I had won, I was speechless the entire day ... totally blown away!"

With that and the myriad of awards presented at the show closing, the record-setting 2011 Mustang Memories All-Ford Car Show and Swap Meet was in the books as a resounding success. When nearly 800 Mustangs and Fords, special attractions, and thousands of spectators gather to party in the shadow of Ford headquarters, it is certainly one event worthy of inclusion on our calendars year after year!

Wow. Nice job, Mike! (Maybe someday I'll get him to write a Mustang book of his own!) To read more of what Mike and I have covered for you in the world of Ford performance this year, make sure you visit FordPerformanceGroup.com. And if from reading Mike's report it sounds like you need to come to The Motor City next summer to catch some "Mustang Memories" of your own, well, then you'd be right.

You can bet that—the Lord willing—I'll be there ... only this time with my '78 King Cobra entered in the show field; a new bottle of spray wax in my arsenal of cleaning supplies; a Ford Racing or Mustang ball cap on my head to keep my face from getting sunburned ... and an invitation for Mary Jean to come back in 2012, if only to offer my wife Jenny some shade and company in the MCA tent again ... Mustang Memories, indeed!



Editor's Note: Veteran automotive journalist John Clor has owned, raced, worked on or written about Fords and Mustangs for nearly 30 years. After a 15-year career at The Detroit News, Clor shifted to automotive journalism with stints at AutoWeek and later Edmunds.com. He joined the Ford Special Vehicle Team in 1995 and spent the better part of the next decade working on SVT communications, PR and Marketing. Today, he manages the www.FordPerformanceGroup.com enthusiast outreach program for Ford Racing, and is also editor of SVT Enthusiast magazine and author of the hardcover history book, Mustang Dynasty. A member of several Ford-based car-clubs, Clor is the proud owner of three '70s-era Mustangs, including one that he calls "a long-term project."

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