

NORTHERN OHIO CHEVELLES



Chief Motor Heads

President: Ed Nichols

enichols1@neo.rr.com

V.P. Joe Desmont

jjdesmont@aol.com

Treasure : Ken Smith

subsdotkom@sbcglobal.net

Secretary :Mark Meldrum

mmeldrum1@hotmail.com

UPCOMING Meetings

April 21st—Joe's Office
7PM

From the Editor

My wife and I always used to tease my Mom about having the latest and greatest whatever. If it said new or improved on the package, that was good enough for her—into the cart it went. We would watch a commercial on TV and say “I bet Mom has that” and sure enough, we would go over to her house for dinner and there it was in the fridge or laying around the house. I suppose a little bit of that has rubbed off on me over the years. I do like “New and Improved” I am not afraid to buy something new or go out on a limb to try a new method. This year is no different. I thought it would be a cool idea to try advertising our Chevelle Show in a new and unusual way. Joe and I came up with a theme of the Blues Brothers. Like the movie—we are on a mission and there are multiple characters keeping trying to spoil our plans along the way. Our mission is to have the best Chevelle show possible. We have already produced a couple of video adds that are on our website. We have to try new and unique ways to get the message out about our show. Lately, I have been captivated by an internet website called Facebook. Your main page is called “The Wall” and it’s like a bulletin board, where you can post stories and photos for your friends to look at. We have started a Northern Ohio Chevelle Facebook that any Chevelle enthusiast can become a member of. This lead me to another venue of advertising our show. My son and I are always watching videos on “You Tube” and I thought—a free method for our club to get the message out . The videos are easy to link to other web sites like Team Chevelle. So our method for reaching the masses is ever evolving. Another unique idea the guys came up with was to type up a personal invitation to our show, have the club officers sign them and place them only in Chevelles at various functions throughout the year. We tried this at Autorama and it seemed to work great as a number of Chevelle owners came by to thank us for the personal invitation. If it works, we will put it in our cart again, if not—on the shelf it will stay until it becomes “New and Improved” Time to Burn Rubber—Mark



NOCC Facebook Front Page



Sleeping in Papas Bed at Autorama

ORANGE YA GLAD PAPA'S GOT A BED BY ED NICHOLS

I think all of us can appreciate “Chevy Orange” on our motors, granted some of us do have different colors on our motors, but still Chevy Orange is a good standard motor color.