Antique Car Touring Primer

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Antique Car Touring Primer

This Touring Primer presents the necessities of planning and executing antique car tours. Section 1 discusses 1-day tours and Section 2 discusses multiple-day tours. This primer presents many, but not all, of the possible features or amenities that you might want to include in an antique car tour. Your club may have a tradition of door prizes or professional entertainment or very low budget. This primer should be used as suggested or possible features that might be considered for a tour. Choose the features that you and the committee want in a tour and can execute successfully.

Section 1 - 1-Day Tours

So, you have volunteered (or were volunteered) to plan and lead a 1-day tour. Don't panic as this primer tries to present the many features and various issues that one should think about during the planning period and how to implement a fun and successful tour.

Basic decisions:

To begin, you must know your audience and vehicles. What are the cars and drivers like that will participate (1 or 2 cylinder, Model T Ford, classic, muscle, high performance or a variety)? Are the participants young or senior citizens? Some cars and people dislike stop lights and heavy traffic. Some dislike hilly terrain. Some may be inexperienced on steep downhills. Road conditions need to be considered. I have toured on patched potholes that shake everything to pieces. Unpaved roads can be enjoyable under the right conditions; however, dusty roads and nicely detailed cars are not a good combination. Any unique road conditions must be announced ahead of time.

Another factor to understand is the nature of the club. Some clubs budget funds for 1-day tours. The treasury of other clubs may not allow this luxury. Some clubs enjoy running board picnic lunches and others like nice restaurants.

Realize a 1-day tour can be very simple. The organizer can just announce at a meeting or in a newsletter for everyone to meet at a designated location at 9:00 for coffee and donuts and leave by 9:30 for a mystery tour, finishing by 3:00. Lunch will be on your own.

A more involved 1-day tour could be attending a large advertised and popular car show from 8 to 10, going on a 30-mile tour in the country and stopping at a 1-room school house where a docent gives a history lesson on the historic school. A box lunch is provided and enjoyed on the picnic benches on the school grounds. This is an actual planned event for our club that is very popular, but needs more than one person to plan and execute.

A successful tour or event needs planning. The amount of time required is dependent upon the complexity of the event. If a group has monthly meetings, recommend announcing the date at least 2 months before the event and tour details at least one month before the event.

One-day tours can be organized and run by one individual; however, this is not recommended. Every member of the club should help on at least one tour a year, even if it is providing ideas for the event. I recommend involving at least 3 members for the planning and execution of a 1-day tour or event. They should meet and throw ideas around as to where to go and what to do and then distribute responsibilities and duties. The following are the issues that need to be evaluated:

- Where to Go/What to Visit
- Date
- Food/Meal(s)
- Type of Tour, Caravan or Random Start
- Time and Location of Meeting Place
- Cost
- Pre-event publicity (flier or info for newsletter)
- Manage tour sign-ups
- Go-to person when participants have questions
- Determining Route and Timing and Distance
- Preparing directions and maps
- Weather concerns (Rain or shine or cancellation)
- Restroom/rest stops
- Sag wagon/trouble truck
- Determine the leader of the tour
- Event photographer
- Article of event for publication

Here are items to consider on each issue:
Where to Go/What to Visit: Some groups are very content on driving and enjoying the nature and its scenery. This is especially true during spring or fall seasons when trees are blossoming or changing colors. Others want to visit museums or other places of interest. The distance of the tour, amount of traffic you will encounter, type of terrain and place being visited are factors in whether people will attend the event. Touring several wineries for wine tasting may not appeal to all. Touring a mine shaft and walking in the mine may not appeal to those that are claustrophobic or have problems walking. If the plan includes visiting a public place, be sure to contact them. They may offer a special tour or may have to add to their normal staff to accommodate the group. Many times special parking and security is offered due to their appreciation of the vehicles and your visit.

When you are scouting the area for places to visit, take a copy of the Gazette, our national magazine. When you mention a tour or a car club, folks usually think of hot rods or Mustangs. Explain these are the first cars made around the turn of the 20th century. Photos in the Gazette will peak their interest.

The types of places to visit on a tour are endless. A place that appears to be dull and uninteresting can be intriguing and educational. Sometimes a place that is normally not available to tours or groups will

make an exception if they can view the group's vehicles. If arrangements were made a couple of months in advance (as recommended) touch base with your contact a few days before the event to make sure it is still on their calendar. I recall arrangements to visit a high-end museum only to have our contact person terminated and event not on their calendar. Make a confirming phone call. Make sure you find out if there are any fees with your visit. Don't be surprised the day of the event. If there are no fees, a donation from the club may be appropriate.

Museums are popular places of interest for a car club to visit. Instead of asking each person to pay an entrance fee or make a donation, you may make arrangements for a donation from the club. You may arrange a tour at a one-room schoolhouse with a docent presenting an interesting talk. A donation may be very appropriate in this case. Although clubs have different policies, it is customary to ask the club before the event if they are willing to make a donation.

Date: There are 3 options to consider; weekday, Saturday and Sunday. If all participants are retired or available during the week, a weekday event is fine. Sometimes the place of interest that the group is visiting is not available on weekends and a weekday is the only option. Some groups prefer Saturday outings as Sunday is reserved for family or church or a day of rest. Others prefer Sunday outings using Saturday to get the car ready or reserving Saturday for restoration efforts. Choosing between Saturday and Sunday can be a conundrum. Before setting a date, investigate other scheduled events that would conflict with your event. Identify holidays that you would want to schedule around. There will always be conflicts, but the earlier you set a date and advertise the date, the less likely others will schedule a conflicting event.

Food/Meal(s): It has been said antique automobile clubs have an eating disorder with a hobby of antique automobiles. Many clubs have a tradition of serving donuts and coffee at the starting point on all tours. If you know youth will be on the tour, consider refreshments for them as well as youth do not enjoy coffee. Along with refreshments, remember napkins and a garbage bag for trash. Consider mixing up the traditional refreshments with muffins or other pastries.

A noon time meal (known as lunch in the west and dinner in the Midwest) is usually needed on a one-day tour. Some clubs enjoy each participant bringing their own picnic lunch and others expect restaurant food and service. Arranging with a restaurant or caterer can be a special treat to the participants as opposed to saying you are on your own for a particular meal. Know your audience and what they will want.

You need to have an idea how many will be in your group and if the group can be seated together or in a separate room. Do not assume the establishment can accommodate your group of 25 without advanced notice. When working with a caterer, be sure what they are providing. On one tour only wine was provided with the lunch. We had children and some adults who did not want alcoholic drinks and soft drinks were not provided. Get the menu in writing and carefully review the furnished items and cost. Be sure the tour advertising includes the plans for the meal and the expected cost. If each person is ordering off the menu, provide the range of the cost of meals.

Type of Tour-Caravan or Random Start: Many times tours due to their size or the locale allow the participants to leave at their leisure and not in a large group. Other tours are the caravan or follow the leader type where there is a tour leader and all the cars follow each other. The caravan-type tour can have its problems. If you are on 2-lane country roads that are busy, modern traffic may not be able to pass causing tempers. Realize road rage is real and not everyone appreciates our vehicles on the road. A caravan tour has a lead car that should try to keep the group together. Signal lights can cause large gaps in the group, requiring occasional re-grouping. Sometimes finding space for a number of cars to stop and re-group can be difficult. A caravan tour may be appropriate on 4-lane roads where the slower vehicles use the outer lane and there is ample opportunity for faster vehicles to pass or if little traffic occurs on very rural back roads.

A popular exercise on caravan tours is to have a car stop at turns if he does not see the car behind him. He must wait at the turn until the next car sees where to turn. This is an effective practice to prevent cars from getting lost; however, all cars must do this as people depend upon seeing a car to make a turn and may not pay attention to the directions. I have watched people get lost because there was a gap between cars due to traffic and the car in front did not stop and wait.

Tours designed with random start allow the participants to leave when they want. The random start type tour is advisable when the tour route has considerable traffic. Tourists have the freedom to stop at a quilt shop or junk yard if they desire. Many times two or more cars will run together on a random start tour. Tours designed with a random start should state the time everyone should arrive at a certain location, for example lunch. The run to lunch may take 90 minutes without stops, but you have 2-1/2 hours to get there. The tour map and directions should show places of interest along the route. A random start tour spreads the entire group out; however, this may not be what you want for a certain event. You may want the entire group to arrive at a small town at the same time for a small parade. This may require re-grouping at the edge of town. The larger the tour (in the number of cars) the more likely the random start system should be used.

Regardless of whether the tour is the caravan or random start type, individuals will occasionally pull to the side of the road. They may have mechanical problems or just want to let faster cars pass. Many times, tour participants want to stop and offer help that might be needed. Many tours advocate the "thumbs up/thumbs down" signal letting tour participants know if help is needed.

Time and Location of Meeting Place: Be sensitive to early meeting times. Choose a convenient meeting place that is easy to find, has ample room for the vehicles and has trailer parking. There are two schools of thought with meeting places. The first is a secluded area the group can have to themselves and the second is a public area where you will be noticed and have visitors wanting to take photos and ask questions. The latter is a good way to publicize and promote the group and may gain members. Restroom facilities are always appreciated at the starting point.

Some individuals will trailer their vehicle to the meeting place due to the distance they live from the meeting place or the desire not to drive alone to the meeting place. A location for the tow vehicle and trailer at or near the meeting place is needed. A large parking lot with adequate empty parking stalls may be appropriate. Pull-through parking places are the best without wheel stops. You may need permission if the parking lot is not. Look for restrictive parking signs. No one wants to return to their trailer to find a parking ticket or their vehicle being towed away.

Cost: Many 1-day tours do not have costs for the participants; however, this may vary from club to club. Some clubs have a budget for 1-day tours to cover the cost of snacks, refreshments, lunch and entry fees or honorariums. If there are any planned costs for the participants, be sure to include this information in the pre-event publicity.

Pre-Event Publicity: It is important to let all members of the club know about the event you are planning. This is typically done in a newsletter or e-mail blast. If tour particulars have not been finalized, one can call it a mystery tour, providing the details the day of the event. Typically, participants want to know the following:

- When is the tour?
- Where is the starting point?
- Where they are going?
- What is the total distance?
- When they will be returning?
- What are they visiting or seeing?
- What are the meal arrangements?
- What are the costs for the event?

A flier providing this information in an enthusiastic manner is preferred when possible.

Consider providing the local Chamber of Commerce or visitor's bureau or local newspaper with vehicle photographs and tour information for a press release. City officials appreciate visitors to their city and advertising might bring in others which could boost the local economy. On one tour we staged all our cars on an emptied main street on Sunday morning for a photo shoot. All were dressed in vintage attire and we had lots of locals taking their own photos. The City blocked off the street for our activity. The merchants also took photos for advertising purposes.

Manage Tour Sign-Ups: The earlier plans for an event are made and advertised, the better the attendance. Most people have busy calendars and are reluctant to cancel an event once they have committed to attend. If the actual activity has not been confirmed but the date is set, have a sign-up. The tour committee will want an idea of the number of participants and number of cars. Including the car on the sign-up sheet a member plans to bring will alert the tour route organizer with any problem a particular vehicle may have with the planned route. Example: A new member plans to bring his 1-

cylinder curved dash Oldsmobile and you have a hilly 60 mile tour planned. Or a member plans to bring his original Indy race car and you are visiting a museum in down-town San Francisco resulting in lots of stop lights and stops on hills. You would want to alert all participants to the terrain on the tour.

Go-To Person for Questions: The evening before the event someone will call and ask if their visiting relatives can come along. Someone needs to know if the event can accommodate additional participants. Another question could be if they can join the group in-route or at lunch. The event flier needs to provide the person that can address these questions.

Determining Route, Timing and Distance: The group is meeting at Point A and proceeding to Point B. The route can be straight forward or meander around the countryside before arriving at the destination. Understanding your audience is crucial at this time along with knowing the area. Traveling back country roads can be enjoyable as long as the group is not competing with large agricultural trucks entering and leaving fields or encountering logging trucks on mountain roads. For a rule of thumb for antique vehicles, figure approximately 20 miles per hour as the average speed. A tour on flat, back roads with few stop signs might be faster and hilly terrain with traffic might be slower. Realize if one person has a problem and stops, other participants usually stop to help.

Preparing Directions and Maps:
1-Day tours may not need maps or instructions if all the participants are very familiar with the area and route. However, telling everyone to follow the leader without a map or directions can lead to problems. Maps or directions vary as to design, content and effectiveness. Realize some people are visual types that want to see a map with landmarks and details. Others are comfortable with directions saying to turn right on Road A then left on Road B. Others will want to know the distances between each turn as well as the overall distance traveled. Maps from the internet can be very helpful. Remember, the participants are traveling in cars and the road may be bumpy. Some maps have such small writing that it is difficult to read standing still. AAA maps have great detail but are so small they are difficult to read unless enlarged. Providing both written directions along with a map with the roads highlighted is a good practice although time consuming. The distance, route complexity and participants are contributing factors to the preparation of maps and directions. Keep in mind someone may have invited a guest to the tour that is unfamiliar with the area and he will need a map and directions. Have someone unfamiliar with the intended route run the route using the map and directions. This is called a cold-eyes review. They will catch minor or major errors that you can change before the tour.

The internet has a number of map programs that can be used; however, the road names in the program may not be what is in the field. Map programs can be useful to obtain mileages and an initial road selection. One must drive the roads prior to the tour to determine road conditions and current signage. You may want to visit with the county maintenance department to see if your route is scheduled for major repair. Fresh asphalt or paint makes a mess under our fenders and waiting for opposing traffic to pass when only one lane is available, causes schedule (and possible attitude) problems.

Weather Concerns: Our collector vehicles are our Pride and Joys. We are very protective of our cars (and our health) when inclement weather is in the forecast. The tour committee needs to decide if the tour is rain or shine or will be cancelled or postponed. Many times, the place of interest is so remarkable that it is worth participating in modern cars rather than cancelling the event. The route and planned activities must be evaluated in determining this issue.

Restroom and Rest Stops: I will always remember a tour where maps were not provided. We were told to follow the leader and for 3 plus hours we drove non-stop. We needed a restroom stop but were afraid of losing the group. Plan on rest stops and identify available restrooms on the map. I have been on tours in back country where we trailered a restroom with the group because none were available. If needed, arrange for portable restrooms to be delivered and later picked up.

Sag Wagon/Trouble Truck: A sag wagon is a modern vehicle that follows the group and provides a ride for the driver for help or back to his trailer if his vehicle has a problem. A trouble truck typically has a trailer designed to transport the vehicle having a problem. Many times, one-day tours do not have sag wagons or trouble trucks; however, there are exceptions. If a sag wagon or trouble truck is used, the drivers should be given a cooler with soft drinks or bottled water. Many times, help arrives after the participants have been suffering with the car or sitting on the side of the road for a long time. Even a drink of water can be very welcome on a hot day. Hand cleaner can also be very welcome. Your club may have issues with liability connected to loading and transporting someone's vehicle; however, a sag wagon used to transport the driver may be acceptable.

Determine the Leader of the Tour: A Driver's Meeting should be held before departing on a tour. The tour leader should provide unique instructions or any changes in the instructions. Emphasizing a potentially dangerous intersection or portion of the route should be mentioned at the Driver's Meeting. During a caravan tour, the tour leader needs to be sensitive to those that are following him. If the group is split up due to stop lights, the leader may decide to occasionally pull over to regroup. Regrouping is a natural event on a caravan-type tour. The tour leader should not go so fast that the group cannot stay with him.

Event Photographer: Each club has a few individuals that enjoy photography. Ask before the tour if someone would take a few photos for the article in the newsletter. If you are lucky, they may volunteer to write up the event.

Article of Event for Publication: An important task for the main organizer of the event is to arrange for an article to be written about the event. Sometimes a person on the committee is willing. If not, a participant should be asked. Make the arrangements **before** the event so the person can take notes if needed.

Section 2 - Multiple-Day Tours

You have volunteered to be the chairman or be on the committee for a multi-day tour. With the right planning and committee members this can be an enjoyable and rewarding experience. A multiple-day tour can be considered the same as a few one-day tours back-to-back, with evening meals and lodging accommodations thrown in. A one-day tour may not require any budget where a multi-day tour the budget is an important element.

Multiple-day tours typically have more amenities and are much more complicated than one-day tours. Multiple-day tours need more time to plan and more people on the committee. The recommended planning for successful multiple-day tours begin at least a year before the event. Shorter planning times are used sometimes and can be very successful; however, shorter planning time is more stressful. A tour calendar is provided in Appendix A.

Multiple-days tours require a commitment by the attendees of time and money. You are competing with other events and individuals must decide whether to attend or not. The earlier the date and venue can be advertised, the better. This section will discuss the following topics relating to the planning of multiple-day tours.

- Committee and Chairman
- Tour Design, Hub or Traveling, Inclusive or Cafeteria Style
- Location and Theme
- Time of Year and Length of Tour
- Tour Size
- Tour Date
- Assignment of Duties
- Lodging Negotiations
- Advertise and Communications
- Registration
- Determining Route, Distance and Timing
- Coordinating Places of Interest
- Activities for Youth
- Organizing Meals
- Preparing Directions and Maps
- Contingency for Weather
- Budget
- Trailer and Tow Vehicle Parking
- RV Parks
- Tour Bags
- Entertainment
- Press Release

- Hospitality
- Sag Wagon/Trouble Truck
- Security
- Event Photographer
- Event Article
- Judging and Trophies
- Door Prizes
- Safety

Committee and Chairman: A multi-day tour needs a committee that will work together and a chairman that can delegate tasks make sure committee members accomplish the tasks. The chairman should prepare a detailed schedule so each committee member knows when a task needs to be completed. The number of committee members depends upon the available time each person can dedicate to the event and the complexity of the tour. I recall a week-long 4-state traveling tour organized by one individual. He planned the route and found motels at the end of the day's run. All this was done on the internet. Each participant booked their own motel room. Each participant was responsible for all their meals. No tour bags, no banquet, no sag wagon. This approach appeals to some. Others look at a tour as a vacation and want things provided. Most multiple-day tours are hub tours with planned places to visit and at least some meals provided. This type of tour needs a committee to distribute the workload.

Tour Design, Hub or Traveling, Inclusive or Cafeteria Style: The committee should first decide if the tour will be a traveling tour or a hub tour. A traveling tour stays in a different motel each night where a hub tour uses the same motel. A traveling tour has logistic considerations that will not be covered in this primer, although many of the areas discussed are viable for a progressive tour.

Some clubs only want the inclusive type of tour where most of the meals are included in the tour cost. This is by far the easiest for the tour committee. Other clubs want to offer the meals and tour amenities as optional and each participant needs to decide which meals or

Location and Theme: After deciding on the standard hub tour, a general location and theme should be decided. A theme is not required but adds a unique feature to a tour. Enticing themes might be Wine Country, Rocky Mountain, Everglades, Black Hills, Pennsylvania Dutch, Texas Longhorns, Flatlands, Badlands, Indian Nation, Air Capital, Great Lakes, Hillbilly, Low Budget, Reliability, Brass and Gas, etc. The theme can be almost anything. The tour can be focused on the theme. After deciding on a theme the location needs to be decided. More than one area could readily fit into the theme and should be considered.

So the committee has chosen to tour Yosemite this year. This is not the time to reinvent the wheel. See if any club members have toured in Yosemite. If not, reach out to other clubs or members of your club living in the area. Their knowledge can be invaluable. You may learn Yosemite is unfriendly to car groups. You may discover the roads in the park are narrow and very crowded. You might be advised to

stay outside of the Park and make day trips into the Park. Use the internet and your favorite search engine to find a club that can offer advice. I have asked for advice from friends living in an area we wanted to visit and they ended up designing the route better than I. I have also been told there are too many problems and issues in running a tour in a certain area.

Time of Year and Length of Tour: The time of year should be decided along with the length of the tour. You might agree on a 3-day tour or up to a full weeklong event. Realize the longer the tour, the more work is involved. The committee also needs to decide what days of the week to offer the tour. Again, consider your audience. If your members are all working individuals, they may want a Friday thru Sunday tour. A club with mostly retired members may choose a tour during the week when traffic is less and motel rates are favorable. If your members have children (or grandchildren) in school, you may want to schedule the tour in the summer months. Lodging costs are higher in the summer, but the future of this hobby will come from our youth. The weather needs to always be considered. Certain months have higher probability of bad weather than others. The two most appealing seasons for touring is spring and fall. Extreme temperatures of winter and summer are sometimes not conducive to great touring conditions.

Tour Size: Tour size is very important. The size is dependent upon services available and how many participants the committee feels they can accommodate. Meals and motel rooms must be considered. A private place of interest that you want to visit may restrict the number of visitors. Large National tours sometimes place participants in different groups and eat in shifts. This requires more effort. Your club may be small and you are able to open the invitation to others. The maximum number of participants you wish to accommodate should be determined up front as restaurants, caters and motels need an estimated number to provide a quote.

Tour Date: The exact dates should be determined by knowing similar competing events already scheduled and available dates of the motel. Scheduled events include other tours or related old car events along with local events. Try not to schedule your tour to conflict with a popular old car event. If your headquarters are in a small town and a rodeo or festival or air show is planned, motels and catering will be affected. Pick a different location or a different date. Always check for planned events that will affect local services.

Assignment of Duties: There are major areas of responsibility that need to be distributed among the committee. These areas include lodging negotiator, registrar, what to see or visit, route chairman, map and route instruction book creator, meal coordinator and budget manager. Other important areas of responsibility include dealing with tour bags, advertising (publicity), photographer, tour write-up, hospitality, entertainment, sag wagon and security.

Lodging Negotiating: The next hurtle is negotiating with the hotel. Ideally there is more than one hotel in the area to consider. Hotels are usually anxious to book your tour as antique cars are popular and hotels appreciate the attention. I have found showing the manager photographs of the typical vehicles that you expect to be on the tour can get the manager excited and help negotiations. Discussions

should include cost, parking, security, banquet facilities, complimentary breakfasts, registration room, pool-side happy hour, alcohol policy, check-out times, block of rooms, storage room and comp rooms. Realize all these issues are negotiable. It is common to compare what competitors are willing to offer.

Hotels look at hotel nights. Reserving 40 rooms for 3 nights is 120 hotel nights. They may not be real interested in weekend bookings during the busy summer, but in the fall or spring or during the week you may be surprised how low the rate will be. I have negotiated very low hotel rates when promising to buy 4 evening meals at posted rates for the group. It is customary to receive a free room for booking either 20 or 25 rooms booked at the negotiated rate. During the hotel determination period, free meals have been offered to experience the restaurant's food. Always ask if the negotiated rate will be extended before and after the event for those coming in early or staying additional days. Some hotels have RV hook-ups that can also enter negotiations. Inquire about advertising the event on the hotel's marquee. Do not guarantee any number of rooms. Agree on the number of rooms that will be available for your guests and when the book of rooms will no longer be available at the negotiated price (usually 2 to 4 weeks before the event). Make sure they realize each tourist will reserve their own room and the agreed upon "code word" for being with the tour group. Some tour participants want to bring pets, so ask if the hotel is pet friendly and any associated extra charges. Include this information in the registration form.

The committee needs to decide if each person is responsible for their lodging registration. Some tours include the lodging in the tour package; however, this can be very time-consuming getting each participant with the room that they desire. Most tours have the participants make their own lodging reservations. Arrange with the motel a password registrants need to use to receive the negotiated rate and include this information in the tour information package.

Be thoughtful of the motel and consider offering to furnish tar paper or building paper or absorbent cat litter under each car to minimize the effects of oil, water and gasoline drips. Each method has its good and bad aspects. The point is not to leave a mess for the motel to clean. Oil being tracked into carpeted rooms is not the memory you want to leave with them.

Advertise and Communications: You have a committee, a tour design or theme, a location, tour dates and motel. It is time to advertise. If you can only accommodate your club members, advertising is simplified. Create a flier and hand it out at meetings, place it in your newsletter and even e-mail it to all members. If the tour is open to those outside of your local club membership, then the committee needs to plan accordingly. Your club may have a mailing list of individuals that have attended your club's multi-day tours in past years. You may wish to extend an invitation to those individuals. You may send a flier to other regional groups and to the national office for placement on the web page and in the national magazine.

The information needed on the initial flier at a minimum include the dates, tour location, tour chairman or registrar contact information, deposit requirements and vehicle constraints (if any). That may be

enough information if you have a great reputation. Otherwise, a brief description of the tour plans is in order. The flier should be enticing. Consider this inviting description;

"We are excited to announce plans for the 15th Annual Fall Leaf Excursion. This year we are experiencing the backroads of Indiana as we cross 12 historic and picturesque covered bridges in 4 days of touring. You will encounter only 3 traffic stop lights in 4 days of leisure touring while enjoying country cooking at its finest. We will headquarter in the notable Tippecanoe Resort located on the East Fork of the White River. We will be visiting unique and fascinating places of interest. Your tour committee has been planning this excursion for 9 months and promises a memorable experience for all."

If the tour has specific requirements or constraints, they must be included in this and all later announcements. This may include vehicle age restrictions, make or model restrictions, originality or modification constraints or membership requirements.

The registration form may accompany the flier, or you may be directed to a web site. As we advance more into the information age, a flier may be sent via e-Mail. Actually, many club mailing lists have the physical address along with their electronic address (if they have one).

Once the initial announcement is made, you will begin receiving deposits for the tour and create a registration list. Future mailings will go to the registrants. The initial mailing might be sent to 150 or 200 individuals that you feel might be interested. You may have an upper limit of 75 registrants. Be sure to include the cost of mailings as budget items.

The second mailing is typically acknowledging the tour registration and deposit with some encouraging words about the tour and further details not mentioned in the initial announcement. The third mailing might be a month before the event and would give the final tour cost and what is the remaining balance along with last minute instructions. You might include how many families have registered. Occasionally the tour book is sent to the registrant; however, if this is done expect many to be left on the kitchen table. Have more tour books available.

A thank you letter after the tour is appreciated along with a recap of the tour highlights. Sometimes tour photographs are sent to participants after the tour. Additionally, if the contingency funds were not needed and some estimates in the budget were a little high, there may be funds that you want to return to the tourists in the post-tour mailing. Thus after the initial announcement mailing, expect three mailings to each tour participant and include the mailing and printing costs in the budget.

Registration: You will need a very organized individual to be the registrar for the event. The same person can be the event treasurer, as the registrar will be receiving the tour deposits and checks for the remaining amounts. The registrar keeps a list of all people registering for the tour and how much money they have sent in. The registrar should realize people's plans change. Here are some of the typical situations:

- A close friend decides to join them for the entire tour at the last minute.

- The registrant cannot make the first day of touring.
- A registrant has friends that will be joining them at the banquet.
- The registrant's college-age children will be joining them, but only on the weekend.
- Family must miss the last day and the final banquet.

The registrant needs to be familiar with the budget and how to charge or credit the registrants accordingly. If sufficient notice is given that a participant will not attend a costly meal or event, then the tour fee can be adjusted. However, if you have planned for a family to attend something and at the last minute they cancel, refunding is contingent upon the situation and the financial status of the tour. Many times, tickets for an event are purchased well in advance to receive a favorable cost and caterers require final numbers in advance.

The tour registrar should communicate weekly with the motel during the last 6 or 8 weeks prior to the tour to see who is registered in conjunction with the tour. It is common for people to make lodging arrangements but forget to register for the tour and vice-versa. You will discover some without motel reservations may be staying in an RV park or with friends. Many tour registration forms ask if the participant intends to stay at the host motel. Comparing the motel registration with the tour registration is common to understand who is planning to attend the event. The registrar needs to understand how the budget and tour costs were determined as he will be asked for a revised tour cost because they have to leave before the final banquet. Adjustments to the tour costs are part of the registrar's job.

The earlier the tour is advertised, the earlier registrations and tour deposits will be received. Some establishments require deposits to reserve a banquet facility or reservations at a restaurant. The sponsoring club may extend seed money to the committee that they expect to be paid back; however, if tour deposits are received early, these funds can be used as facility deposits.

A related subject to the registration and deposits is the financial accounting for the tour by the registrar or the tour treasurer. You may want to open a new bank account just for the tour to keep everything separate. I recommend keeping the accounting separate from the sponsoring club's accounts until the event is over and all the bills are paid. This allows the committee to readily see how financially successful the event finished. If the event made money and a refund of at least $25 per car is possible, then I recommend the money should be refunded. You would be surprised at the appreciate attitude the recipients will have. They will be the first ones to sign up for your next tour as they are assured the sponsoring club is not making money on their tour. The committee should meet after the dust has settled and compare their assumptions in the budget to reality. This will help them on the next tour they work on. If there are some available funds and a participant had some bad luck with an illness requiring them to miss a portion of the tour, the committee may decide a partial refund is in order.

When registrants arrive at the motel, the tour registration should be easy to find. Sometimes it is in the motel lobby or a meeting room. The tour committee members should welcome them to the tour and

present them with their own tour bag. A list of all tour participants should be included in the tour bag or the tour book. Including the car they are driving, all passengers and where they are from are useful bits of information. Many motels know the room each registrant will have. Including a list in the tour bag of which room each tourist is assigned is very useful.

Determining Route, Distance and Timing: One should begin by determining the maximum distance you want to travel on any day. The terrain, traffic and road conditions are determining factors along with the vehicles and their passengers. A 180 mile round trip to the Grand Canyon was designed on the Kanab, Utah Tour for Model T Fords. Little traffic and rather mild terrain made it a long, but worthwhile trip. The 400-plus cars on the Kanab Tour did NOT travel as a caravan and most completed the day's run in about 6 to 7 hours. For a caravan tour we usually figure an average of about 20 miles per hour in normal traffic and hilly conditions and the group stopping occasionally to regroup.

As a general rule, most tourists do not want to sit in a car all day but want to visit places and kick tires. In this case less can be more. Realize you need to hit a happy medium. Too short of a tour will bring complaints. Know your audience.

Seek recommendations on the intended routes from local individuals. Your club is undoubtedly not the first car club to tour this location. Making a few inquiries can be very beneficial. I planned a tour route once by studying maps and was advised by a local to reverse the direction as my planned route (clockwise) had a steep downhill and gentle uphill climb (I had not run the route yet.). Changing the route to counterclockwise provided a better and safer route for the cars.

I recommend contacting the local county road maintenance department prior to a tour. Share the intended route and inquire if any of the roads are scheduled for repairs. You do not want to discover the day of the tour a road is closed or freshly screened and graveled. Maintenance departments typically are willing to work with you and reschedule or accelerate the repairs to accommodate a planned event.

Incorporating dirt or gravel roads in a route can be risky, even though our vehicles may have spent more of their early days on dirt roads. Again, know your audience. You may have a number of show car owners that would not appreciate the effort to detail their car to remove dust. Alternate routes should be provided to bypass poor road conditions. Road conditions should be mentioned in the correspondence prior to the tour.

Driving the route prior to the tour is a must. It should first be run during the initial planning stages and a second time to accurately prepare the route directions and map details. After the maps and directions are prepared consider having a committee member unfamiliar with the route use the map and directions to run the routes. This is a cold-eyes review that should find any problems. Some groups will use the same car they will be using on the tour for a trial run to determine driving times and accuracy of the directions and maps.

Coordinating Places of Interest: If a tour committee member does not know the area very well, ask locals or the Chamber of Commerce for suggested places of interest that the group may visit. I remember visiting a cemetery and having a docent provide a very interesting talk. The possibilities are endless. Be creative but know your audience. Visiting local garden trains or an industrial manufacturing plant may not interest everyone. You may want to offer alternatives. Again, seek recommendations on the places of interest from local individuals or other car groups that have toured the area.

The antique car hobby realizes its future is in the hands of the youth. Car clubs should be willing to share their vehicles with our youth. Sometimes schools welcome a visit of antique cars to their campus. We have organized visits to elementary, middle, high schools and even colleges and seen the joy and appreciation that our visit produces. I have even visited a ranch for troubled youth. Wherever we have visited, the youth have been very attentive and polite and ask very intuitive questions. Make sure you touch base with places of interest as the date approaches. Personnel can change. Also, they may have a standard charge that they think you know about.

Activities for Youth: The youth is the future of the old car hobby, and the committee might consider activities for the youth attending the tour. This thoughtful action will be greatly appreciated by the parents and should be mentioned in the early tour fliers. I recall enjoying a pizza party and a video with other youth while our parents attended a stuffy old banquet. At a picnic lunch, children can have a nature walk or look for hidden articles. Word games or crossword puzzles can entertain youth during the drive. During a lunch stop have a scavenger hunt for unique items on the vehicles, such as find the car with the Utah license plates or which car has three spare tires. Small prizes are always appreciated.

Organizing Meals: Good food is a must on car tours. The two things people really remember about a tour are the meals and weather. You only have control over the meals. You will need to find a restaurant or caterer that has a good reputation and facilities large enough for the group (or eat in shifts). When negotiating the meals ask for a reduced cost for youth ages 12 to 16. Many times caterers will charge very little or nothing for children under 12 years old.

City or community parks or meeting places can be rented. Many times the tourists are on their own for one of the meals on a multiple-day tour. That indeed can lower the overall tour package cost. If you have a big tour and many places to visit, consider box lunches that are passed out at the start of the day. The participants should be aware of this before the tour as they may want to bring a small cooler for soft drinks. A popular meal strategy is to have a welcoming dinner or heavy hors d'oeuvres the first evening where people can meet and greet and reacquaint with familiar faces. This should be a very casual event. Some participants may have dietary restrictions. This can be asked on the tour application. Make sure you account for these special needs.

Most tours arrange for the meals early on the planning process. Touch base as the date gets close. Restaurants can close, establishments sold and personnel leave. Make sure the plans are still good and the date and time are correct.

A final lunch or dinner banquet signifying the end of the tour is customary. A spokesman for the tour committee should take a few minutes to thank all participants for coming. The tour committee should receive appropriate recognition. This is the time for announcements for future tours and events.

Preparing Directions and Maps: The first fact to realize is regardless of your efforts, someone will get lost on the simplest of tours and you cannot prevent it. Appreciate the fact that some people have a great sense of direction and a simple glance at a map will suffice. Others cannot read a map and need step by step direction throughout the day.

The intent of the route chairman should not be to get anyone lost on the route. I try to accomplish the impossible and please all walks of life. I will begin by showing on one page (or both right and left pages if needed) the general travel route for the day showing the starting point, towns, major places of interest or stops and lunch. Arrows will also show the direction of travel. This gives the tourist a rough idea of the plans for the day.

The following pages will clearly show segments of the day's route with corresponding directions. Written directions are provided on the right page for at least each turn or decision for each segment of the route. The corresponding map for the written directions is located on the left side of the page. Each direction will be numbered, and the number is located on the map. A complicated tour day with lots of turns may be split up in four or five segments. Each tour segment map will have lots of detail including towns or monuments on and off of the route. Maps can be hand traced from AAA maps that are impossible to read without enlargement or hand drawn. There are multiple mapping programs available on the internet. The first page that shows the general route for the day identifies the different segments and shows the corresponding page.

The written directions need an idea of distance between the turns and other distinguishing landmarks. Instead of the following:

1. Turn left out of the motel
2. Travel 4 miles and turn left at Wadsworth Road
3. Travel 8 miles and turn left at the tee on Hillside Road

Consider this:

1. Exit the front of the motel and turn left on Main Street
2. You will encounter 2 stop lights and the City limit sign. You are now on a winding country 2-lane road. You will travel 4 miles without any stops. Directly after passing a tall silo on your right, you will come upon a 4-way stop with a country store on the right and a nice antique store on the left. (They are open and expecting our visit!) At the 4-way stop turn left onto Wadsworth Road.
3. Travel on this meandering road for 8 miles crossing 3 creeks and lots of grazing cattle. This road is slowly climbing the foothills. There will be 3 crossroads that will have 4-way stop signs before coming to the tee at Hillside Road. Turn left on Hillside at the Tee and beware of the short and rather steep downhill run that will take you into the town of Hillshire.

The second set of directions gives you a picture of the route. With sufficient information about the route, the driver will not have to slow down at each crossroad to read the road sign. He will look for the tall silo and the 4-way stop and the road that ends at the tee. As the terrain changes, mention the change in the directions. Interesting geography or historical tidbits can also be included such as, "Directly after turning on Wadsworth Road is State Historical Monument #94 where gold was discovered in 1853" or "Use the turnouts on Wadsworth Road for Valley of the Moon vista points and Kodak moments".

I use different color paper for the different touring days. I will remind everyone at the driver's meeting that today's tour is on the light blue paper. Use the wrong color in the tour book and you will be lost. After the last page of the tour book, I will have a plastic sleeve with an AAA or similar map inside the sleeve in case they get really lost. Realize some people want to take a side trip on their own and may need to see how to easily rejoin the group late in the day. Your route maps may not give them what they need. Area maps are often provided by the Chamber of Commerce or Visitor's Center.

Each written direction should give an idea of the distance traveled from the last instruction. You need to also show the total miles for the day. Tour books have the cell phone numbers of the sag wagon or trouble truck; however, the backroads we enjoy often have no cell phone coverage. The motel phone number is good to include as a message can be left for the tour committee.

There are two more important items that need to be at least on the map and probably in the directions. The first are the locations of fueling stations. We enjoy rural back roads and sometimes fueling opportunities are few and far between. The other item is restroom facilities. Rough roads and weak or small bladders are not a good combination.

Tour books need to include maps and instructions and interesting bits of local information. Graphics in the tour books can make the book an interesting read. One particular National Tour we personalized each tour book by placing on the front of the book the tourer's name and a photograph of an original vintage car matching the car they had brought to the tour. Every cover was different which took a lot of work, but very appreciated.

An interesting technique used occasionally is to place signs on the route itself. This does require additional effort as someone needs to run the route early to place the signs. Small bags of flour have been thrown to the pavement and broken open to show where turns are to be made. You can be creative in designing a tour. An interesting, but difficult tour would be like a car rally where clues are given as route directions. This can really backfire as the intent is not to have people getting lost.

Including in the tour book a list of all participants, the car they are driving and where they are from is very helpful. This means the tour book cannot be printed too far in advance of the event. The tow truck or sag wagon personnel along with their cell phone numbers also is helpful.

Contingency Plan for Weather: Consider what will happen to the tour if inclement weather occurs. Almost all tours plan for good touring weather; however, weather can be fickle. I have experienced thunderstorms in June and July in California and snow in April in the San Diego area. You may end up with a modern car tour for a day. Usually, the meal plans are not affected unless a catered meal is planned somewhere that does not have covered seating. Trailer and tow vehicle parking can certainly be impacted with inclement weather.

Budget: Developing a budget for a car tour is a very important endeavor. Typically, car tour budgets are designed to break even. Hopefully if tour costs go over the budget, the club's treasury can assist the deficit. Otherwise, the tour committee may have to dip into their pockets. Some tour committees take the approach that the tour is designed to break even and if the tour has a profit, it will be distributed among the participants. This lets the participants realize they get what they pay for and the tour is not designed to increase the treasury of the sponsoring club. Regional groups sponsoring a National Tour can request and receive up to $2,500 as seed money. This is expected to be paid back at the end of the tour. Realize hotels and restaurants may require up-front deposits and someone to be financially responsible for services. Read contracts carefully before signing.

Tour committee members are expected to donate their time and efforts to plan and execute the tour. The tour should not be a financial hardship for the committee members. At a minimum, the costs for fuel to run the routes and check out lodging facilities and restaurants should be reimbursed. Those estimated costs should be included in the budget. Clubs have different attitudes as to compensation or allowances for the tour committee members. Comp lodging is also an area of discussion. Many times the comp room is the hospitality and storage room for tour supplies.

The tour committee must decide on a realistic break-even point. The break-even point is the number of registrations that the tour needs to break even on costs. Below that number the tour will likely lose money (if planned services are not deleted) and over that number the tour will make money. Typically, the tour costs are determined before you know how many will be on the tour. There are a lot of factors to consider in determining the break-even number, time of year, tour location, tour committee, other major tours, conflicting events and the economy. In any event a number must be chosen to complete the budget.

All the costs associated with a tour can be designated as either fixed tour costs or costs dependent upon the number of participants. Examples of fixed costs are planning costs, advertising costs, entertainment, sag wagon, security, donations to places of interest, etc. Costs for these items are fixed and <u>independent</u> upon the number of participants, although the exact amounts may be controllable. Other costs that you may incur that are <u>dependent</u> upon the number of participants include meals, refreshments, printing costs for tour books and tour bags.

To determine the budget, list all items that the committee expects to have costs and estimate the costs. You may want fresh flowers on the tables at the banquet dinner or special center pieces. List all items. Determine the total for the fixed costs. Take the total of the individual cost's dependent upon the

number of participants and multiple this by the break-even number. Add this to the fixed cost and divide by the break-even number to arrive at the unit cost. A contingency need to be included either in the final unit cost or as a line item dependent on the number of participants. Below is a very simplified budget work sheet as an example.

Assumptions	Cars	People
Expected number of people	45	100
Maximum number of people tour can handle	55	120
Break-even point	35	75

Costs Dependent on Number of Participants

		$/person	passenger
Thurs	Happy hour refreshments	$5	$5
Thurs	Welcome BBQ dinner	$20	$20
Fri	Donuts & coffee/OJ	$1.50	$1.50
Fri	Lunch	$15	$15
Fri	Hospitality (snacks)	$3	$3
Fri	Happy hour refreshments	$5	$5
Fri	Dinner (on own)	0	0
Sat	Donuts & coffee/OJ	$1.50	$1.50
Sat	Lunch (box lunch)	$10	$10
Sat	Hospitality (snacks)	$3	$3
Sat	Happy hour refreshments	$5	$5
Sat	Dinner	$17	$17
Sun	Donuts & coffee/OJ	$1.50	$1.50
Sun	Lunch Banquet	$25	$25
	Sag wagon refreshments	$3	$3
	Tour maps	$8	
	Tour bags	$10	
	Contingency	$10	$10
	total	$143.50	$125.50

Fixed Costs

Advertising	$15
Gas costs during tour planning	$150
Hospitality room rental	$400
Banquet entertainment	$250
Security	$200
People's choice award	$50
Sag Wagon	$200
Donations/entry fees	$300
Banquet table decorations	$200
Postage	$300
total	$2,065
Fixed cost/break even	$27.53
($2,065/75)	
Car & driver ($144+28)	**$172**
Adult passenger ($126+28)	**$154**

The above budget example is for a tour cost that is lump sum. The cost for the car and driver is $172. Each adult passenger is an additional $154. If a tourist cannot attend a certain meal or activity, they should ask the registrar for an adjustment before the tour. Tour costs for youth also needs to be calculated. Remember the youth is the future of this hobby and we want to encourage the youth to attend the tours. Careful consideration of charges for the youth should be a priority.

An alternative approach is the cafeteria method where you have a very low registration fee and each meal, and each activity is listed with the appropriate cost and the tourist marks which items they want.

This results in more work for the committee and perhaps only a few people electing to attend the final banquet due to the cost. An example of the budget worksheet for the cafeteria-style tour cost is:

Costs Dependent on Number of Participants

Optional Choices		$/person	passenger
Thurs	Happy hour refreshments	$5	$5
Thurs	Welcome BBQ dinner	$20	$20
Fri	Lunch	$15	$15
Fri	Happy hour refreshments	$5	$5
Fri	Dinner (on own)	0	0
Sat	Lunch (box lunch)	$10	$10
Sat	Happy hour refreshments	$5	$5
Sat	Dinner	$17	$17
Sun	Lunch Banquet	$25	$25
	total	$102	$102
Non-optional costs			
Fri	Donuts & coffee/OJ	$1.50	$1.50
Fri	Hospitality (snacks)	$3	$3
Sat	Donuts & coffee/OJ	$1.50	$1.50
Sat	Hospitality (snacks)	$3	$3
Sun	Donuts & coffee/OJ	1.50	$1.50
	Sag wagon refreshments	$3	$3
	Tour maps	$8	
	Tour bags	$10	
	Contingency	$10	$10
	total	**$41.50**	**$23.50**

Fixed Costs

Advertising	$15
Gas costs during tour planning	$150
Hospitality room rental	$400
Banquet entertainment	$250
Security	$200
People's choice award	$50
Sag Wagon	$200
Donations/entry fees	$300
Banquet table decorations	$200
Postage	$300
total	$2,065
Fixed cost/break even	$27.53
($2,065/75)	
Car & driver ($42+28)	**$70**
Adult passenger ($24+28)	**$52**

	Unit cost	Number	Extension
Registered car with driver includes tour book, hospitality snacks and refreshments, tour bag and other tour costs (no meals)	$70		
Adult passenger (no meals)	$52		
Youth 12-16	$10		
Youth under 12	No charge		

The above budget example separates the optional meals from the non-optional costs. The cost for the car and driver (without any meals) is $70. Each adult passenger is an additional $52. The registrant must choose with meals they want to purchase.

Meals		Cost	Number	Extension
Thursday welcome BBQ dinner and Happy Hour	Adult	$25		
Thursday welcome BBQ dinner and Happy Hour	Youth 12-16	$22		
Thursday welcome BBQ dinner and Happy Hour	Youth <12	$15		
Friday Lunch	Adult	$15		
Friday Lunch	Youth 12-16	$12		
Friday Lunch	Youth <12	$8		
Friday evening Happy Hour (dinner on your own)	Adult	$5		
Friday evening Happy Hour (dinner on your own)	Youth 12-16	$2		
Friday evening Happy Hour (dinner on your own)	Youth <12	Free		
Saturday Lunch	Adult	$10		
Saturday Lunch	Youth 12-16	$8		
Saturday Lunch	Youth <12	$6		
Saturday evening Happy Hour and Dinner	Adult	$22		
Saturday evening Happy Hour and Dinner	Youth 12-16	$18		
Saturday evening Happy Hour and Dinner	Youth <12	$12		
Sunday Banquet Lunch	Adult	$25		
Sunday Banquet Lunch	Youth 12-16	$20		
Sunday Banquet Lunch	Youth <12	$16		

When the cafeteria system is used, one way of monitoring who is eating which meal is with tickets for each meal. Also, a couple of months may have pasted by from when a decision was made to the tour and participants can easily forget what they wanted or plans to have dinner with a friend change. When participants register at the tour, verify their choices, even though it may be too late to make changes with caterers.

The committee needs to monitor the number of people registering for the tour. If sign-ups are much lower than expected and you may not meet the break-even point, then you might re-evaluate some of the expenditures to lower overall budget. Conversely if sign-ups are beyond expectations and to the maximum possible, you will have extra funds that can either be refunds or used to provide better services or goods to the participants.

The budget should include costs for children. Children's meals are usually less expensive and other costs may be less as well. Most groups want to encourage children to come on tours and may subsidize a portion of their costs.

The costs in the worksheet are rough estimates. Again, know your audience and take into consideration the time of year. A hot summer tour will require more refreshments.

Trailer and Tow Vehicle Parking: Multiple-day tours located away from the sponsoring club's home base may require participants to trailer their antique vehicle. The tour committee must arrange for parking of the trailers and tow vehicles. The location ideally should be close to the place of lodging. Locating adequate parking can be a major effort. Preparing a map of the trailer parking should be provided when the participant arrives at the motel. If parking at the motel is limited and anyone pulling in with a trailer would have to back out, be sure to alert participants before the tour. You may direct them to park at the trailer storage area and transport luggage and personal items to the motel in the antique car. Notifying the local law enforcement department to the group's plans is helpful as they will patrol the motel and trailer parking lot. An appreciated service sometimes provided is a committee member helping the participants with positioning their trailer and even unloading their car or luggage. Offering assistance is a nice touch.

RV Parks: Some tour participants prefer to stay in their own lodging, either a motor home or combination trailer/toy hauler. Be sure to inquire about local RV parks providing hook-ups. Sometimes motels allow self-contained RV parking on their premises. Include this information in the advertising flier.

Tour Bags: Many multi-day tours prepare a tour bag for each registered car. The actual bag can be anything from a simple bag made of recycled materials and provided free to a zippered canvas tool bag. A popular bag is constructed out of heavy duct and the tour name and date screen-printed or embroidered on the outside. Ordering the bags usually need lead time and your projection on the final number of cars registered will provide the number of bags to order. Be sure to include a bag for the sag wagon and a couple extra for special last minute guests.

The contents for the bag can vary from pens, pencils and pads to a quart of oil, red rags and baling wire. All committee members should solicit items for the tour bags from local businesses or friends. The Chamber of Commerce and Visitors Center in the city (s) you are visiting can provide goodies. Brochures of places of interest from the motel lobby are popular additions to the bags along with packets of food (peanuts or candy bars). A couple of bottles of water are also very common components of the tour bag. A map of the area from the City, local realtor or AAA is nice to include. Keep in mind, some may stay in the area for a couple extra days and a map or brochure on places of interest could be helpful.

A fond memento from a special tour might include a cap or shirt or banner with the tour name and date. On a recent national tour all participants were given tee shirts and asked to wear them on one particular day. Dash plaques or badges are also popular on the larger tours. Make sure the costs for the tour bag

and contents are included in the budget. Name badges need to be included in the tour bags. A favorite of mine is a lanyard with a clear plastic badge holder. If meal or event tickets are used, they can be stored in the badge holder. Lanyards around the neck do not damage clothing, unlike pin badges.

Entertainment: This subject has great variations from nothing to high end acts. All efforts are appreciated but home-grown variety acts are inexpensive and entertaining. Nothing gets the crowd roaring like four hairy-chested men with wigs and dresses doing a can-can or dance routine. Men with bow-legged hairy legs trying to imitate a real dance leader bring tears to my eyes just recalling the event. (And yes, one of my chest balloons burst during the dance making me half flat.) All is needed is a leader that can solicit some willing victims that like to have fun. I have performed magic acts and been a comedian. I have also enjoyed professional performers and actors. Whatever is planned either direct from Vegas or Timbuctoo, make sure the costs are included in the budget.

Press Release: Sending a press release to the host city of towns that the tour will be visiting can bring area residents to see the cars. Retirement groups appreciate such notifications. We have enjoyed refreshments and cookies at assisted living facilities because we stopped and allowed them to enjoy our cars. (The stop also provided needed restroom facilities.) We have also enjoyed refreshments provided by a woman's local auxiliary group in a church or historic building. You may elect to contact a local television or newspaper to cover the tour. Offering a ride for a day in an antique car can receive an enthusiastic response and a great story.

Hospitality: Refreshments and snacks are usually provided on multiple-day tours. Many times the registration room is open after each day's tour and refreshments and snacks are available. Remember to ice down the soft drinks in plenty of time. Also remember to provide the sag wagon with a cooler of drinks. Tourists that have had problems and maybe stranded for a while on the side of the road in the middle of nowhere need refreshments more than anyone else. Some tours provide alcoholic beverages at the end of the day's tour and some tours do not provide any such beverages due to potential liability issues. Follow you club's or parent organization's requirements.

Sag Wagon/ Trouble Truck: A sag wagon is a vehicle that is used to transport tourists back to their own tow vehicle and trailer. A trouble truck has a trailer that will transport a disabled vehicle back to home base. There are pros and cons to each approach including insurance and responsibility issues, availability of a responsible tow truck driver, an available truck and trailer and the associated costs. Many times the sag wagon or trouble truck driver receives a break on the tour cost due to the important effort he will be expending during the tour. Many times the trouble truck driver misses meals. Estimate worse case fuel costs and include them in the tour budget. Sometimes a different person assumes the sag wagon or trouble truck driver responsibilities each day. A club member that does not have his car ready for the tour might be a good candidate for this assignment.

Security: Many tours offer security for the vehicles throughout the night. A local Boy Scout Troop may be interested in providing security. An adult from the troop will supervise the scouts. Make sure the donation to the troop is included in the budget. Private security companies will provide the service, but

can be very costly. The local law enforcement office should be notified as they will periodically patrol the parking lot. Alerting the Chief of Police of your event a head of time and asking for his advice on tour routes may be of assistance and help in relations during the event.

Event Photographer: Prior to the event, the committee should find a volunteer that has registered for the tour willing to take photographs of the tour. The photos should be a combination of complete cars, attendees, photogenic portions of cars (radiators or dash instruments) and places of interest that have been visited. The photos can be posted on electronic media sites and used in future tour fliers.

Event Article: Before the tour begins, find a receptive soul that is willing to write an article about the tour. Don't ask someone on the last day of the tour as a good journalist will want to take notes during the tour. When the tour is over, most tour committee members just want to rest and not prepare an article. You may want to submit an article to the editor of the national organization. Articles in the local newsletter should be different than articles submitted for the national publication.

Judging and Trophies: Some tours and clubs believe in competitive judging and presenting trophies on tours. This can cause hard feelings and even broken friendships. Many clubs have judging based on people's choice or tour chairman's award. I recommend letting the car shows and concours d'elegance handle this effort. Many tours award Hard Luck Trophies. Realize no one wants to have the distinction of receiving the Hard Luck Award. It means they failed in completing the tour or did not prepare their car adequately and had problems. No one is proud of that fact. A better trophy is the Novice or First Timer Award, or Youngest Driver or Oldest Driver. Recognition awards are recommended over competitive awards.

Door Prizes: This is an area that can require a lot of effort and expense. Some clubs have a tradition to provide a few door prizes. I think veteran tourists really don't care for door prizes. Perhaps the only eligible participants for door prizes should be rookie tourists. You may be staying at a lodge or resort that offers special services such as massages or mud baths. Many times they are willing to provide a gift certificate for a door prize. The motel may also provide complimentary free stay after the tour.

Safety: Prior to the tour, determine the location of the nearest emergency facility. You might need urgent care if someone falls or gets cut or you might need emergency hospital assistance. Listing the hospital or clinic in the tour book can be helpful along with a simple map.

Summary

Tours are a lot of effort and you will never please everyone. The better you plan, the better the tour. You can never have a contingency plan for all possible situations that might arise. Be prepared to roll with the punches when the caterer forgets the dessert, or the museum docent does not arrive to conduct a guided tour. Thank you for your patience in reading this minor manifesto and for leading a tour. This document is intended to assist your efforts and not to scare you.

Appendix A

Tour Calendar

Time prior to event	Activity
12 months	First committee meeting, pick a location, begin searching for lodging
10 – 12 months	Negotiate with motel, determine event dates, begin advertising event, first event notice mass mailing to prospective attendees with deposit information, determine where tow vehicle and trailers will be parked
8 – 10 months	Investigate and choose tour destinations, determine general routes
6 – 8 months	Determine meal arrangements, finalize routes
6 months	Send event information and registration forms, mass mailing and to those who made a tour deposit
4 – 6 months	Run route create tour route maps and instructions
4 months	Send press release to Chamber of Commerce of cities being visited
2 – 4 months	Finalize all costs, send registrants event costs, compare motel reservations with tour registration
2 months	Run and time routes
1 month	Send last event instructions to registrants, confirm payment, print tour books, confirm meals and dates with caterers/places being visited
1 week	Provide restaurants/caterers with final counts, re-confirm all meal arrangements
1 day	Arrive at motel, greet early arrivals, coordinate unloading/trailer parking
D-Day	Set up registration, greet, address questions/concerns, get ready to tour and have fun!