

CLC POTOMAC REGION

Nomination for the Norm Uhler Regional Activity Award for 2024

*submitted by Larry Good, CLC #1737, 2025 Director, Potomac Region
March 25, 2025*

Joseph Kausse
CLC Awards Committee Chair
jkausse@gmail.com

Hello Joseph-

On behalf of the Cadillac & LaSalle Club's Potomac Region (CLC PR), please consider this as our nomination for the Norm Uhler Regional Activity Award for 2024. Our activity falls into the following areas:

1. Special membership services
2. Regional meets
3. Membership stability (retain or add members)
4. Quality reports and articles submitted by Region members to ***The Self-Starter***
5. Participation in Grand Nationals
6. Special activities such as Regional club project, many benefit all CLC members
7. Additional activity

This nomination describes our 2024 activity in all these areas. The PR Regional Director in 2024 was Dan Ruby. Compelling reasons for this nomination include:

(1) Special Member Services

- When long-time PR member Jeff Gurski suffered a paralyzing fall, PR Secretary Vince Taliano and Director Dan Ruby organized regular member visits to Jeff in the hospital and his eventual rehab facility, as well as assistance to Jeff's wife Nola. When Jeff passed away tragically due to medical complications from the fall, Nola was confronted with the disposition of a collection of approximately 10,000 models and toys, mostly based on Cadillacs and GM vehicles. Jeff was well-known in the automotive toy hobby and had written a book, ***Greenburg's Guide to Cadillac Models and Toys***, published in 1992. On December 6-7, Vince helped organize a sale of these Cadillac models, toys and memorabilia. The sale was held at the Vienna, VA, fire hall and attracted CLC members in person and via phone from the Potomac Region and all over the east coast. Vince continues to provide on-going assistance to Jeff's estate in dispersing his incredible collection, something of great comfort to Jeff's widow Nola.
- On March 23-24, 2024, the Potomac Region participated in and helped publicize a sale of Cadillac memorabilia by Daniel Jobe, long time PR member and principal at the now closed Capitol Cadillac dealership. The iconic dealership was open for 86 years. Buyers came from as far away as Florida and New Jersey for this

sale. Mr. Jobe graciously gave a percentage of the proceeds to the Potomac Region, as well as donated additional items for sale by the CLC Museum & Research Center.

- As a special benefit, PR members may advertise for free in the PR's monthly ***Caddie Chronicle*** newsletter, distributed to over 1,000 recipients in the US, and internationally on the PR website, ***The Standard of World Wide Web***. Listings include free links to individual webpages created on their behalf by PR webmaster Vince Taliano with pictures supplied of the vehicle or artifacts for sale.

(2) Regional Meets

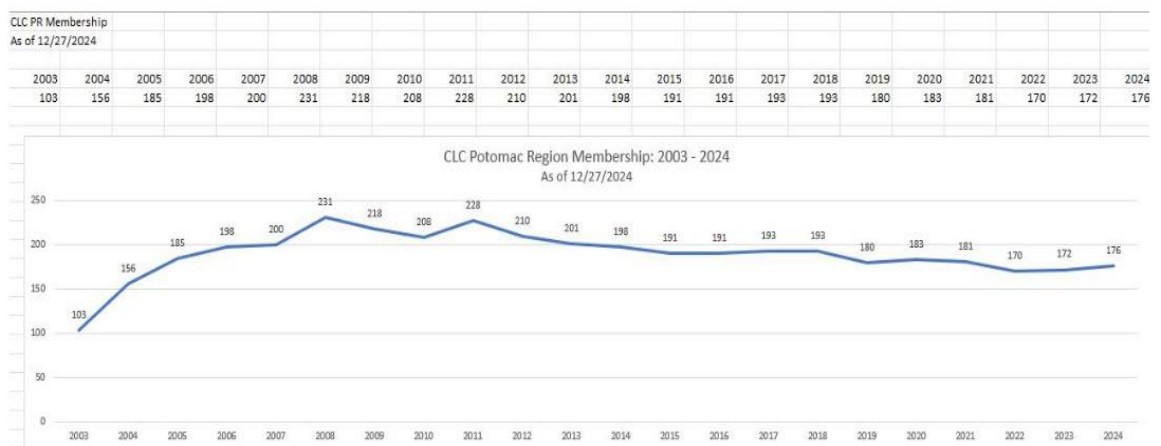
The Potomac Region held its 31st Annual Dealer Show at the Sport Cadillac Company in Silver Spring, MD, on June 23, 2024, with about 50 cars and 90-100 people in attendance. Cadillacs were on hand from the states of Maryland, Delaware, Pennsylvania and Virginia, as well as the District of Columbia. Awards were given to class winners, as well as Best of Show and a special Motorama category. This year we had a special theme – "1953 GM Motorama Reunion". We had two (2) 1953 Eldorados in the showroom, along with a 1953 Buick Skylark. Three other 1953 GM cars participated, including a very rare 1953 Pontiac Sedan Delivery, a one-family owned 1953 Pontiac Chieftain sedan that was driven down from Pennsylvania, and an all-original 1953 Olds 88 coupe.

(3) Membership Stability

Celebrating its 55th year, the CLC Potomac Region membership total was 176 as of December 31, 2024. Note that the Potomac Region's membership period is based on a calendar year, i.e., January 1 through December 31, whereas the national CLC membership period is based on a member's anniversary month of joining. Attrition during this time difference causes a small gap in the reported membership numbers.

However, we have continued to recruit new members, drawing on the CLC new member lists and our Regional activities. These include our well publicized Regional show, the Washington, DC Auto Show (where we are the only representative of the Cadillac brand), and other local AACA and GM Club events.

MOST RECENT CLC POTOMAC REGION MEMBERSHIP REPORT (2003-2024)



The chart above illustrates how the Potomac Region has been able to combat the national trend of member decline over the last 20 years by retaining and adding members at a higher rate than the rest of the hobby.

(4) Quality Reports and Articles Submitted by Region Members to ***The Self Starter***

PR member (and 2025 Director) Larry Good has been a prolific contributor of articles to ***The Self Starter*** for several years and in 2024 had four (4) articles published. These articles focus mostly on 1953 Cadillacs and Eldorados and range from technical orientation to historic events and places where 1953 Eldorados were prominently featured. Arguably the most significant post-war production model from Cadillac, the 1953 Eldorado is being further researched by Larry, who is building on some of the research groundwork of the late Matt Larson and is compiling a 1953 Eldorado registry.

Here is a complete list of PR member contributions to ***The Self-Starter*** in 2024.

2024	PR Member	Summary of Submissions to <i>The Self-Starter</i>
Feb	Larry Good	Larry wrote of Dwight Eisenhower's visit to Defiance, OH, in 1963 and how Ike took a special fancy to a 1963 Fleetwood 60 Special.
Mar	Earl Rutter, Jr.	Earl wrote a complete review with pictures of the Cadillac line-up for 1974 in celebration of its 50 th anniversary.
Apr	Larry Good	Larry wrote a humor piece on a missing 1953 Eldorado, possibly body number 27.
May	Earl Rutter, Jr.	Earl followed up with a comprehensive piece on the 1999 Cadillac line-up with a complete array of pictures.
Jul	Larry Good	Larry wrote about a 1953 visit and parade in downtown Cleveland for Bob Hope and the Governor of Ohio, riding in what is surmised as 1953 Eldorado body number 251.
Aug	Dave Durkin Larry Good	Dave wrote about a colossal project he undertook to dig out under his house to create a garage for his beloved 1976 Coupe DeVille. Larry wrote about the fire at the Hydra-Matic plant in August 1953 and the differences of 1953 Cadillacs that subsequently had to have Buick transmissions.
Sep	Richard Sills	Richard recapped the judging results of the 2024 Grand National in Gettysburg.
Oct	Ellwood Brown	Photos donated by Ellwood Brown were published of the Cadillac Cyclone when it was displayed at Capitol Cadillac in Washington, DC, ca. 1960.

(5) Participation in Grand Nationals

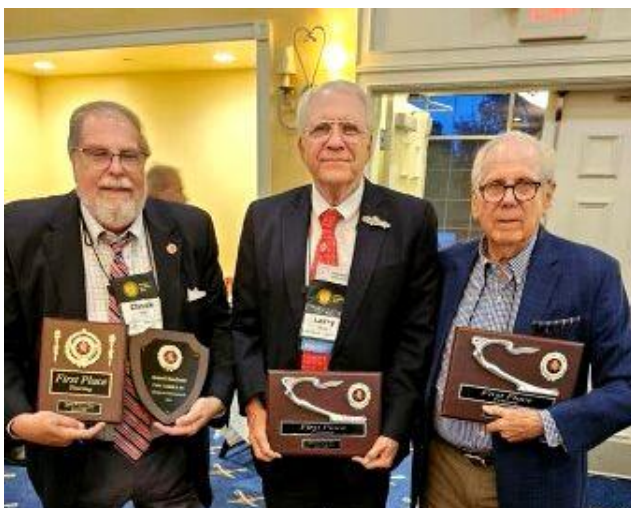
PR members were very well represented across the board in terms of volunteering and participating in the 2024 Grand National in Gettysburg.



Potomac Region at 2024 CLC Grand National

Approximately 40 PR member-owned cars were on display on the show field, 11 of them from one PR member alone, Mark Brodsky. Fourteen of the PR cars won awards, mostly first place (see list below).

Six PR members were on the judging crew, and seven members served as volunteers for the show field, bus captains, photo station, etc. This service was beneficial to all CLC members.



Some of Potomac Region's award winners at 2024 CLC Grand National; l. to r.: Chuck Piel, Larry Good, Mark Brodsky

Further:

- The Potomac Region bought an ad in the GN Program Book and helped secure other advertisers such as Treasured Motor Cars.
- PR officer Christopher Winter got his employer, Fastenal, to supply bottled water for the GN.
- Four PR members contracted for vendor space.

These services were beneficial to the whole Cadillac & LaSalle Club.

Here is a list of PR members' Grand National judging awards in 2024.

Category	Owner	Home	Car
Ansel Sackett Award	Charles Piel	Ellicott City, MD	1941 6267D Cvt. Cpe.
Past Presidents' Preservation Award	William Harrison Gary Cameron	Fulton, MD Silver Spring, MD	1967 69347 Eldorado 1992 EL 57 Eldorado
Class P-5: 1939-40 LaSalle First Place	Mark Brodsky	Chevy Chase, MD	1939 LaSalle 5067
Class P-11: 1941 Cadillac First Place	Martin Watkins	Langhorne, PA	1941 Cadillac 6019S
Class P-13: 1948-49 Cadillac First Place	Michael Carlin	New Windsor, MD	1948 6207 Coupe
Class P-14: 1950-53 Cadillac First Place	Lawrence Good James Govani	Wash. Grove, MD Bowie, MD	1953 6267SX ELC 1953 6219 Sedan
Class P-23: 1967-70 Cadillac Eld. Senior Crown Conservation	Daniel Jobe	Washington, DC	1967 69347 EL CPE
Class P-23 1967-70 Cadillac Eld. Second Place	Bill Harrison	Fulton, MD	1967 69347 Eldorado
Class P-25 1971-76 Cadillac Second Place	Michael Kerwin	Odenton, MD	1976 6CD49 Sedan
Class P-32 1986-99 Cadillac First Place	Gary Cameron	Silver Spring, MD	1992 EL 57 Eldorado
Class P-38 2010-14 Cadillac First Place	Mark Brodsky	Chevy Chase, MD	2012 CTS-V Coupe
Class T-11 1941 Cadillac First Place	Charles Piel	Ellicott City, MD	1941 6267D Cvt. Cpe.

(6) Special Activities

- The CLC Potomac Region was once again offered exhibit space for 10 days at the Washington, DC Auto Show from January 19 through January 28, 2024. Inspired by PR Assistant Director Chuck Piel, it was here that we originated our "1953 GM Motorama" theme with special signage and an assortment of 1953 Motorama cars (photo below): two (2) 1953 Eldorados, one (1) 1953 Buick Skylark, and a 1954 Corvette, closely resembling the 1953 Motorama Corvette.

We have had three new members join based on seeing us at the Washington Auto Show, which the Cadillac Motor Division did NOT attend. We were the sole representative of the Cadillac Brand at the show. Outreach for this event included establishing relationships with local regions of the NCRS, Buick Club, Oldsmobile Club, and Pontiac Club. This publicizes Cadillacs to the car hobby beyond our brand.



- Assistant Director Chuck Piel represents the CLC PR on the City of Rockville (MD) Car Show committee. This show drew 532 cars, including 19 Cadillacs and LaSalle's, on October 19. This is the largest car show in the DC metro area.
- CLC PR members were very involved in helping organize and participate in a wide array of other 2024 local car events, including the All-GM Show in Ashburn, VA, VCCA Car show in Reisterstown, MD, Sully Plantation event in Chantilly, VA, and Edgar Rohr Memorial Car Show in Manassas, VA.
- Potomac Region members helped staff the CLC tent at the AACA Eastern Fall Meet in Hershey (publicizes Cadillacs to the car hobby beyond our brand).
- Potomac Region members continued to support governance of the CLC National organization (services beneficial to all CLC members).
 - Jack McClow: a) elected member of the CLC Board of Directors, b) CLC Treasurer, and c) member of the CLC Finance Committee.
 - Martina Butler: Chair of the CLC Publications Committee with oversight of ***The Self Starter*** magazine.
- The Potomac Region annually sponsors the Betty White 1978 Seville at the AACA Museum in Hershey, PA (publicizes Cadillacs to the car hobby beyond our brand).
- PR members Bill Harrison and Mark Brodsky are Directors of the CLC Museum and Research Center. They played key roles in the 2024 Cadillac Fall Festival (service beneficial to all CLC members).
- Three CLC National Technicians are Potomac Region members (service beneficial to all CLC members):
 - Bill Sessler: Technician for 1938 LaSalle and 1946, 1949, 1963 Cadillacs.
 - Marty Watkins: Technician for 1937-1948 Cadillacs; co-author of the CLC 1941 Cadillac Authenticity Manual.
 - Larry Good, incoming PR Director and 2023 CLC V-16 Author of the Year: Technician for 1953 Cadillacs. Larry's research of 1953 Eldorados and his contributions to ***The Self-Starter*** and ***Caddie Chronicle*** are ongoing. Starting with data compiled by the late Matt Larson, Larry is building and maintaining a 1953 Eldorado registry.

(7) Additional Activity

Other Events in 2024

- The CLC Potomac Region held 11 monthly meetings in 2024 at various locations within our geographically dispersed region. About 15-20 attended each meeting. A few of the meetings included participation in a local cars and coffee event.
- In celebration of its 55th Anniversary, on February 25 the Potomac Region held its Annual Party, hosted by member Mark Brodsky, at The Columbia Country Club in Chevy Chase, MD. Over 50 attendees enjoyed the camaraderie, the buffet and beverages.
- On August 3 the Potomac Region held its Annual Picnic at PR Director Dan and JoJo Ruby's home in Owings, MD. Over 40 members plus additional friends attended, along with a dozen member Cadillacs.
- On November 17 the Potomac Region hosted a tour of the Cadillac collection of member John Warner IV in Front Royal, VA. The event was attended by 26 members and an additional eight guests. Mr. Warner has a very high-quality collection of Cadillacs spanning 1947-1966 models.

Social media

At present, the CLC Potomac Region has three social media accounts: [Facebook](#) (109 followers), [Instagram](#) (589 followers), and [Twitter](#) (X) (31 followers).

CLC reporting

The Potomac Region's 2024 State of the Region Report (submitted to CLC) was thorough and comprehensive. Four pages long, it provided full explanations in all categories: 2024 Officers, Membership, National involvement, Newsletter, Website, Financial, Car show, Other events and 2025 Officers. Nothing was left out. PR delivered quality to CLC.

Finances

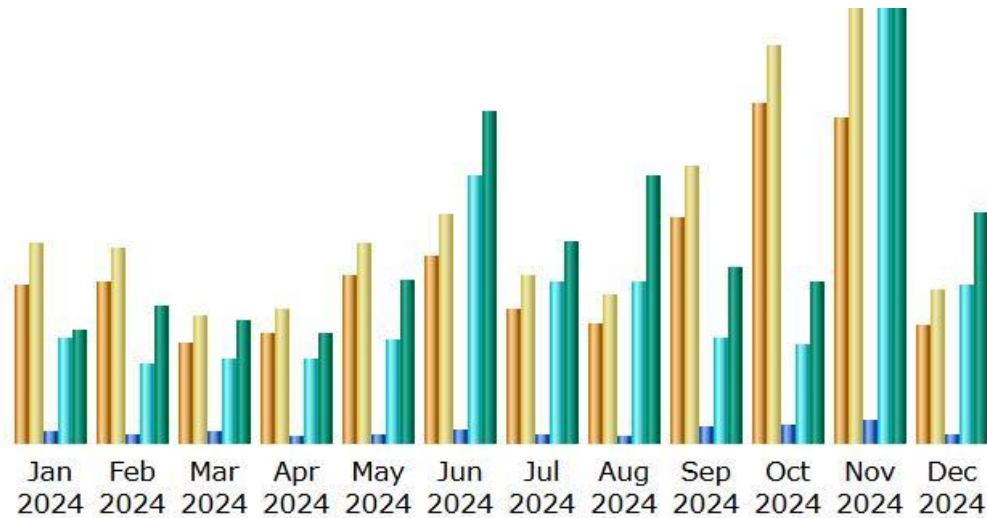
The Region is in sound financial condition with net profits for FY 2024.

Newsletter

In 2024, 12 issues of the **Caddie Chronicle** were published to approximately 1,000 recipients per month across the world via email, US mail and the Internet. We believe this circulation is second only to that of **The Self-Starter** within the CLC.

Website

In 2024 the PR website, **The Standard of World Wide Web**, included over 4,000 photographs and an extensive list of classifieds, merchandise for sale, etc. The site averaged over 1,000 unique visitors per month as of December 27, 2024 (see graph below).



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2024	949	1,204	2,576	22,765	2.78 GB
Feb 2024	963	1,177	1,606	17,097	3.38 GB
Mar 2024	597	762	2,157	17,854	3.07 GB
Apr 2024	664	813	1,235	17,956	2.76 GB
May 2024	1,018	1,202	2,066	22,066	4.10 GB
Jun 2024	1,120	1,370	2,653	57,481	8.30 GB
Jul 2024	803	1,006	1,644	34,516	5.06 GB
Aug 2024	720	895	1,480	34,803	6.64 GB
Sep 2024	1,364	1,665	3,565	22,514	4.39 GB
Oct 2024	2,050	2,388	4,035	20,956	4.02 GB
Nov 2024	1,962	2,618	4,783	93,536	10.86 GB
Dec 2024	704	926	1,853	34,032	5.77 GB
Total	12,914	16,026	29,653	395,576	61.13 GB

In conclusion, it is my belief that the Potomac Region consistently met and exceeded the requirements of the Norm Uhlir Regional Activity Award in 2024. I proudly submit this nomination, compiled by the PR officers, for the Award on behalf of all CLC Potomac Region members.

Sincerely,

Larry Good
 CLC #1737
 2025 Director, CLC Potomac Region
 lgood@goodllc.com
 301-538-1544 (via Whatsapp or Facetime)