

International Volvo Expo – the name says it all!

by Beverly Hughes

This event turned out to be just that – an Expo of Volvo cars including participants from Canada, the U.S., and even the U.K.! Just over 70 cars registered, some from each era of the Volvo history. They were arranged on the showing field by classes, both stock and modified, and ranged from the “Vintage” pre-1970 models of 544s and a 210, right up to the newest models for 2004. The centre of the field was highlighted by 5 Masters cars, including a 544, 3 1800Es and an 1800S.

The “work crew” arrived early Friday morning to begin setting up the show field. Helpers began unloading the ropes, pennants, flag poles and flags, signs and other materials needed to turn an empty field into a show grounds. In addition to the members of the organizing committee and their families, we want to thank Don Schmid (although unable to attend the event, he arrived early Friday to help with set-up), Dave White and Tony Davey. Thanks to their help the grounds were ready by the early afternoon and we were able to move into the hotel lobby to set up for registration.



Excited registrants began arriving at the Sheraton Fallsview Hotel, eager to get registered and start visiting with Volvo friends – both old and new. The Fallsview was most accommodating to us, allowing us to set up our registration table in the front lobby, right beside the beautiful arched stairway leading to the facilities we would be using on the second floor.

They even asked us to provide a large banner to hang on the upper railing promoting our Volvo event, which we gladly did! Each registrant received their registration package containing their dash plaque, name badge, ballot sheet and pen, car exhibitor card and an events ticket, plus a sheet of information about the planned events and also about our host city – Niagara Falls. In addition, each registrant received a goodie-bag filled with items gathered by the organizers or donated by some of our sponsors.



Souvenir items (commemorative key tags and shirts, plus Ontario Chapter VSA anniversary hats) were for sale, and there was also a table of free items donated by various sponsors, including car wash-cloths donated by the Sheraton Fallsview, for those who wanted to wash their cars ahead of the show in the facilities provided. There were smiles and laughter, despite the frantic pace at which our able assistants (Christine & Maria Derks and Selena Getty) got everyone registered and on their way. The hotel was especially accommodating and allowed us to add extra registrations “at the door”, so everyone who arrived was able to join us for the weekend.

Friday evening began at 7:30 with a reception in the beautiful foyer of the Oakes Ballroom. Tables laden with a wide variety of pizzas, sliced fruit, cookies and ice tea were available, as well as a cash bar for those interested in more than ice tea. There were also several tables displaying a wide variety of items up for auction.

Shortly after 8 p.m. everyone was asked to take a seat so that the auction could begin. Our volunteer auctioneers, Irv Gordon and Bev Hughes, took to the podium, and the bidding began. Not only did they display their auctioneering talents, but they provided lots of entertainment for those present. Who wouldn't want to buy a spring jacket so graciously modelled by Irv himself!!! In addition to the many items brought in for sale by private owners, there were a large number of items which had been donated by our various sponsors. Proceeds from these items totalled over \$800, to be donated to the Make-a-Wish Foundation.

Saturday morning started bright and early. The car wash facilities opened at 6 a.m. so that cars could be carefully cleaned and shined. After enjoying a generous smorgasbord breakfast, exhibitors headed to the show grounds with their cars. As each car arrived, it was directed to a designated location on the grounds where it could have its picture taken beside a commemorative sign. Mary Helen Walsh had volunteered her time to take these pictures, which would be used to show the winning cars at the awards banquet. Shaun Redmond was also on hand with his camera, and Scott Kubota helped with the recording paperwork. After smiling for the camera, each car was directed to its place according to the class registered in. Soon the field was filled with shining cars and happy people. Hoods were opened and owners were willing to show details and talk about their car.

For this event, it was decided to open the show to "spectators only". For an admission fee of \$5 per person plus \$10 parking (the going rate in Niagara Falls), visitors could park in a designated area and view the cars on display. Ron Powell and Michel Côté volunteered to man the gate. This resulted in a much larger response than we had anticipated, and resulted in a collection of \$900 for the Make-A-Wish Foundation. (Many interesting Volvos were driven by the spectators and were also enjoyed for viewing.) If a future event decides to open to the public, we would suggest that a larger area, closer to the display cars, be provided for anyone driving a Volvo.

It was decided that this event would use People's Choice judging instead of the regular concours. Although this idea received mixed feelings ahead of the event, we were told by many that it was a lot of fun (and also hard work!). Each car had to be studied carefully, and decisions made about its appearance, its care, and in the case of the modified classes, the workmanship that had gone into it. So instead of just a few doing all the work, everyone got involved in the judging. As a thank you for their efforts, anyone handing in a ballot received a commemorative key tag courtesy of one of our sponsors.



We were once again provided with a wonderful meal for lunch. The hotel set up barbecues and everyone eagerly lined up for the wide variety of salads, fresh vegetables, fruit slices and choice of barbecued hamburger or sausage on a bun. Thanks to Volvo of North America, we had a large tent filled with tables and chairs so everyone could sit down and enjoy their meal while visiting with friends. The tent was used all day long as people came in to sit and get out of the hot sun.



After lunch it was time for the Tech Sessions. Brad Burns shared his expertise to inform his audience about the procedures used for car appraisals. This was followed by Sean Getty's demonstration of trouble-shooting with a Volvo System Tester on an 850 Volvo. For the last session, our visitor from England, Tony Davey, showed how to do carburetor adjustments. Thanks to these volunteers for adding to the day's events.



By 4 o'clock the show was over, and cars started making their way back to the hotel. While most went back to their hotel rooms to get refreshed and ready for the evening events, a few of our volunteers began carefully tallying the large number of ballots that had been handed in. Once counted, these were handed over to Mary Helen and Shaun so that they could prepare the pictures of the winning cars for the awards presentation at the banquet.



Saturday evening began with a reception in the foyer at 6:30, and included a wide variety of hot and cold hors d'oeuvres served by the hotel staff. At 7:30 the bells began ringing, over 140 people their way into the Oakes Ballroom. After a few

words of welcome by the Master of Ceremonies, Bev Hughes, it was time to eat. Once again a beautiful banquet of food was presented, and included many salads, hot vegetables and choice of meats. For many, the highlight of the meal



was a delicious array of desserts, elegantly assembled in a pyramid-fashion – so inviting that even those with strong wills were tempted to taste at least one! Most, however, turned off their will power and enjoyed a small sampling of many.

Following the meal, Tony Giverin introduced us to our guest speaker for the evening, Doug Mephram. As Tony explained, when we first



started planning the Expo, we had approached Volvo Cars of Canada and asked if they would be willing to arrange and sponsor a guest speaker for us. They agreed, and said they would get back to us with a name. Several months went by, and we anxiously awaited the announcement of who it would be. Possible names were passed around, mostly names of individuals responsible for the management of Volvo Canada. It was expected that our guest speaker would provide us with some background history on Volvo, plus some hints of what lay

ahead for Volvo enthusiasts like ourselves. Then one day Tony got a call from our contact person, Lisa Graham, Event Marketing/Sponsorship for Volvo Cars of Canada. She announced that she had arranged for Doug to be our guest speaker. Great! Now the question – who is Doug Mephram? Already familiar with most of the names of the administration within Volvo Canada, Tony began to wonder who this person was. So he headed to his computer and began some research.



Doug Mephram is a corporate PR consultant, and his major responsibility is public relations for Volvo Canada. A native of the Niagara Falls area, Doug now lives on the Bay of Quinte near Belleville, Ontario. He claims to be a motorsport fan, but in truth he is a motorsport “competitor.” He built a long-distance competition car – a 1971 Volvo 142S – and has competed in (and won in) all three of the world’s major Targa events – in Australia, New Zealand and last year’s event in Canada. Wow!! This was much more exciting than learning about the history of Volvo, which most of us in the room had heard many times before. Doug was a Volvo enthusiast, like ourselves! We all looked forward to hearing what he had to say. And believe me, we were not disappointed. Doug not only told us about his car and his adventures, but he showed us!! He brought along films from one of the Targa events he had competed in. It was loud, it was fast, and it was exciting!! These guys were serious! Their driving skill and determination was amazing to watch, and their mishaps were heart-felt by everyone in the room. After he had entertained us with his film, Doug went on to explain the story behind Targa

competitions, and the details of who could participate. It was truly entertaining!

The next part of the evening was what everyone had been waiting for – presentation of the awards. Thanks to Doug Mephram, who shared the equipment provided by Volvo Cars of Canada, we were able to include a photo of each winning car with the awards presentations. Each class was introduced by a slide explaining the models included in the class and identifying the sponsor of that set of plaques. In recognition of their status as Masters cars, each car in this class was presented with an award. To finish off the award presentations, a special trophy was presented to Thomas Miller, who received the highest number of votes for the Most Outstanding car at the show. In total, there were 28 awards presented

(See last page for list & photos.)

Next Bev Hughes introduced the representatives in attendance for our three main sponsors – Rob Karhu from Volvo Cars of Canada, Joe McGlynn from Volvo North America, and Frank Derks, from EuroSport Tuning. Bev also read off a long list of companies who supported us with sponsorships or donations.

Throughout the evening program, names were drawn for the winners of the door prizes. Thanks to the generous donations of our many sponsors, there was a large number and variety of items to choose from. The wonderful support we received from the sponsors was greatly appreciated by all in attendance. (See box for a listing of the many companies and individuals who contributed to this event, either by donations of items for the goodie-bags and door prizes, or by cash contributions towards the award plaques and other operating expenses).

Bev introduced the members of the Organizing Committee – Bruce Potter (Co-Chair), Stuart Morley (Treasurer), Frank Derks (Webmaster), Rob Funnecotter (logo design and commemorative t-shirts), Tony Giverin (Public Relations), Ray Kazoks (Rally), and Leon Lok (Promotions). Joe Derks presented each with a commemorative plaque, in appreciation of their efforts towards this event.

Bev then introduced Joe as Chair of the event, and in turn, Joe introduced Bev (Secretary), and his wife Beverly, who worked as Administrator.



The evening ended with an address by Joe Derks, Chair of the event. Joe thanked the four host clubs (Ontario Chapter, Volvo Sports America; Canadian Volvo Club; Volvo Sports America (National), and Canada's Capital Chapter, Volvo Club of America), members of the organizing committee, and everyone present for their support in making this event such a success. Joe also thanked Doug Mephram for his presentation, and presented him with a commemorative plaque.

Sunday morning came up bright and sunny, with a light mist from the falls raining over us through the sunshine. For those interested in participating in the bike tour, Joe Derks had set up a scenic ride through the Niagara countryside. For those a little more adventurous, Ray Kazoks had set up a challenging rally through and around Niagara. After a brief explanation, the first car headed out, followed by the other participants at 1 minute intervals. Once again we were treated to a wonderful array of food for the Sunday morning brunch. You could have your choice of breakfast or lunch, and for some, a combination of both! By noon the bike tour participants and most of the rally participants had returned. It was time for the presentation of rally awards. Despite the playful bantering and complaining between drivers and navigators, the three winning teams were announced: 1st – Thomas Miller (driver), Sean Miller (navigator); 2nd – Barclay E.Hills III (driver), Sharon J. Hills (navigator); 3rd – Dan Reynolds (driver); Andrew Young (navigator). The weekend certainly ended on a high note for everyone who was able to stay to the end.

Sponsorships & Donations

Volvo Cars of Canada
Volvo North America
EuroSport Tuning
Thomas Roosimagi, APPCO
Emma's Painting Company
Volvo of Oakville
Glen Fenwick Motors
John Smith, Zehr Insurance Brokers
Volvo Recycle
Swedish Motors
Ron Lay Motors
Peninsula Imports
Northern Import Auto Supply
Brad Burns, Vehicle Appraisals
John Routerman
Capital Car Care Ltd.
Volvo of London
B-K Volvo
Lawrence Park Volvo
McMillan & Saunders Volvo
Hamilton Volvo
Paul Grimshaw
Robert Motors
IPD Volvo Specialists
Buchwald KIA
ScotiaBank
Columbia Coffee & Tea Company
Dakota Creek Fine Papers
Kestrel Promotions Inc.
Zehr Insurance Brokers Group
Genuine Classic Parts
Long Motors
Volvo of Princeton
Davio's Foreign Car Service

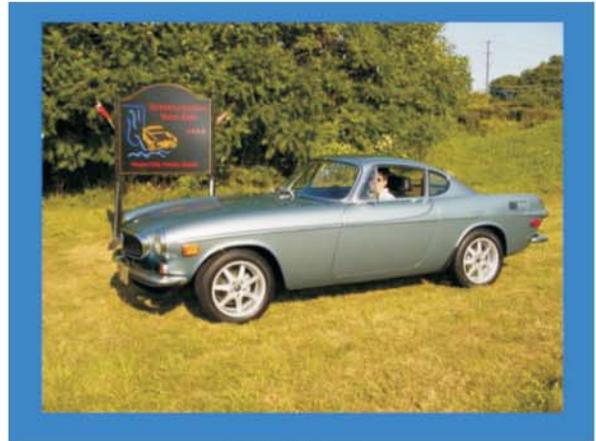
Although we have not finalized the accounts, it looks like we will be contributing over \$2,000 to the Make-a-Wish Foundation. Thanks to everyone for your support, which not only made our "dream" come true, but will also make a dream come true for some deserving child.

*Pictures courtesy of Irv Gordon, Mary Helen Walsh, Shaun Redmond and Ron Gross.
More pictures from this event are featured on our web site – www.eurosporttuning.com.*

International Volvo Expo Award Winners



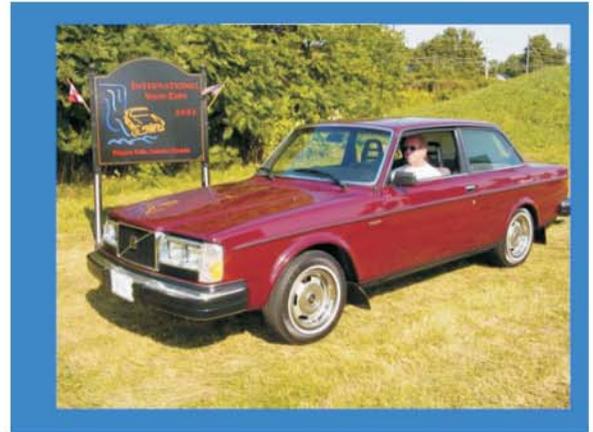
Vintage (pre-1970) Stock
1st. Pierre Sauve
2nd. David Lechner
3rd. Gregory Pattison



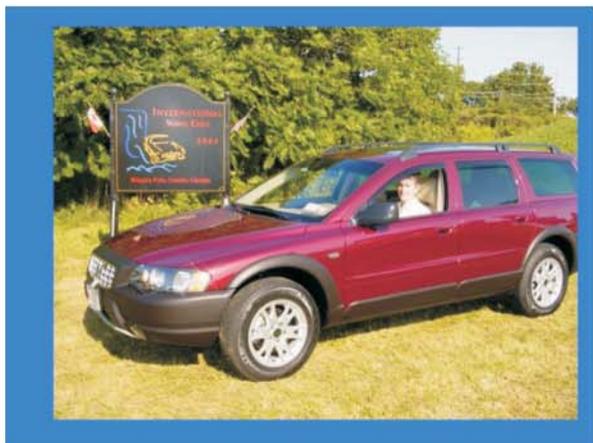
1800E Stock
1st. Patricia Misner
2nd. Ron Gross
3rd. Robert Robinson



1800ES, 120 & 140 series Stock
1st. Norman Holesh
2nd. Ron Powell
3rd. Tim Cox



200, 700 & 900 Series Stock
1st. Tony Giverin
2nd. Ray Kazoks
3rd. Laura Lechner

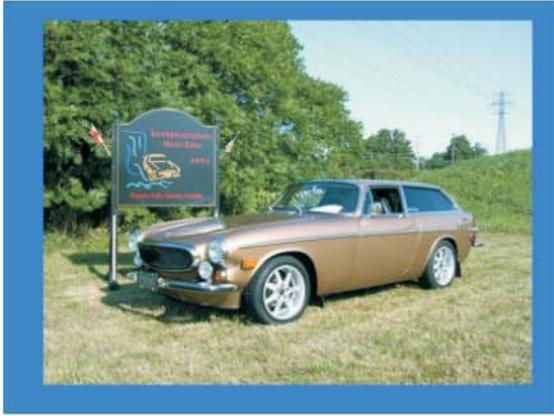


800/S/V/C/X/R Stock
1st. Les Lewis
2nd. Irv Gordon
3rd. Ed Timermanis



Vintage (pre 1970) Modified
1st. Cecil Ligon
2nd. Thomas Miller
3rd. Peter Terry

International Volvo Expo Award Winners



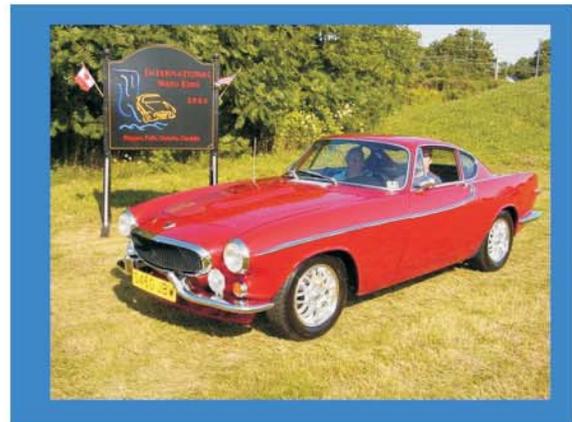
1800E, 1800ES Modified
1st. Joe Derks
2nd. Michel Cote
3rd. Nathan Hill



Late Sedan Modified
1st. Everod Miller
2nd. Sean Getty
3rd. Barbara Miller



Master Class
1st. Stuart Morley
2nd. Mary D'Agostino
3rd. Frank Derks/Ron Gross/John Holtzapple



Most Outstanding
Thomas Miller
1964 1800S Modified