

UNDER THE HOOD

Young People & Old Cars: The Future of Restoration

Reporting On the Arizona Regional Summit Meeting

With the need for talent exceeding the supply for talent, a call for action brought together local high schools with auto tech programs, colleges with restoration programs, local restoration shops, museums, industry experts, local collectors and clubs to investigate the future of restoration. Specifically, RPM Foundation organized and hosted a daylong summit meeting in Mesa, AZ on May 4, 2016 to explore creating automotive restoration curriculum at East Valley Institute of Technology High School (EVIT), for juniors and seniors attending 10 high schools in Maricopa County.

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Collector Alan Travis sharing two significant vehicles from his collection with EVIT seniors as part of the Summit Meeting agenda. Alan (center wearing vintage cap) with some of the 100 students in attendance, introducing his 1898 Jeanperrin high-performance car, probably the oldest running, street-legal vehicle in the world!

AMERICA'S AUTOMOTIVE *Trust*

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The tri-city area of Phoenix-Scottsdale-Mesa is rich with an established, 45-year-old collector car community and a growing collector car industry with 48 automotive restoration shops, 40 car clubs, 6 auto museums, 8 collector car media outlets, 7 annual collector car auctions and an infinite number of car events, including a Concours, national club meetings, formal car shows and informal “coffee & cars”. In recent years, RPM Foundation has been very active in the area, supporting four area high schools and two community colleges and their car loving students, hosting them at The Arizona Concours, several auctions and a variety of car shows.



Dr. Sally Downey, Superintendent of Schools, begins a tour of EVIT's automotive shop facilities with some of the Summit Meeting participants.

RPM Foundation knows there is a large number of local Millennials interested in automotive restoration in the tri-city area. RPM Foundation knows that there are many shops anticipating the retirement of shop employees. Connecting administrators, educators and shop owners is what happened on May 4, 2016 at EVIT. Nine speakers from five States presented aspects of the industry and educational pipeline to the



The community of people who are going to help make restoration curriculum possible at East Valley Institute of Technology (EVIT), visiting the campus facility in Mesa, AZ on May 4th. The group includes restoration shop owners, managers and techs, collectors, industry representatives, media, museum representatives, educators, college and high school administrators.

industry to the audience of 60 people. Speakers included representatives of Kip Motor Company, McPherson College, Pennsylvania College of Technology, The Academy of Art University and SEMA. In all, participants came from 12 States with the largest representation from Arizona.

By the end of the summit meeting, an Advisory Committee for Restoration Curriculum of 14 meeting participants was formed and a search for an instructor begun! One EVIT student was hired for summer employment as an intern by a local all-British shop! EVIT resumes school after their summer break in mid-August and will be gearing up for an elective course in restoration.

Building community and stimulating a portion of the educational pipeline is what RPM Foundation is all about.

ABOUT THE ARIZONA REGIONAL SUMMIT MEETING

This summit meeting explored the need for talent in a flourishing Collector Car Industry, the need for talent locally, the educational pathway to careers and the road maps for success in developing automotive restoration curriculum for a **technical high school**. It was co-hosted by RPM Foundation and EVIT.



ABOUT EAST VALLEY INSTITUTE OF TECHNOLOGY (EVIT)

EVIT is a public career and technical education school serving approximately 5,000 high school students and adults at two centralized campuses in the East Valley of the Phoenix, AZ-metropolitan area. Led by a visionary superintendent and passionate faculty, the school's Main Campus in west Mesa includes a state-of-the-art automotive technology facility which can be utilized, adapted and added to for automotive restoration programs. EVIT has been recognized as an A+ School of Excellence by the Arizona Educational Foundation, and is located near the heart of the growing “auto hot spot” of Phoenix and Scottsdale.

ABOUT RPM FOUNDATION

RPM Foundation is a services-providing, resource sharing, grant-giving organization that accelerates the growth of the next generation of automotive Restoration and Preservation craftsmen through formal training and Mentorship. Founded through the vision of Hagerty in 2005, RPM Foundation is the educational arm of America's Automotive Trust. Together, these organizations work to secure and preserve America's automotive heritage. For more information, visit www.RPM.Foundation or call direct 855.537.4579.

RPM Foundation exists

- To cultivate a new generation of craftsmen skilled in the art of automotive and marine restoration and preservation.
- To promote the importance of the skilled trades and the many career opportunities within the industry
- To create a passageway between young people who have an interest in vehicles and industry leaders to ensure critical skills for restoration and preservation are not lost.
- To work to secure and preserve automotive heritage and culture.



COLLECTOR CARS & THE MARKETPLACE

The Pathway to Careers in Automotive Restoration & Preservation

by Diane Fitzgerald, National Director, RPM Foundation

Steady momentum in the collector car marketplace confirms the generally accepted belief that this is a growing industry with real and varied career opportunities for Millennials hitting the job market now and in the coming years.

Industry experts note the beginning of the Collector Car Industry at about 1970 when post-WWII cars shifted in value from old cars to classic cars. During the past 46 years, there have been only two major downturns in this market: in the early 1980s when a bubble led by Japanese investors burst the value of high-end cars like Ferraris and recently in 2008 with the crash of the U.S. housing market. Today, the market surges with many desirable models regarded as blue chip investments.

In 2015, 35 different auction houses took 29,000 cars over the block, up 30% from 2007, at 95 auctions for a total of \$1.8 billion in sales. As recently as late 2015, several large banks began offering products enabling car collectors to collateralize their collections. Because of “generational influence”, there will always be a perpetual market for classic cars as valued classic cars change from generation to generation.

The Specialty Equipment Market Association (SEMA), with 6,600 members, tracks all components of the specialty automotive aftermarket, including restoration, and report about it with retail sales data. In 2015, Restoration Retail Sales were \$1.53 billion, compared with the then-market high of \$1.49 in 2007, after steadily increasing about 6-7% each year since data was recorded in 2001. Restoration sales dropped 9% to \$1.29 billion in 2011, the lowest since the Great Recession. Sales have steadily increased over the past five years.

RPM Foundation is focused on the niche automotive restoration segment. With the need for talent exceeding the supply of talent, RPM is in a position to impact the segment by supporting and creating educational programs that enable the next generation of craftspeople to be career-focused and shop-ready. There are 12,000,000 pre-1981 collector cars “out there” needing varying degrees of special attention by artisans with lots of passion and special skills. There are thousands of automotive restoration shops around the United States and most of them are facing the retirement of key, master workers... right now.



RESTORATION—A WORKING DEFINITION

There are many different interpretations of what an automotive restoration project actually is, ranging from an overall authentic “original” condition restoration to retro-style cars – vehicles that bear characteristics inspired by past cars while still technologically modern. A complete restoration project includes not only repair of the parts visible – body, trim, chrome, wheels, passenger compartment – but also the components that are not visible – engine and engine compartment, engine cooling system, trunk, frame, driveline, brakes, accessories, electrical system, etc.

Regardless of the purpose or cause for the work, here is the list of what goes into a full restoration project:

THE CAR	DISASSEMBLY	EXTERIOR	INTERIOR	MECHANICALS	SUSPENSION	ASSEMBLY
History	Complete Car Documentation	Body & Steel Fabrication	Upholstery	Engine	Frame/Chassis	Detailing
Culture at the time	Photographs Detailing Every Aspect of the Vehicle	Paint	Trim	Radiator	Brakes	Maintenance
Provenance	Parts Organizing & Tracking	Trim	Instruments	Transmission	Wheels	
		Chrome	Parts & Material Acquisition	Differential	Shock Absorbers	
		Lighting		Wiring/ Electrical	Fuel Tank	
		Glass/ Windows		Fuel System	Parts Acquisition	
		Parts Acquisition		Steering		
				Parts Acquisition		

PRESERVATION—A WORKING DEFINITION

Automotive preservation is the art of knowing what you have, keeping original cars as original as possible, having or compiling excellent documentation and treating cars meticulously without leading to the creation of a “new car”. Preservation is subjective, part of the restoration/preservation decision-making process and can vary greatly from project to project. While it is hard to codify in today’s market, preservation is a critical part of our automotive heritage. As preservation gets acknowledged with awards and media attention and as the collector car industry argues the risks and benefits of preservation, more attention is being given to it as seen in the creation of formal training at the post-secondary level at places like College of Charleston in South Carolina. Education and advocacy are critical and include: 1) conservation and heritage programs (higher education degree and certificate programs); 2) the social sciences (studying the impact of cars on our culture); and 3) documentation. There are no set standards for preservation as a practice. The car owner and/or collection manager must determine the intent in owning the car – perhaps it is part of a living collection – then create a plan of use and preservation for that vehicle.

THE CAR	ANALYSIS	TREATMENT	PROTECTION	REPAIR & REFURBISHMENT	VALUATION
Historic & Photo Documentation	Photos & Written Documentation	Photos & Written Documentation	Photos & Written Documentation	Photos & Written Documentation	Provenance
Culture	Data Logging & Management	Current Use & Intended Use	Housing	Current Use & Intended Use	Originality
Provenance: Discovering & Recording	Ownership & Maintenance Records	Finishes & Original Materials	Lighting	Parts & Materials, Fabrication	Rarity
Curation: Selection, Preservation, Maintenance, Collection and Archiving	Materials & Materials Sciences: Chemistry, Metallurgy, Wood, etc	Exercise Program	Humidity & Temperature Control	Reversible Restoration	Official Photo & Written Documentation
	Inspection & Appraisal	Detailing & Cleaning	Transportation	(See Automotive Restoration List)	
		Parts Acquisition	Safety	Retention of Original Parts/Components	
			Parts Acquisition	Parts Acquisition	

COLLEGES

offering Auto Restoration & Preservation Programs



ACADEMY OF ART UNIVERSITY | San Francisco, CA **R**
www.academyart.edu/about-us/news-events/news/2015/november/automotive-restoration
 2 years—Associates of Applied Science in Industrial Design (program started in 2015)

\$26,340 tuition & fees + supplies/books + room & board

BAKER COLLEGE | Flint, MI **R**
www.baker.edu/programs-degrees/automotive-restoration-technology-associate
 3 years—Associates of Applied Science in Vintage Vehicle Restoration

\$265 for automotive restoration courses • \$240 for other courses

CENTRAL CAROLINA COMMUNITY COLLEGE
 Chatham, Harnett, & Lee Counties, NC **R**
www.cccc.edu/curriculum/majors/automotiverestoration
 1 year (including summer classes)—Automotive Restoration Technology Diploma
 1 year (only fall and spring semesters)—Automotive Restoration Technology Certificate

In-state-\$72 • Out-of-state-\$264

MCPHERSON COLLEGE | McPherson, KS **R**
www.mcpherson.edu/autorestitution
 4 years—Bachelor’s Degree in Restoration Technology with options of Automotive Restoration Management, Historic Automotive Technology, Automotive Restoration Design, Automotive Communications, or Motorcycle Restoration Technology (program started in 1976)



\$25,788 for the year for up to 16 credit hours per semester plus an interterm with one class (3-4 credit hours)

PENNSYLVANIA COLLEGE OF TECHNOLOGY | Williamsport, PA **R**
www.pct.edu/schools/trnt/collision/rs.asp
 2 years (including 1 summer internship)—Associates of Applied Science in Automotive Restoration Technology
 4 years (including 1 summer internship)—Bachelor of Science in Automotive Technology Management (program started in 2012)



In-state tuition for a year=\$15,810 • Out-of-state tuition for a year=\$22,470

REVS PROGRAM AT STANFORD UNIVERSITY | Stanford, CA **P**
revsinstitute.org/research-education/revs-program-at-stanford
 Trans-disciplinary courses in research, studying the past, present and future of the automobile; Elective Courses; (program started in 2011)

Cost per class varies

Education costs published here are for the current 2015-16 school year.

R = Restoration
P = Preservation





WHO WE ARE + WHAT WE DO

RPM Foundation has a vision with three components:

- 1) **YOUNG PEOPLE** – That every passionate, young car enthusiast in the United States and Canada learns that there are viable, varied career opportunities in North America focused on the collector car industry, including restoration, by way of exceptional automotive restoration educational programs, and they are able to take advantage of those programs;
- 2) **OLD CARS** – That the craftsmanship, skills, knowledge, tools, processes and techniques survive and thrive for generations to come by filling the educational pipeline with the next generation of craftsmen & women, the stewards protecting and enjoying our automotive heritage; and
- 3) **IMPACT** – That the collector car industry, including schools, is organized and centralized with the help of RPM Foundation, providing information, services and a strong network critical to industry development and growth.

SUPPORTING RPM FOUNDATION – THANK YOU! Help us achieve our goal of raising \$1,000,000 in 2016! Today, with funding requests more than triple what we are able to giveaway, we need your support. Donations of any size are deeply appreciated.

For more information, contact Diane Fitzgerald, National Director (diane@rpm.foundation, C: 312-543-5732).

PRESERVE THE PAST. BUILD THE FUTURE.

Yes! I would like to make a donation of:

- \$40 INDIVIDUAL DRIVER \$80 DUAL DRIVER \$95 FAMILY DRIVER \$120 BRONZE DRIVER
 \$300 SILVER DRIVER \$600 GOLD DRIVER \$1,200 CLUB AUTO

Please accept my donation of \$ _____ to the RPM Foundation.

Name _____ Phone _____

Email _____

Address _____

City _____ State _____ Zip _____

My check is enclosed. Bill my VISA / MC / AMEX (circle)

Name on Card _____ Signature _____

Card # _____ Security Code _____ Exp. Date _____

Please send your donation to the
RPM Foundation
2702 East D Street, Tacoma, WA 98421.

THANK YOU!

