

52ND ANNUAL

JULY 11, 12 & 13

IOLA, WI



THE MEETING OF THE MUSCLE



Save the Date
- Iola 2025
July 9th-11th

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HENRY WINKLER
HAPPY DAYS



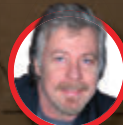
DONNY MOST
HAPPY DAYS



ANSON WILLIAMS
HAPPY DAYS



JON PROVOST
TV's "LASSIE"



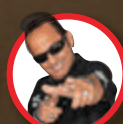
STAN LIVINGSTON
MY THREE SONS



DEREK BIERI
VICE GRIP GARAGE
AND ROADWORTHY RESCUES



EMILY REEVES
FLYING SPARKS GARAGE



VON HOT ROD
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AUCTIONS



Welcome to the 2024 IOLA CAR SHOW

"Together, we leverage the power of vehicles to
create memories and transform lives."



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IMPORTANT

SHOW ADMISSION, RE-ENTRY POLICY:

Admission to the 2024 Iola Car Show is only permitted if you are wearing a wristband on your wrist. This policy pertains to everyone, regardless of whether it is an initial entry or re-entry later in the day.

GATE ADMISSION:

Daily Pass: \$20 • 3-Day Pass: \$30 • Children 12 and under are free
Admission may be purchased online at: www.iolaoldcarshow.com

IOLA 2024 SHOW HOURS

Spectator Gates open at 7:00 a.m.
Registration Gates open at 6:00 a.m.

MAIN STAGE CONCERTS

THURSDAY - JULY 11, 2024

1:00 p.m. Rising Phoenix (80's Party Rock Band)
6:00 p.m. Road Trip Band (Pop, Rock, Dance & Country)

FRIDAY - JULY 12, 2024

12:00 p.m. Doo Wop Jukebox (Classic Doo-Wop & Oldies)
4:00 p.m. Troy Allen & The Drifters Band (Country)
6:30 p.m. Spicy Tie Band (Rock n' Roll Party)

SATURDAY - JULY 13, 2024

2:30 p.m. Franki Moscato (Oldies)
5:00 p.m. Petty Union (Tom Petty Tribute)

EMERGENCY INFORMATION

If you have an emergency - anything at all - during the Iola Old Car Show your first course of action is always to call 911:
you are located at Iola Car Show Grounds in Iola, WI.

IF YOU SEE SOMETHING-SAY SOMETHING.

Contact a law enforcement officer, the tower or an Iola Car Show Official.

CODERED EMERGENCY ALERT SYSTEM

Waupaca County utilizes what is known as the CodeRed Emergency Alert System when a critical incident or emergency situation takes place within the county. We use this system to notify the entire county or specific areas within the county of important information.

See page 109 for sign up information.

LOST CHILD

In the event of a lost child, an emergency plan has been developed. The first step is to check at the Tower. Then contact any Iola Car Show staff, law enforcement officer, or emergency personnel. The Emergency Command Post will be notified, and a search conducted.

FUTURE SHOW DATES

2025 SHOW • July 10-12, 2025 | 2026 SHOW • July 9-11, 2026
2027 SHOW • July 8-11, 2027 | 2028 SHOW • July 6-8, 2028

Iola Old Car Show Inc., 501(C)3 is a non-profit community service organization. Contact the staff at: Iola Car Show, P. O. Box 1, Iola, WI 54945.
Telephone (715) 445-4000, e-mail: Information@iolaoldcarshow.com, or visit www.iolaoldcarshow.com.

Iola Car Show Grounds address: 350 Chrome Place, Iola, WI 54945. Iola Car Show Campgrounds address: E2196 Johanson Rd., Iola, WI 54945
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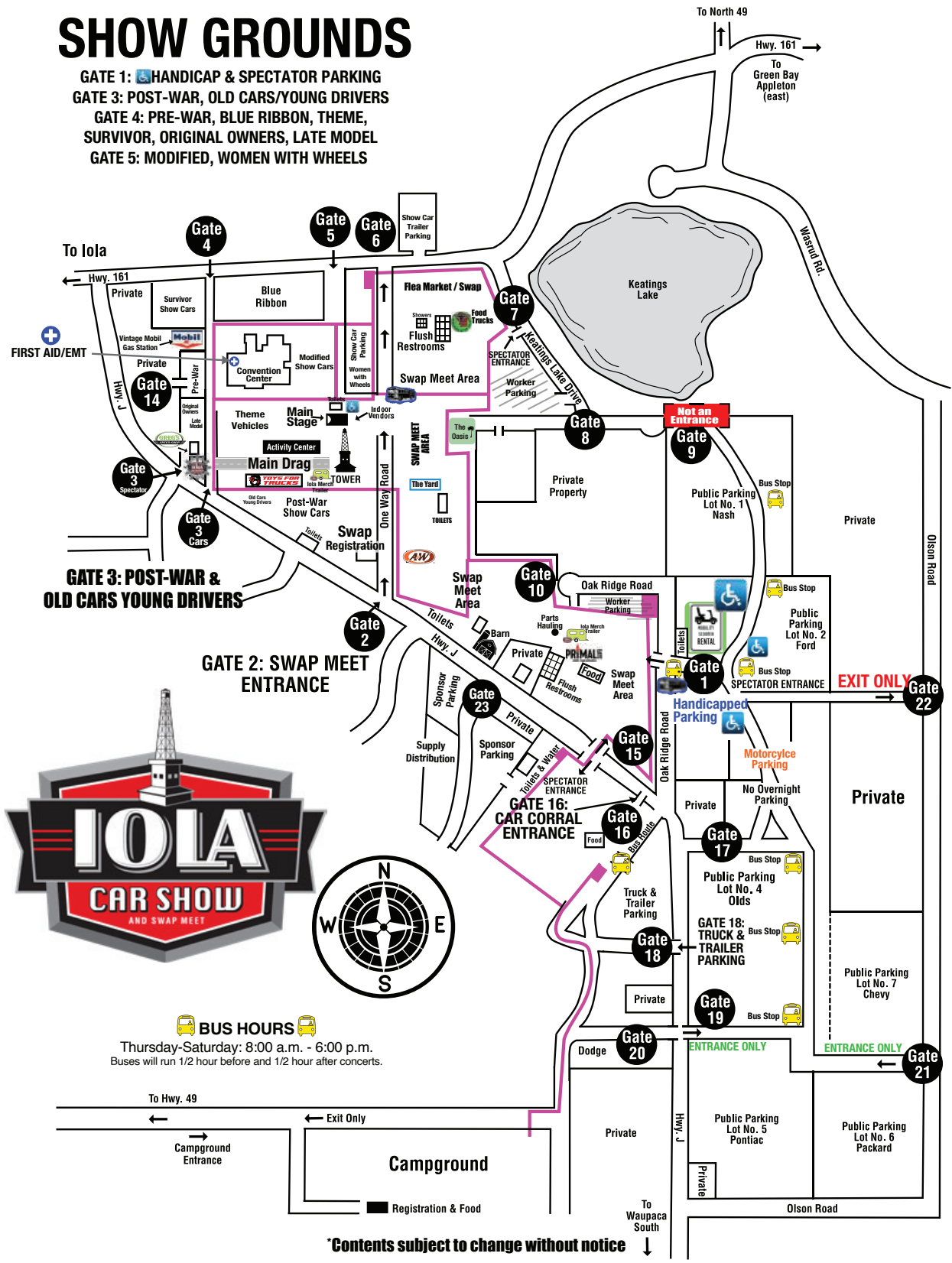
Get 10% off all merch sold during the Iola Car show by presenting this coupon to our sales staff!

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Exp July 14, 2024

SHOW GROUNDS

- GATE 1: HANDICAP & SPECTATOR PARKING
- GATE 3: POST-WAR, OLD CARS/YOUNG DRIVERS
- GATE 4: PRE-WAR, BLUE RIBBON, THEME, SURVIVOR, ORIGINAL OWNERS, LATE MODEL
- GATE 5: MODIFIED, WOMEN WITH WHEELS



BUS HOURS
 Thursday-Saturday: 8:00 a.m. - 6:00 p.m.
 Buses will run 1/2 hour before and 1/2 hour after concerts.

*Contents subject to change without notice

GATE 4

GATE 5

Survivor

Blue Ribbon

Kenny's Korner

Fin-Land

Food Court

Lindsay Room

Authorized Personnel Only

Payton Hobby Room

First Aid/ EMT

Indoor Vendors

Beer & Garden

Special Exhibit

IOLA Offices

Indoor Merch Store

MODIFIED

- Pre-War
- Original Owners
- Late Model
- Studebaker Club

Overflow

Theme Vehicles

Movie Cars

Hearse

Team Shelby

WwW

*Layout subject to change without notice

GATE 3

Old Cars, Young Drivers

POST WAR

A Letter from the

EXECUTIVE DIRECTOR

On behalf of the staff, Board of Directors, volunteer organizations and everyone else who helps produce and support the event, I'd like to welcome you all to the 52nd Iola Car Show and Swap Meet. We are so happy you're



here enjoying this incredible tradition with us. Our team has spent the entire year planning, preparing and improving the show to try and make this the best experience we possibly can.

For many here, this year's theme is about as good as it gets. The "Meeting of the Muscle" is a celebration of a period that many in our audience consider to be their formative years. The Muscle Car Era was a celebration of performance and style that we think really never goes out of style. The designs of muscle cars are as appealing to today's youth as they were to children and teenagers more than fifty years ago, and that is a remarkable achievement.

Along with what is certain to be an amazing display of show cars, we are excited to again be hosting one of the strongest and most diverse swap meets anywhere in the world. The swap vendors of Iola continue to defy the trends by bringing you 4,000 swap spaces filled with treasures you simply can't find anywhere else. The influx of aftermarket parts, services and innovations are a great compliment to the stashes of used, refurbished and NOS inventory.

The team here is very excited to also be bringing back one of the most beloved special guests of all time. Henry Winkler set the bar here at Iola in his first visit back in 2018, and he's returning this year with a great cast of friends! Not to be outdone, Derek Bieri and company from Vice Grip Garage are returning for a second year and are an absolute fan-favorite, bringing live features and video production that we've never before experienced.



The "Pit Crew," our grounds and maintenance team have continued to do amazing things in the offseason to help make these grounds a special place. This team of workers made up of staff and some incredible volunteers are simply amazing. Their talent and hard work have been steadily transforming this venue and there's no signs of them slowing down. I can only imagine what this place will look like five or ten years from now.

This event wouldn't be possible without the hard work and talents of our volunteer organizations. More than 2,000 individuals contribute their time and talents to roughly 120 non-profit/service organizations each year. It's truly a throw-back to a time when helping your neighbor was much more commonplace, and an awesome testament to the service-minded people of central Wisconsin and beyond. In 2023, nearly \$280,000.00 was contributed to these groups and service projects for their efforts, eclipsing \$9 million in

total since Iola Old Car Show, Inc's incorporation as a non-profit. The money you spend here does an unbelievable amount of good, and we hope you feel that connection when you're here.

Something that has become very apparent since the cancellation and COVID shutdowns is just how important events like this are. Iola is a source of human connection that we all need. In the increasing polarization of society, Iola is an escape from politics and arguments for all of us. Please spend your time here appreciating all the things that bring us together as humans instead of the things that pull us apart. Please also recognize that we can all do that when we leave and take that attitude wherever we go.

On behalf of everyone involved in the show, I'd like to thank you for coming. For many, Iola isn't a place, it's a feeling. We appreciate you coming to enjoy that together with us.

Welcome home to Iola.

A Special Unveiling and Dedication

During the 2023 event, there was a special unveiling and dedication that was somewhat secret in nature and was a whole lot of fun for those involved. Because of the importance of it, we want to be sure to share it with everyone who may not have known about it.

A few years back we started a program around the flagpole just North of the tower. The space is intended to be reserved to honor and recognize people who've made extraordinary and historical contributions to the show. There are pavers on the ground, some of which have been engraved with the names of some of these special performers, and there are a small number of benches to honor those of an even higher level. Naturally, the first bench was named in honor of the founder Chet Krause. The second and third benches were named in honor of the co-founder Cliff Mishler and longtime executive director Bob Crase. The fourth bench... well... we had a lot of fun with that one in 2023.

Joan Schultz began the show as a part time worker under first Executive Director Jim Bach back in 1985. From 1989-2000 she served as executive secretary under Bob Crase. From 2000-2019, Joan held the title of Executive Director.

Since her retirement in 2019, she has continued to support the show in a part-time role as Food Services Director, helping with the important job of ordering, coordinating and managing the food service and related supplies.

In her nearly 40 years of service to the show, she has seen almost every conceivable scenario, and interacted with virtually every participant and volunteer involved in the show. She has done this all at an amazingly high level, and with an unbelievable amount of humility. She's been involved in many of the show's greatest developments, and she's helped carry the show forward through thick and thin times. She has been a steady force for this organization for decades, and her importance cannot be overstated.

Joan's longtime partner in crime here at the show has been Mary Schwartz. Leading up to the 2023 show, Mary was given the important task of taking the lead on secretly alerting Joan's friends and family that she would be honored with the fourth and final bench. Mary was very excited about this, and did a great job carefully spreading the message, ordering flowers and taking care of all the fine details Joan deserved.

What Mary didn't know was that the Board of Directors and Joan herself had authorized this bench to be a little different than the others, and we couldn't rightfully consider this our "Mount Rushmore of Iola" if they hadn't.

It was at about this point in the speech that the bench was unveiled to reveal that two names adorned this one:



Joan Schultz and Mary Schwartz. Mary turned around with tears in her eyes to see that in quite a turn of events, her best friend Joan had helped coordinate for Mary's entire family to be there to witness her surprise.

These two amazing women have been the absolute rocks of this organization for more than half of its existence and combine for roughly 70 years of outstanding service through some very challenging times. Joan and Mary aren't just titans of Iola Car Show history. This team is as strong as anything you can find in the business, and they'd be the first two people you'd pick if you were starting from scratch.

Jordan and Pippen. Simon and Garfunkel. Peanut Butter and Jelly. Joan and Mary.

What a gift we've all received through their dedication and involvement in Iola all these years

EXECUTIVE DIRECTOR/STAFF



Joe Opperman
Executive Director



Mary Schwartz
Executive Assistant



Julie Seering
Sponsorship Director



Ali Johnson
Marketing Director



Matt Marquardt
Director of Swap

STAFF



Joan Schultz
Food Service Director



Alan Bauer
Volunteer Coordinator



Liz Ehlinger
Accountant



Larry Fechter
Senior Advisor of Show Operations



Hayden Nelson
Gear Kids Program Coordinator

STAFF



Earl Lederhaus
Building and Grounds Director



Paul Ordway
Pit Crew Staff



Dennis Dickhut
Pit Crew Staff



Bob Davis
Pit Crew Staff



Shawn Nollenberg
Pit Crew Staff

BOARD OF DIRECTORS



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Mark Sether
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Director

CO-FOUNDER



Dave Leder
Director



Charlie Wasrud
Director



Cliff Mishler
Co-Founder



Iola Car Show Mission Statement:
"Together, we leverage the power of vehicles to create memories and transform lives."



2024 Poster

MEETING OF THE MUSCLE

We have been really Blessed here at the show in so many ways by the incredible relationships we've developed. Many people have found themselves attracted to the things that happen here at Iola and want to be a part of it. It's a bit of a snowball effect that we're hoping to keep rolling.

A great example of that is our relationship with world-renowned photographer and artist John Hartman. John is one of the many people who fell in love with Larry and Rhonda Fechter's Vintage Mobil Station, and John has brought tremendous value to the show with his talents and connections ever since.

John Hartman was the visionary and photographer for this year's poster shoot, which was taken in downtown Stevens Point, WI. The backdrop provided an authentic classic downtown scene that feels perfect for this year's theme. The photo was taken on a very brisk early morning in late September, with cars and crew arriving at 5:30am to prepare for the shoot.

A wonderful cross-section of representatives from the Muscle Car Era were present. The car that formally launched the muscle car era, the 1964 Pontiac GTO, was brought in by owners Keith and Bonnie Weyers of Navarino, WI. The 1970 Plymouth Superbird was supplied by owners Rick Stoltz and Patti Kolesar Stoltz of Nekoosa, WI, and Allen Matison brought his 1969 Ford Mustang Boss 429 all the way from Earlville, IL.

During the shoot, John made the comment that the way the cars were positioned made it look as though they were talking to each other. He said, "It looks like a real meeting of the minds going on out there." Over my shoulder, I heard Patti say, "It's actually a meeting of the muscle." I knew that instant we wouldn't need any committee meetings to come up with the official wording for the 2024 theme. Patti had taken care of that for us with her off-the-cuff comment, and it couldn't be any more appropriate for Iola '24!

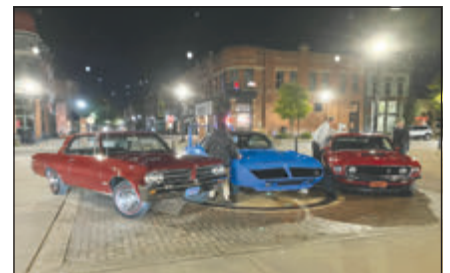
While there are differing schools of thought and plenty of room for debate on what exactly fits the Muscle Car defi-



inition, we're generally talking about factory built mid-sized and smaller cars with High Performance V8 engines. The Muscle Car Era spanned from 1964 to 1973, ending largely because of government regulations and the oil crisis.

Each year, the Wisconsin Society of Automotive Historians (WSAH) are the primary voice when it comes to planning and staffing for the Special Exhibit. For the better part of an entire day, they reviewed a multitude of vehicles registered under the "theme" classification. During the selection process they hold the final say on which vehicles receive an invitation to be part of the indoor Special Exhibit. This year, you're likely to see great representatives of models such as; Pontiac GTO, Chevelle Super Sport/SS, Z28 Camaro, Plymouth Roadrunner, GTX, and AAR 'Cuda, Boss 302 and 429 Mustang, AMC Javelin/AMX 390/401, all Mopar Hemi and Wedge 426 and 340/440 Six Pack cars, Dodge Charger, Super Bee, and Challenger, Ford Fairlane GT and Thunderbolt, and others.

The styling of muscle cars is something



that transcends time perhaps better than any other era of auto design. Classic Muscle Cars are just as attractive to today's youth as they were so many decades ago. Make no mistake, that is not common to other periods of time. We've seen a resurgence over the last couple of decades of new models manufactured to evoke the looks and lines of their early predecessors. The growing popularity of touring/restomod custom builds aim to pair modern performance and handling with the classic muscle styling. Much of what was designed during this period has held up well in the test of time.

To be sure, it will be difficult to top the theme of Iola '24.



IOLA CAR SHOW INFORMATION BASICS

WHERE TO GET INFORMATION:

During the show, an information booth is located in the Tower. Prior to and after the show, information is available at www.iolaoldcarshow.com

Iola Car Show office:
350 Chrome Place, Iola, WI 54945.
Mailing address: PO Box 1, Iola, WI 54945
Office: (715) 445- 4000.

This directory is made available to you free of charge courtesy of the advertisers. Please use this directory to help you enjoy the show.

App - Iola Car Show:

The Iola Car Show App will provide the best experience for your time at Iola. With this app, you can expect to find maps of our grounds and even figure out the quickest way to get somewhere! Never miss a beat - mark important times and events with the "My Schedule" feature. Unexpected guest signing? No problem because you will be notified with this app. Download the app, and be comfortable and confident at the next Iola Car Show. Come prepared like never before.

ATM Machine:

Located by Tower, Upper Food Stand, near Toy Barn on BU Row, Thorson Food Stand and Campground.

Amateur Radio Information for Car Show:

Waupaca County ARES Repeater
147.390 MHz (+6 Khz/PL 118.8)// W9KL

Ogdensburg Repeater
146.925 MHz (-6 Khz/PL 118.8)// W9GAP

Iola UHF Repeater Linked to FM 38
443.600 MHz (+5 MHz/PL 114.8// AC9F

Car Show Simplex
146.490 CSQ

GPS Coordinates for ICS Tower
N44° 30.213' W089° 06.875'

Bus Shuttle:

Buses will be operating 8:00 a.m. - 6:00 p.m. on a continuous cycle through the parking lots, with pick up/drop off points at Gate #1 and spectator parking lots. Buses will also operate 6:00 a.m - 7:00 p.m. on a continuous cycle to and from the campground, with pick up/drop off point at the Car Corral, Gate #16. There will be bus service available at the conclusion of the concert events, with appropriate drop off points, as needed. Buses will run for a 1/2 hour after the concerts.

NEW THIS YEAR:

Internal Grounds bus shuttle, see page 28.
Night Bus Shuttle to downtown Iola, see page 51.

Church Services:

Services are available at several area churches:

- Farmington Lutheran Church, County Road Q, Farmington
- Our Savior's Lutheran Church, 395 E. Iola St., Iola
- AA meeting. Our Savior's Lutheran Church basement, 395 E. Iola St., Friday, 7:30 p.m.
- St. Magdalene's Catholic Church, N2845 Shadow Rd., Waupaca
- Sacred Heart Catholic Church, S. Bridge St, Manawa
- Scandinavia Lutheran Church, 105 Church St., Scandinavia
- United Methodist Church, Iola
- Redeemer Lutheran Church, ELS, 120 North St., Iola
- Manawa Methodist Church, Manawa



Emergency information:

If you have an emergency - anything at all - during the 2024 Iola Car Show your first course of action is **always to call 911**: you are located at Iola Car Show Grounds in Iola, WI.

IF YOU SEE SOMETHING - SAY SOMETHING. Contact a law enforcement officer, the Tower Staff or an Iola Car Show Official.

Fires:

No open fires of any type are permitted on the show grounds or parking lots. Fire dangers, along with regulations, make such violations a fine and liability offense.



First Aid:

First aid service is available at the west side of the Convention Center building, near gate #4.

Wisconsin Division of Motor Vehicles,

Bureau of Vehicle Services will be located in the Special Exhibit area. They will be able to answer questions and have registration forms available on vehicle titles, registration, license plates for antique, collector and hobbyist vehicles. They will be there Thursday 10 a.m. - 5 p.m. and Friday from 8 a.m. to 2 p.m.

Gate Information:

(see page 6 for map)

Spectator Parking Lots Entrance:

Gate #19 (Hwy J entrance), and Gate #21 (Olson Rd.)

Vendor Gates: Gate #2 (entrance), Gate #6 (exit), Gate #4 (after 10:00 p.m.), Gate #18 (overnight truck & trailer parking)

Car Corral Registration: Gate #16

Show Car Gates:

Gate # 3—Postwar show cars and Old Car Young Driver.

Gate # 4—Special exhibit, Blue Ribbon cars, Survivor, Pre-war and 2nd Generation vehicles.

Gate # 5—Modified cars.

Show Car truck & trailer parking - adjacent from Gate # 6

Press Parking: Gate 8

*must have credential

Golf Cart Path

Units with an official registration permit may be operated during normal show hours (6:00 a.m.-6:00 p.m.) within the boundaries of the designated path only. Golf cart registration is located near gate #1. Privately owned golf carts will have a one-time \$50.00 permit fee, valid for the entire duration of the 2024 Show. If the cart is found in any other location, during these hours, its permit will be revoked at the discretion of Iola Staff or Security personnel.



Handicap Parking:

Enter the Spectator Parking through Gate #19 (Hwy J entrance) & proceed to the handicap parking lot located near Gate #1. Parking for the handicapped is located near gate #1. These vehicles must have an official handicap license. Handicapped persons riding in a vehicle without a handicap permit can be dropped off in the vicinity of the handicapped parking area and then the driver should proceed to one of the regular spectator parking lots.



Handicap Vehicles on Grounds:

The Iola Car Show allows mobility cart operation at any time on any part of the show grounds. A mobility cart is defined as a 3 or 4-wheeled electric, one passenger cart. Any individual may bring their own mobility cart to the grounds, or rental is available on the show grounds by Gate #1, near the handicap parking. Drivers of mobility carts are responsible for their operation. Wheel chairs, strollers and wagons are also available. For more details and to pre-register, call 262-677-2696, www.vistamobility.net. Absolutely no trailers or wagons attached to the mobility carts are allowed at any time.

IOLA CAR SHOW INFORMATION BASICS



Forms of Transportation:

The following forms of transportation are not allowed to operate on the show grounds: bicycles, scooters, skateboards, ATV's, lawn mowers, tractors, motor-bikes, and golf carts without an official registration permit. (see the Golf Cart Path section for details)

Those who do not comply with this policy will be evicted from the grounds. If the offending party is registered on Iola Car Show space(s), the spaces(s) will be revoked without any refund of fees.

Ice:

Ice may be obtained from the beverage area of the food stands and at the campground.

Information Board:

There is a board for posting messages located northeast of the commercial vendor building or across from the Thorson food stand. No advertising or posting of materials is permitted on any of the car show buildings, including but not limited to: restrooms, tower, registration facilities, ticket booths, or convention center building.

Lost & Found:

Lost & Found service is located at the Tower. Lost children should be brought to the Tower office. Missing children should also be reported there. We do not page individuals who become separated from their parties. When attending Iola it is suggested you work out a meeting area should your party become separated. A good place would be at the base of the Tower.

No Overnight Parking:

All parking areas should be cleared by 9:00 p.m. each evening. Officers will be checking to ensure the lots are cleared. No overnight parking of post-war vehicles is permitted, unless specific authorization is obtained from the Tower and the vehicles are moved to a designated area. Violation of these requirements may result in the vehicle being towed.

Parts Hauling:

This service is provided by Boy Scouts. Heavy-duty push-type garden carts are used, which can handle most parts, except heavy engines and bulky items.



Parts Pick Up Service:

*Large or heavy items only

This is a parts pick up and hauling service for large or heavy items. Arrangements can be made to dispatch parts haulers to your location. There will be designated pickup points at gates where volunteers can transport parts and buyers back to the campgrounds, parking lots, etc.



No dogs or pets are allowed.

Service dogs are trained to do work or perform a task for persons with disabilities.

Comfort and/or emotional support animals are not service animals, and are not recognized by the ADA.



Pets:

No Pets allowed. ADA Compliant Dogs Only - must have paperwork. Service dogs are trained to do work or perform a task for person with disabilities. Comfort and/or emotional support animals are not service animals, & not recognized by the ADA.

Public Address Announcements:

Announcements emanate from the Tower. Personal announcements will only be made in cases of an emergency, such as a lost child, severe family emergencies, or severe health problems. We do not page individuals who become separated from their parties. It is recommended that you work out a meeting area should your party become separated.

Showers:

Free showers are available in the campground. Showers will be closed each night between 12 a.m. and 4 a.m.

Iola-Scandinavia High School -

540 S. Jackson St. Cost is \$3.

Hours of operation:

Weds: 4:00 p.m.-10:00 p.m.

Thurs., Fri., Sat.: 6:00 a.m.-9:00 a.m. & 4:00 p.m.-10:00 p.m.

Sun.: 6:00 a.m.-9:00 a.m.

Showers-Packerland Portables -

Located west of the Upper Food Stand. Cost as posted.

Hours of operation:

Morning Hours: 5:30 a.m.-9:00 a.m. (Thursday, Friday and Saturday).

Evening Hours: 5:30 pm.- 10:00 p.m. (Wednesday, Thursday, and Friday).

Show Car Area:

Absolutely NO "For Sale" signs may be placed on vehicles in the show car exhibit area. If you are looking to sell your vehicle, the correct place to be is in the Car Corral.

Souvenirs:

The Iola Car Show Merch Store and Trailers have all your favorite collectibles. Posters, dash plaques, pins, buttons, collector cars, apparel and more! A commemorative limited edition license plate has been created in collaboration with Chrome Domz. Get your collectibles now before they sell out!

Van Shuttle:

Friday and Saturday - Vans operate from Gate #5 to the Central County Airport in Ogdensburg - \$5 fee for round trip.

Water Fountains:

Located outside the three permanent restrooms, across from the commercial vendor building and in the campground.

WI-FI Internet Service:

Iola.Guest is the Iola Car Show complimentary WI-FI Internet Service on the Swap Meet grounds and Campgrounds. No password is required. Hotspots are located near the food stands and the Tower.

Wayfinding Signs

The interior wayfinding signs go a long way towards helping people get where they want to be during the show. From just about anywhere on the main campus, you won't have to look far to find a bright yellow sign helping to point you in the right direction.

Iola's (other) Secret Weapon

THE STORY OF THE PIT CREW

Those who come to participate in the show as vendors, exhibitors and spectators should all be very familiar with the importance and power of the historic volunteer program. It's a drum we beat often, and it's truly a part of the magic that makes Iola what it is, and what separates us from so many other events. For this story though, I'd like to dive a little deeper into a much less celebrated, but no less important group. This is the story of the Pit Crew, told through the eyes of the local Executive Director, Joe Opperman.

When asked how long I've been involved in the show, I often say something like: Well, I'm 38 years old, so this is probably my 32nd or 33rd show. It sounds like a joke, but it isn't, and it's also not uncommon for people in this community. This event is a part of the lives of so many people who've grown up in this community. In my role now as Director, I can share a very unique perspective on some very key role-players. I grew up in the Iola-Scandinavia School District, and for as long as I can remember, Paul Ordway has been a present fixture from a distance in my life. Paul spent most of his career as an important member of the building and grounds/maintenance crew. As a child, I saw him nearly every school day working in the background on one thing or another. Paul is as skilled as he is quiet. If you know Paul, that says A LOT about his talent! He is one of the only people I know of whose brains and abilities to figure things out and fix things remind me of my dad's, and I cannot issue higher praise than that.

As I grew older in school, a couple other faces became a part of the maintenance crew that would later become a big part of my life. Around the year 2000, Larry Fechter was hired as the Director of Buildings and Grounds for the school district, and shortly after that he hired Earl Lederhaus to the team. Together with a few others, Larry, Paul and Earl were a heck of a team for the school district for more than a decade. Growing up around them, I never thought these people would have such a strong impact on my life, and the lives of



so many others we now serve together. Larry eventually retired from the school, and didn't stay retired long, as he took a job working for the car show in buildings and grounds. When the opportunity came to hire Earl here at the show, Larry jumped at it. I've heard a version of this story that includes Earl having about as much time as a morning coffee break between being employed for the school and the car show. With the addition of Earl, the ball Larry started pushing here at the show started picking up speed as they worked their way through improving facilities.

A few years back, Paul started thinking about retirement from the school district and soon after was hired as a part-time worker here at the show in his retirement. It wasn't long before part time became full-time. Just like that, the band was back together, and they were really making music!

At the risk of missing a few major contributors, I'm going to name a few additional core performers. Rick Stautz worked for a few years on the Pit Crew over the previous decade and brought his experience in city planning/engineering. Dennis Dickhut has been a regular part-time performer for several years and brings experience in electrical and HVAC that has been a huge asset to the show. Jim Payton and the A-Team have touched nearly every corner of the grounds and buildings improving things everywhere they go as unbelievable volunteers.

Most recently we've added Shawn Nollenberg and Bob Davis to the team. The talent

and experience these two have brought is simply incredible. Shawn is a tradesman with lots of concrete/building experience and Bob's background in tooling/machining comes in handy all the time. It is simply amazing the level these two have helped take our crew to as a group.

We also have a regular contingent of seasonal help from high school kids who need a summer job. It's awesome to see these kids have the opportunity to work alongside of and learn from the wealth of knowledge and experience in the Pit Crew. They get lessons on work and life every day and are placed in an environment of camaraderie and teamwork I wish everyone could be a part of. My son is among this crew, and I can't tell you how much I appreciate that he has an opportunity to work with these guys. Come show time, they're answering the call servicing tens of thousands of guests, putting in long hours, and executing a world-class event. It is an awesome experience for them.

The volume and quality of work this extraordinary team does each year improving and preparing the showgrounds and facilities is a huge part of what makes the experience of Iola so great for so many people. They are a great group of guys with skills and attitudes that complement each other very well, and they're a lot of fun to work with. If you've been coming to the show for a long time, you've no doubt seen their impact over the last decade, and there are no signs of them stopping anytime soon. It's a tremendous honor to be able to call these guys teammates.

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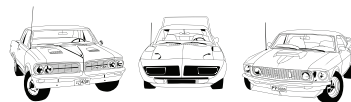
Beer Garden

Garage Experts Special Exhibit Room

Iola Car Show Merch Store



Theme Show Cars



*Contents subject to change without notice

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2023 Recognition -

WELL DESERVED

2023 Volunteer of the Year - **Alice Brzycki**

Each year we like to pick one of our incredible volunteers to shine a little extra light on for their exceptional contributions to the show. Sometimes this is an individual who's taken on a large or special project, or taken on a leadership role with a group, and other times it's a person who's been a steady performer for a long period of time. One thing that many of these people seem to have in common is that they aren't doing it for the attention, and they generally don't enjoy being singled out for their hard work.

That is definitely the case for our 2023 Volunteer of the Year. Alice Brzycki has been quietly volunteering at different times of the year for the better part of a decade. Alice loves to paint, and luckily for us, we gained an awful lot of wall space back in 2018 when we acquired



the nearly 90,000 square foot Convention Center (Formerly Krause Publications and F&W Media).

Since 2018, we've been slowly working

to develop this space that once housed hundreds of office workers operating from cubicles into spaces that suit our needs better. Starting with our office renovation in 2019 and including most recently helping with the paint in the new Chrysler Dealership up front, there's not many rooms Alice hasn't had a hand in painting, and I wouldn't dare try to guess how many square feet of paint she's rolled on this property.

When she's here, you hardly even know it. She pops on some music in her earphones and gets right to work, but you can definitely tell where she's been! Everyone who's come into our offices and Convention Center rooms has without doubt enjoyed the results of her hard work, and we're very appreciative of all her efforts!

2023 Business of the Year - **Garage Experts of Fox Valley**

Just like our Volunteer of the Year, we like to highlight a business partner each year. Sometimes the answer is so obvious because we know the impact they've made is huge. At the 2024 show, it will be hard to miss the work done in the second half of 2023 by our 2023 Business of the year, Garage Experts of Fox Valley.

Garage Experts of Fox Valley are the name brand in central Wisconsin for high quality concrete coatings, and we are absolutely thrilled that our audience will get to see that firsthand in the



“Garage Experts Special Exhibit Room”. The room on the Southeast corner of the Convention Center has seen a MAJOR OVERHAUL since the 2023 show, thanks to you-know-who.

The incredible Garage Experts flooring system is the highlight feature, accompanied by some fresh paint and trim, finally making the space appropriate for all of the beautiful cars that are a part of the indoor exhibit. Thanks to the vision

of their ownership team, this is the only indoor exhibit at a national event in the country that bears the Garage Experts namesake, and we're very proud to partner with them.

If you're interested in seeing how their products and services might fit your needs, be sure to stop by their booth during the show or reach out to them online. We promise you won't be disappointed with the results!



The Job is What You Make It -

THE HISTORY OF THE LITTLE FALLS LOGGERS GARBAGE CREW

Let's take it back to 1985, where directories were just \$1... Or were they? This was the year Little Falls Loggers made their volunteering debut at the Iola Car show. They were given an apron, a stack of directories to sell and some change. As they walked the grounds and up and down the aisles, selling these directories was getting harder and harder by the hour – no one seemed to want one. Margie and Dave, a husband-and-wife volunteer team, were determined and stopped at a group of swappers asking if they wanted to purchase one of the books for \$1. The group laughed and said they already got one for free up at the tent by the tower...

While the players have changed over the decades, the Little Falls Loggers (LFL) baseball group has been a constant force at the show. This baseball team started from humble beginnings... the Radies family settled in Little Falls, WI, and started a logging business almost a century ago. Farmers and loggers built the small town and from it, a baseball team in which most members were related in some way. The Radies started playing baseball with the slightly larger neighboring town, Big Falls, but eventually had enough players to start their own team and a rich history has grown since. Little Falls plays in the Badger Amateur Baseball Association (BABA), a competitive league that started all the way back in 1946!

To support the growing needs of the baseball team and field, the Loggers joined Iola in 1985. Thirty or so farmers and their supportive wives walked the car show and swap meet. The team also got their church involved, St. Peters, who still runs the car corral food stand to this day. They sold directories for two years, then their role migrated to the garbage duty.

In this role that they still fill today, they've been known by many names: Garbage Patrol, Sanitation Engineers, and most recently Environmental Specialists. With the help of families and fans, the Little Falls Loggers take on what is arguably one of the dirtiest jobs at the Iola Car Show with pride. Their work ethic, commitment to each other, and ability to find fun in hard jobs make them one of the most important groups at the Iola Car Show.

Watching this group work together is truly a pleasure, and they're an outstanding example of teamwork and leadership. Past, present and future players and fans work hand in hand with a smile on their face. The kids look forward to Iola every year because the adults have demonstrated how rewarding it is pitching in and working together. It is a beautiful thing.

For more than thirty years hordes of family and friends of the ball team have dutifully shown up before the show to



place garbage barrels and bags in preparation for the show. During the show, they work long hours on a constant rotation of emptying those barrels and moving them to unseen dumpsters for recycling and disposal.

When you walk around the grounds, take a moment to notice just how clean things are! There are more than 100,000 people here consuming food, beverages, buying and selling parts, and more. Nowhere will you find trash piled up or blowing in the wind, and that's because of the awesome job the Little Falls team does taking care of it. When you're here, you don't even think about it, and it's an awesome testament to a group that would be impossible to replace.

If you happen to see them working, please take a moment to tell them how much you appreciate their hard work. Better yet, if you're local, go catch a Sunday afternoon baseball game in Little Falls. We promise you won't be disappointed!

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ONLINE REGISTRATION UPDATES

An enormous change to our office operations took place this year with the implementation of a completely new online registration system and process. In a lot of ways, this represents something I thought would be virtually impossible for us just a few short years ago. It didn't come easily, and it's by no means a perfect system, but the fact that thousands of participants were able to create their own account, login, and select their own swap, car corral and camping spaces this year isn't far from a miracle. Our participants being able to see the live view of the maps to self-serve and make choices about which spaces they want based on what's available, using current technology represents incredible progress for a small organization like us.

To share a little background on how this came about, we first started looking into suitable registration programs way back in 2016. At that time, and up until this year, we were heavily reliant on an excruciatingly manual process of paper registration forms, manual entry, and months and months of non-stop registration data entry and processing. Local tech genius Eric Danielson had created our own custom management system, pouring literally thousands of volunteer hours into creating and maintaining the system.

In addition to Eric's tech contributions, Joan, Mary and other office staff manually processed registrations, taking payments, making phone calls, negotiating adjustments and space changes. If you've never seen their desks during registration time, it's impossible to imagine the amount of work this is. Frankly, this place just wouldn't exist without their incredible work ethics, and like all technology, Eric's custom systems couldn't possibly last forever without serious overhauling.

Back in 2016, dreaming about swappers being able to view our maps in real time and select spaces for themselves truly felt impossible. Certainly, for larger companies this was a no-brainer, but not for

us and our participants. Just a few years back, we came to the realization that this wasn't just a step we needed to take, it's one we couldn't afford not to take, and we began exploring options, meeting with companies and service providers that might be a fit and trying to determine the best option for our event.

Preparing for our 2024 online registration was something that started in earnest in the Fall of 2022, and a very custom build for our relatively complicated show began. Creating the maps, implementing our rules and deadlines, migrating historical data and all the other work involved was a huge effort that very often stressed our team and didn't go smoothly.

As of April 2024, I can say the system is working well for most parts of registration but is really a challenge for show cars in particular. We are working to improve this as best we can, and we have appreciated the patience of our exhibitors in the meantime.

There are definitely pros and cons with this new process. The biggest advantage to this new online system is our ability to communicate much more efficiently with our participants. Sending out emails with important updates to swap vendors, campers and show car participants is much faster and cheaper than the older and slower mailing system. Giving people control of their own spaces is another great accommodation the system provides. Something these systems will never be able to replace is the personal touch and diligence of the Joan's and Mary's of the world.

There are a few people I'd like to really give special recognition to in this big transition. Eric Danielson was crucial in helping us to evaluate our options and make selections about how to best approach this challenge. He was effectively working his way out of a job, though we know he's still very much needed in our operation.

Ali Johnson was truly the workhorse of helping to build the system, troubleshoot problems, migrate data and help

see this through. The volume of work she took on in this long stretch of time in addition to her regular duties is huge, and larger than almost anyone is aware of. Without her, this simply wouldn't have happened. It's a big deal.

Mary Schwartz has certainly dealt with the greatest amount of stress in this transition. Making a change as drastic as this after doing things differently for decades is something most people simply couldn't do or would walk away from. In this case, Mary's been in charge of show car registration, which has absolutely been the most difficult part of the new system. As Mary does with everything, she overcomes, presses forward, and just keeps working.

Julie Seering is our team editor. She is thorough and has an objective view when it is needed most. On top of all her other responsibilities, Julie was able to back Ali up to review and verify accuracy of the data. Without her spreadsheets and drop-down fields, Ali would have drowned. Her support was greatly appreciated by all members on the team.

We will continue to work to improve this system and update the show in ways that make sense. We are planning for some changes in the campgrounds to transition some of the small sites into larger sites to help meet the demand of our campers. Similarly in the swap meet, we are hoping to invest in additional electric spaces and widening roads and pathways. Pricing will be updated where appropriate as well. We strongly encourage everyone who wants to renew their spaces for next year to do it during the show. This helps ensure you're way ahead of deadlines and makes the registration process smoother for everyone.

Thanks again to everyone who helped make this tough transition possible, and who worked through learning the new system and providing feedback. These sorts of updates help to ensure we're able to continue operating the Iola Car Show and Swap Meet successfully into the future.

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Miss Iola

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The annual Miss Iola Pinup Contest is a celebration of everything that today's pinups have come to love – vintage style, fun, and a community of women that have turned recreating classic images into a universally welcoming lifestyle. Hosted by local pinup sensation Ginny Rosewater, there's no better place for this popular retro culture revival than the stages of the Iola Car Show.

Join us for the pageantry and fun
as this year's contestants take the stage
to find out who will be crowned
Miss Iola Blue Ribbon 2024!



CONCERTS

ON THE MAIN STAGE

THURSDAY

1 PM - RISING PHOENIX 80s PARTY ROCK BAND

6 PM - ROAD TRIP BAND POP, ROCK, DANCE & COUNTRY

FRIDAY

12 PM - DOO WOP JUKEBOX CLASSIC DOO WOP & OLDIES

4 PM - TROY ALLEN & THE DRIFTERS BAND COUNTRY

6:30 PM - SPICY TIE BAND ROCK N' ROLL PARTY

SATURDAY

2:30 PM - FRANKI MOSCATO OLDIES

5 PM - PETTY UNION TOM PETTY TRIBUTE

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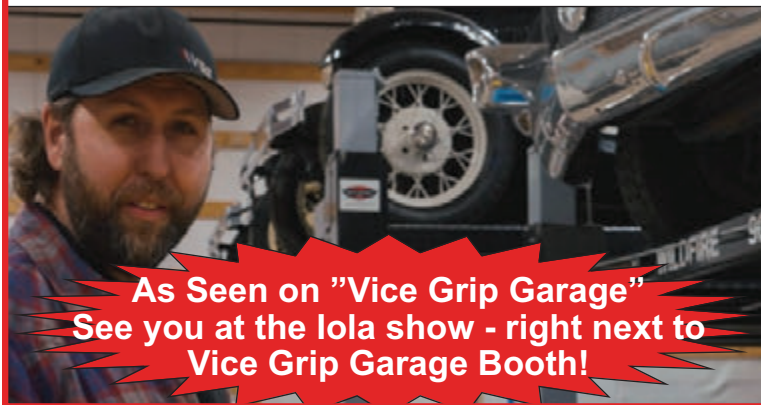
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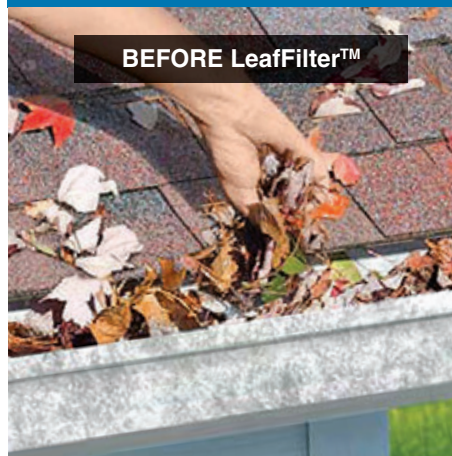
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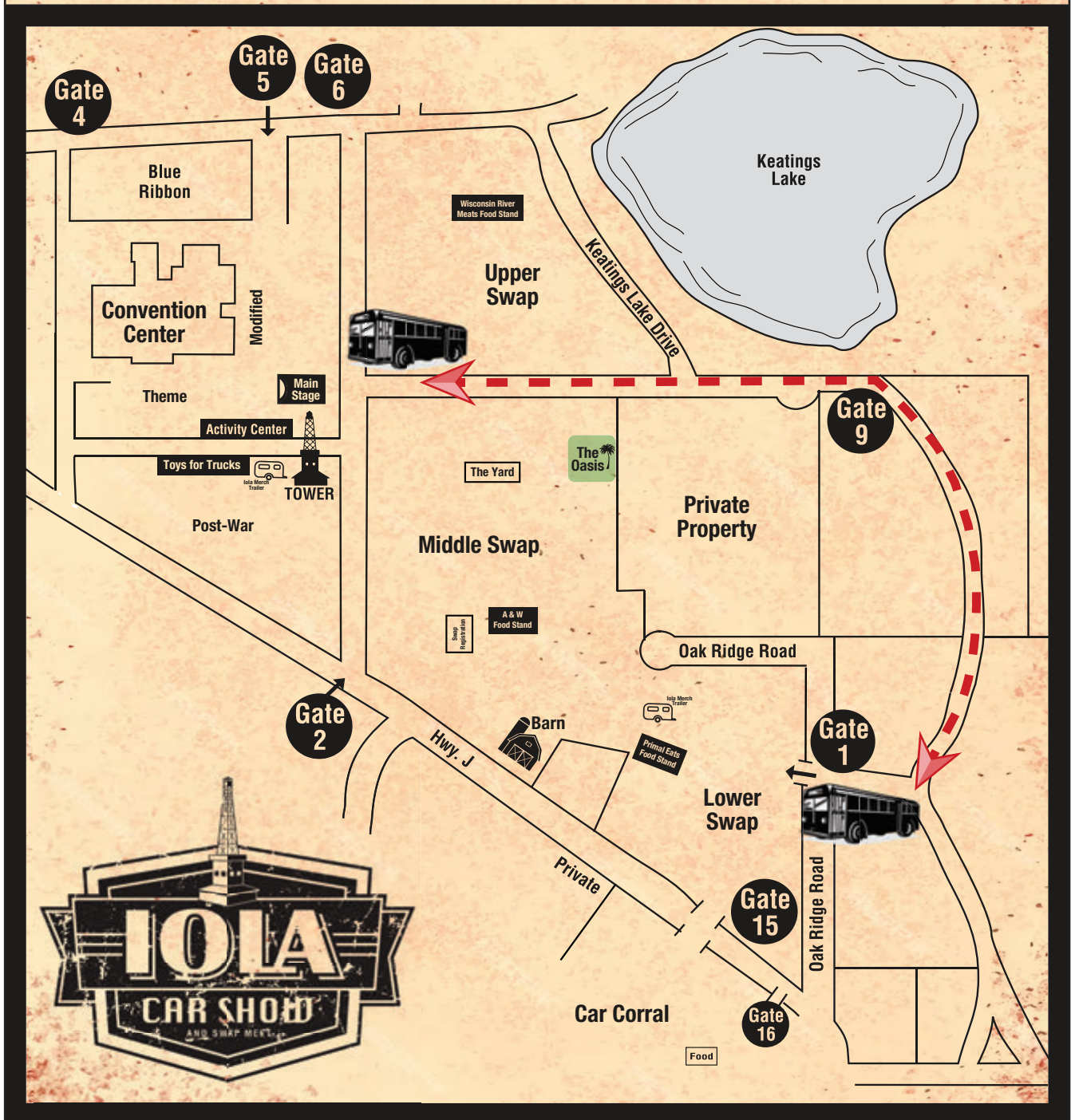


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Iola Car Show Grounds

NEW ON THE GROUNDS SINCE IOLA '23



Iola '23 marked the third straight show of unbelievably nice weather and awesome crowds. Shows like that help us to continue on the mission of developing and maintaining the buildings and showgrounds in an effort to improve the Iola experience for everyone. We've made some great progress since last year that we hope is noticed and enjoyed.

Aiming to make the show more accessible and easier to enjoy, we're working on ways to help people travel the grounds to get where they're going a little bit easier. The mobility scooters, buses and cart path are all parts of that equation. In conjunction with those programs, we're working to widen some roadways to help decongest parts of the grounds. This isn't an easy task, and unfortunately, it's not a cheap one either.

Still, we've taken a great step forward with the widening of a major roadway running right through the center of the upper swap area. This improvement is also allowing us to add an internal bus route, that we hope will help to balance foot traffic and save people from walking through parts of the show they might not be interested in. As a new feature this year, we're sure there will be some bugs to work out, but we hope this will prove to be a great way to help people move about the grounds.

You'll notice we stumbled onto a pair

of "really sweet" older bus stop shelters, which at one time served the city of Madison, WI near the State Capitol. These beauties look right at home positioned near Gate 1 and just North of the tower on our grounds.

Another addition that will be hard to miss is an enormous set of bleachers in front of the main stage. Like the bus stops, these bleachers were purchased thanks to some savvy shopping on Facebook Marketplace and some online auction sites. The bleachers came out of the school district of New Glarus in Southern Wisconsin. It'll be a great spot to watch vehicle unveilings, musical entertainment, and everyone's favorite pinup contest -the annual Miss Iola Pinup Contest!

There are a couple of important acknowledgements associated with the bleacher acquisition. Local high school coach and elementary school teacher Connor Drath volunteered to join Pit Crew member Hayden Nelson and Joe Opperman for a very early morning to start the deconstruction. Leaving around 4 am on a brisk fall day, the crew got started in New Glarus as soon as the sun came up. The goal was to get about half of the job done in order to save the rest of the pit crew from needing to do an overnight trip. Thanks to the hard work of Connor and Hayden, that's exactly what happened, and this

large project was fully completed and hauled back to Iola in just two single-day efforts.

Making matters even better, we later received some funding to help cover the costs of this improvement from the Waupaca Area Convention and Visitor Bureau. This same organization has made a big impact here since 2020, having issued grants in support of the initial stage construction project, the development of the cart path, and now towards the bleachers. We are so appreciative of their ongoing support in helping to make Iola a better experience for everyone.

Things we are hoping to address in the near future include continuing to pave wider paths in the swap meet, add electrical/internet spaces, and perhaps build a dedicated shower facility to serve our swap vendors. Investments like this aren't possible without successful shows, and we appreciate the part you play in making this show a success.

If there are improvements you'd like to see, or better yet help contribute to, please be sure to reach out to us during or after the show with your thoughts, suggestions and donations. We're committed to making the Iola experience the best it can be for as many people as possible.

Cruise of Honor and Justin Moen

INTRODUCTION BY JUSTIN MOEN

What an honor it is to serve! Whether proudly serving in the military, serving customers/clients in your career, or serving your local community, there is nothing more gratifying and humbling than helping others and making the lives of those around you better. It's a way of paying it forward, and that's what our Cruise of Honor program for our local veterans is all about. I was honored when Iola Car Show Senior Adviser, Larry Fechter, thought of me to help revitalize this awesome program to what it is this year... and it is our hope that this program continues to evolve to even greater heights in the future.

It's part of my joy, duty, and honor to help lead the charge to make our Cruise of Honor program an awesome experience for our local veterans from the King Veterans Home. Our veterans will be brought here by special vehicle on Thursday and Friday before 10 a.m. The veterans will be part of a cruise that will start by the Vintage Mobil Station near Gate #4 and go around the Iola Car Show building. When you see a veteran on the grounds this weekend, please thank them for their service. It cannot be said enough. And now, here's a bit more about me...

I was born in Waupaca on March 19th, 1982 and raised in Iola by my grandmother and uncle following the passing of my mother at age 19 when I was only six months old. My connection with the veterans in the Iola-Scandinavia/Central Wisconsin community began as a child by going with my grandmother to the monthly American Legion-Post 14/Auxiliary meetings. I was fortunate enough to be part of Badger Boys State in



1999, an annual event with direct ties to veterans and members of the American Legion.

If you were in Iola for the annual Memorial Day parade, you could find me helping my grandmother give out poppies and flags on Main Street. You could also find me helping out at the Iola Military Show when it was still in Iola. I didn't realize or think about it at the time, but it was the time I spent going with my grandmother to all those legion/auxiliary meetings, helping her at the Memorial Day parades, and helping out at the Military Show where my connection, honor, and admiration for what my grandmother did for this community and for what our veterans do began.

I was able to spend a lot of time with the veterans in this community who were members of the American Legion-Post 14. I would always get a kick out of them coming to school for Veterans Day as they would always have a ceremony at the school to honor our veterans past and present. I would see them and think: "I know these people...it's so cool!" In my mind I thought it was some kind of advantage I had over the other kids...

and maybe it was because of the time I spent with them hearing their stories and gaining their wisdom. It was also interesting seeing my grandmother there representing the auxiliary with the rest of the ladies. I always felt like she was watching me carefully when she saw me in the auditorium as to make sure I behaved myself.

My fascination with classic cars started when I was nine years old at the Iola Car Show in 1991. That was the first year I helped my grandmother at Gate #3, where we volunteered our time at the Iola Car Show for the next 12 years together. My dream to have a classic car of my own started at the 1995 Iola Car Show. With patience and perseverance, my dream finally came true when I bought a 1973 Corvette Stingray at the car corral on day one of the 2021 Iola Car Show.

You can find my Stingray, named "Karen" after my mom, in the survivor area of the grounds each year.

After graduating from Iola-Scandinavia High School in 2000, I went to UW-Stevens Point and graduated in 2004 with a degree in Communication-Media Tech.



THE IOLA CAR SHOW, IN CONJUNCTION WITH THE KING VETERANS HOME AND SOME AMAZING SPONSORS, ARE VERY HAPPY TO SUPPLY A TOP-NOTCH SHOW TO A NUMBER OF VETERANS. THESE VETERANS ARE GIVEN A VIP RIDDEN TOUR OF THE SHOW BY JO CODDINGTON & ARLO DILLMAN, GIFT BAGS AND A FEW OTHER PERKS. NOT ONLY IS THIS THE LEAST THE IOLA CAR SHOW CAN DO FOR THESE MILITARY MEMBERS, BUT SPECTATORS OF THE SHOW LOVE THE OPPORTUNITY TO RECOGNIZE THEM AS THEY TRAVEL THE GROUNDS. TWICE A DAY ON BOTH FRIDAY AND SATURDAY OF THE SHOW, KEEP YOUR EYES OPEN FOR A SPECIAL GROUP OF HEROES BEING GIVEN A FIRST CLASS, RIDDEN TOUR OF THE SHOW. IF YOU SEE THEM COMING YOUR WAY, PLEASE BE SURE TO EXPRESS YOUR GRATITUDE FOR THEIR SERVICE, SAY HELLO AND MAYBE EVEN OFFER A HANDSHAKE FOR THE SACRIFICES MADE.

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**PLEASE CONTACT THE IOLA CAR SHOW FOR MORE INFORMATION!
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Thank you to these incredible sponsors!



Larry & Rhonda Fechter

Following college graduation, I began my broadcasting career as a part-time radio announcer for what is now Lakes 92.7, WDUX in Waupaca on Christmas night in 2004. I got my first full-time job as an antiques and collectibles book editor for Krause Publications/F & W Media in Iola, where I worked from 2005-2010.

I transitioned from part-time announcer to full-time announcer in 2012 before leaving WDUX in 2020, but not before winning five awards from the Wisconsin Broadcasters Association. I made my next transition from radio announcer to radio and digital marketing specialist for four radio stations at NRG Media in Plover in 2021. I take pride in helping businesses in Central Wisconsin thrive by branding their business on Big Cheese 107.9-WBCV, Classic Rock 103.3-WGLX, Today's Best Country Y106.5-WYTE, and HOT 967-WHTQ.

I'm also very active at my church, Our Savior's Lutheran Church in Iola. I do the announcements and readings every Sunday. I've also served on church council and as call committee chairperson while the church looks for a new pastor. I'm also the emcee of the annual Iola Christmas parade.

When I'm not driving my Corvette "Karen" around, I'm into weightlifting, running, gardening, and simply enjoying life. I'm also part of a business networking group called BNI (Business Networking International), the largest business networking group in the world.


**Stop by throughout the weekend to say hello!
We'll be here to talk about WSP Careers – and of course cars!**



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FOOD SERVICE

Wednesday		Time	Highlights
A&W STAND		11:30 a.m. - 8 p.m.	Limited Menu for Vendors.
OTTO'S BAR		4 p.m. - 10 p.m.	Located on the south side of the convention center building, near Gate #5. Specialty Beer & Wine

Thursday/Friday/Saturday		Time	Highlights
BREAKFAST (Activity Center)		6 a.m. - 10 a.m.	Full Breakfast-Pancakes & Sausage, Eggs & Ham
SNACK STAND (Activity Center)		6 a.m. - 7 p.m.	Coffee, Doughnuts, Egg Sandwiches, Muffins, Nachos, Pretzels, Sno-Cones, Water, Juice, and Milk.
MAIN FOOD STAND (Activity Center)		9 a.m. - 7 p.m.	Brats, Hot Dogs, Hamburgers, Cheeseburgers, Chicken Filet, French Fries, Chips, Beer, Soda, Water and food truck variety
EGG ROLL STAND (Activity Center)		9 a.m. - 8 p.m.	Egg Rolls, Crab Rangoon
SHAKE STAND (Activity Center)		8:30 a.m. - 8:30 p.m.	Shakes, Soft Serve Ice Cream
CHEESE CURDS (Wittenberg Lions)		8 a.m. - 7 p.m.	North of the Tower flagpole
BREW PUB PIZZA (Activity Center)		10 a.m. - 7 p.m.	Variety of Pizza
STEAK DINNER/PORK CHOP DINNER (Activity Center)		4 p.m. - 8 p.m.	Thursday and Friday only
CHICKEN DINNER (Activity Center)		11 a.m. - Until Sold Out	Friday and Saturday only
OTTO'S BAR		10 a.m. - 10 p.m.	Specialty Beer & Wine
WISCONSIN RIVER MEATS FOOD STAND (Upper Food Stand)		6 a.m. - 7 p.m.	Food variety provided by the Wisconsin River Meats Team and Food Trucks. Beer, Soda, Water, Ice
PRIMAL EATS (formerly the Thorson Food Stand)		6 a.m. - 7 p.m.	Smoked Pulled Pork Sandwiches, Signature Mac and Cheese, Breakfast Wraps, French Fries, Beer, Soda, Water, Ice, and food truck variety.
A&W STAND			See ad page 36
CAR CORRAL STAND		6 a.m. - 6 p.m.	Chips, Coffee, Doughnuts, Hamburgers, Cheeseburgers, Brats, Hot Dogs, French Fries, Beer, Soda, Water
THE OASIS (Straight East of the Tower, on the East side of the Swap Meet)		9 a.m. - 6 p.m.	Food truck variety, Beer, Soda, Water.

Campground		Time	Highlights
CAMPGROUND		Wednesday - Sunday morning	Hamburger, Cheeseburgers, Pizza, chips, pastries, coffee, soda, water, candy.



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STEAK or PORK CHOP DINNER

DINNER INCLUDES

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Thursday, Friday

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IOLA CAR SHOW PHOTOGRAPHERS ARE BACK FOR THEIR 4TH YEAR!



Smile, we want to capture your fun!

The Iola Car Show media group is entering its fourth year and has been one of the best additions to our show! With over 300+ acres of grounds to capture, Ali put out a basic social media post in 2021 calling for all photographers who already or may want to attend, to share their pictures with the car show. In exchange, they would be given admission to the show and be considered volunteers, donating their time spent to local community organizations. Many responded in 2021 and this year is no different! Over 60+ photographers, amateur and professional, will be part of the Iola Car Show Photographers Group for Iola 2024. Some have been with us all 4 years and some are brand new, having heard of the opportunity through the grapevine. Whether they are showcasing their talents capturing show car images or just starting out and looking for experience, this has become a wonderful team effort by all photographers involved. "It is a true testament to their community mindedness," Ali states. "Some of the photographers are giving up thousands of dollars they could be earning this weekend to instead volunteer and donate their time to an organization of their choice. Some are just starting out and are using it as a base to build off of. It's incredible to see the variety these photographers bring to the table!" As all of Iola is built on people willing to give their time and talents for three days, so to do these photographers. So if you see them with their yellow media badge, offer thanks, share your story, and grab a business card - these are the kind of photographers you'll want capturing your family photos, senior pictures or professional car shots.



Welcome to Iola Sign



In the fall of 2022, we approached Village of Iola Board President Jennifer Schustek with an idea we were really passionate about. We, the staff at the Iola Car Show, are always talking about the recognition our community garners as a result of the national notoriety generated from the annual Iola Car Show. We want to encourage elements within the village to embrace that attention and find ways to bring more people and business to town with similar theming, showing cohesiveness as a community. One of the first thoughts we had was to renovate the “Welcome to Iola” sign near the car show grounds on the east end of town – it’s one of the first things people see when they drive into town!

Jennifer was supportive of the plan and the car show agreed to take on the project including the costs and labor to see it through. We got to work right

away creating a vision we hope will make a strong and positive impression in the community and beyond.

In September of 2022, the first phase began. Matt Marquardt, Director of Swap for the Iola Car Show, started to decorate a space for the photo shoot. The goal was to capture an image that put our automotive theme in the forefront, but also included many other important elements of the community. Built into the photo are a number of hidden and subtle nods to the culture of the Iola-Scandinavia area.

We knew in order to be impactful; this sign needed a vehicle that would garner a lot of attention. We wanted it to be a local car and wanted it to be owned by someone who was an outstanding member of the community. We didn’t have to look far at all to find the perfect fit.

Ron Hardel has been a staple in the

community for generations. It’s hard to find someone who doesn’t know him and doesn’t have great things to say about him. In addition, Ron is the owner of an amazing 1969 Ford Mustang Mach 1 which we knew would be the perfect statement car. We wanted the finished product to be a surprise for both Ron and the community, and we worked with Ron’s grandson Josh to coordinate the car for the photo shoot.

We worked with Eric Danielson, a close friend of the show who does photography as a hobby. He helped us to position the car and camera for the shoot and something very cool happened in the process. Eric’s son, Emmett, was assisting him throughout the day of the shoot. Without Eric knowing, Emmett had collected a few images of his own on one of Eric’s back-up cameras. Eric found them later on when he was going through images and one photo in

particular was so obviously outstanding, he knew something special had to be done with it.

With permission from the village and a great photo, all that was left to be done was to squeeze in a complicated and significant construction in the short spring before the show without a lot of help from mother nature. There is no better or more capable team for this than the Pit Crew from the Iola Car Show. The entire group, including volunteers, contributed to the finished product, led by Earl Lederhaus with a lot of assistance from seasonal worker Hayden Nelson.

As you look at the photo, take notice of all the little treasures so thoughtfully included. We won't ruin the eye-spy for you, but here are just a few to get you started.

- Vintage I-S Letterman's jacket to symbolize the strong schools and athletic programs
- Iola Lions Club vest to symbolize all of our community's service minded organizations
- Wooden Ski's placed to symbolize our winter sports heritage

The rest? Well, you'll just have to look for those...

This really was a team effort including many members of the Iola Car Show staff and volunteers, and it wouldn't have happened without the support of Jennifer Schustek and the Village of Iola. There are a couple key people and businesses I want to call out by name for their contributions. Earl and Hayden were the construction leads from the pit crew. Dennis Dickhut and Jim Payton were important role players with various design challenges. Ali Johnson was instrumental in forming and bringing the vision to life, and we received support from local businesses Torborgs Lumber and RH Fischer Overhead Door.

We are so excited to ignite a vision within the town and hope the community, near and far, can appreciate the effort of so many. A small garage on the edge of town serves as a welcome to travelers and is just the start of what our small town has to offer. We hope this is the catalyst for inspiration to locals – it's only the beginning and we can't wait to see what comes of this!

The sign was unveiled on June 19th, 2023. Ron's appreciation was evident as a few tears streamed down his face. At the unveiling he talked about his late wife Carol of 66 years and what the car meant to them and how it was at her urging to finally get the car restored.

Present for the unveiling were:

Ron Hardel
Dale Hardel
Cathy Hardel
Rick Bonikowski
Lana Bonikowski
Eric Danielson
Emmett Danielson
Jennifer Schustek
Joe Opperman
Ali Johnson
Earl Lederhaus
Jim Payton
Bailey Walejko
Matt Marquart
Grant Fredy
RJ Opperman
Hayden Nelson
Dennis Dickhut



Rawhide Nails it again

WITH GIVEAWAY MUSTANG



One of our favorite annual traditions wouldn't be possible without the great relationship we've enjoyed with sponsor Rawhide Youth Services. This special place has an incredible history, and an important mission, in service of troubled and underprivileged youth in a variety of ways. For decades, a major part of their programming came from the funding garnered through the vehicle donation program. That program is still an important part of paying the bills and keeping Rawhide afloat, and we would encourage all of you to consider donating your vehicles, boats or other motorized vehicles or money if you're able.

One of the fun jobs for the vehicle team at Rawhide includes trying to find

the right vehicle to headline the Super Saturday Giveaway for the Car Show. When Don Graven took his leadership role at Rawhide, the bar had been well established to find the right one, and he definitely hasn't let us down!

The giveaway vehicle this year couldn't be any more appropriate, and it comes with an awesome opportunity that none of the previous vehicles have before included. Very appropriately for this year's Muscle Car theme is a 1965 Mustang, sporting a 289 V8 with an automatic transmission. This car runs and drives and is very complete, but it isn't perfect, and that's EXACTLY what makes it so special for Iola this year.

This car is the ideal project for a

father/son sort of project. While it's roadworthy as is, this car has the potential to be as amazing as anyone could desire, that's willing to put a little time and TLC into. If coming to the show is a family tradition, just imagine being able to scour the Swap Meet together with your parents or children and put in the garage time together making this your own vehicle to pass down through the generations.

You can't sit in the cockpit of this Mustang and fire it up without feeling American history infiltrating your soul, and that is a priceless gift. We are so grateful to Don and the team over at Rawhide for making this year's Super Saturday Giveaway truly something special!

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 *Does not denote handicap parking

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The week of the car show is a huge deal for local businesses, and the money generated from travelers coming here supports countless family-owned businesses. The people who make up our audience by participating in and attending the show are a powerful force. You are all a big deal around here!

The show wouldn't be possible without the support of our family of sponsors, and we want to be sure you have the chance to thank them for their support too. One of the small family-owned businesses is Sandbur General Store, just East of Iola on Hwy 161. Sandbur sells high performance VP Racing

brand fuel, and has a huge selection of food, beverage, hunting, fishing and camping supplies, and much more!

The owners have been great supporters of the show for years. They have sponsored many of the projects we've all enjoyed on the grounds. They're also the only convenience store with Iola Car Show Classic Lager and Iola Car Show Merchandise.

Everyone needs fuel, so when you're in the Iola area, make Sandbur your preferred stop. Show them your car show wristband the week of the show and receive an additional fuel discount!

An advertisement for Sandbur General Store. At the top, the store's name "Sandbur General Store" is written in a large, white, bubbly font with a blue outline. Below it, the text "Lowest Prices on Fuel in the Area!" and "Offering High Performance VP Racing Fuel!" is written in a white, cursive font. Underneath, it says "5 miles East of the Iola Car Show - The Preferred Fuel Station". The background is a photograph of the store and gas station, which has a blue and white canopy and a green building. In the foreground, there is a white wristband with a QR code and the text "IOLA CAR SHOW" and "\$10". At the bottom, a white box contains the text "Show your Iola wristband to receive \$.03/gallon!" and "*Valid 7/7 to 7/14 - Stop before, during and after the show!".

Sandbur General Store

Lowest Prices on Fuel in the Area!
Offering High Performance VP Racing Fuel!
5 miles East of the Iola Car Show - The Preferred Fuel Station

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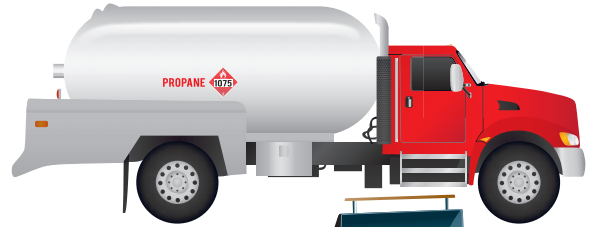
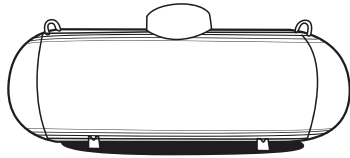
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27505

WAUPACA FOUNDRY IN A BOX

Under the supervision of trained foundry men and women, attendees don safety equipment, manufacture the sand molds, help pour liquid tin into molds, and use files to sand off rough edges to make a variety of objects including keys, paper weights and horseshoes. Waupaca Foundry in a Box is as the name suggests: a traveling foundry in a metal box along with a small electric furnace that melts tin to about 500-degrees. Molds to hold the liq-

uid tin metal are made from a mixture of sand and vegetable oil. The process is very similar to building a sand castle where sand is packed to create impressions in the mold. During the demonstration, Waupaca Foundry employees explain that engineers, machinists, metallurgists, operators, and others created Waupaca Foundry in a Box and educate students on how the tasks they are doing relate to jobs in the foundry.





READY...SET...GEAR KIDS!

I am so thrilled that this is the 2nd year that Iola GearKids has been a part of the Iola Car Show. Last year we had a great turnout and participation. For the first year, the kids and their families really enjoyed an area dedicated to our youth. I am looking forward to having some of the same activities returning this year with some slight changes, as well as some new activities making their debut to GearKids! We are also really excited to be partnering with the Iola-Scandinavia High School Educators Rising group who will be volunteering at the GearKids area. All of these kids that are volunteering would like to become an educator in their future so what better way than working with our GearKids!

New this year, is the building of Bird Houses featuring a license plate as the roof. We will also be welcoming back the Mock Swap activity with some new locations to find and check out. Similar to a scavenger hunt activity they will have to go around to pre-picked areas in our swap meet or areas on the showgrounds in general and get a card stamped. We are also really excited to have one of our long-time sponsors, the Waupaca Foundry, bring a hands-on activity for the kids again this year! Learn more about this activity "Waupaca Foundry in a Box, in their article on page 28.

We are actively working to partner with different compa-



nies or organizations who have the knowledge or ability to make this area possible, with the goal of inspiring our next generation. We are really looking forward to seeing this area develop within the show and improve it year after year. If you, or your company, are interested in contributing in some way to the development of GearKids please reach out to

Hayden Nelson, hayden@iolaoldcarshow.com, to see how we can work towards the common goal of spurring kids' interest in all things cars!





Special Guests



DEREK BIERI

DEREK BIERI, VICE GRIP GARAGE AND MOTORTREND'S ROADWORTHY RESCUES

Derek has become a nationwide success due to his down-to-earth, family driven lifestyle. He, along with his wife and three sons revive cars, tractors and now they are getting into home-steading! Humor and budget-friendly builds really connect with the "average joe", and we love him for it!

Derek is back for his 2nd year at the Iola Car Show! He and the family spent Iola 2023 rebuilding his 1968 Firebird live, under a tent and the eyes of thousands of fans. They filmed episodes for his almost 2 million YouTube subscribers, each of the daily episodes garnering 800,000 views. He asked for some help from kids, chatted with the crowd in the midst of building the car, and took time to view the Iola Car Show in all its glory.

Derek truly is one of us and explains his budget builds in a way the car community can connect with. Catchy phrases, laughable moments, budget-friendly builds and hard work caught the attention of MotorTrend. The 3rd season of Road-worthy Rescues will be airing this fall and is a fun time had by all.

HAPPY DAYS HENRY WINKLER- THE FONZ, DONNY MOST- RALPH, AND ANSON WILLIAMS- POTSI

Wisconsin has been the location for some of the best TV sitcoms and Happy Days could possibly be ranked as #1. Celebrating its 50th anniversary, this show was one of the most watched and loved in the 70s and 80s. Set in Milwaukee, Happy Days brought the viewer back to the quintessential teenage life of the 50s and 60s.

Henry Winkler starred as Arthur Fonzarelli, or the "Fonz" as everyone knows him as. Billed as a secondary character in the first season, Winkler became an overnight success with his "coolness" and catchphrases. Henry has attended Iola before and is undoubtedly one of the most well-liked special guests we've ever had.

Don Most is well known as the joker, Ralph, in the series. His focus was on girls and humor,

neither of which he had much success. Ralph's catchphrase, "I've still got it!" was usually said after an antic which didn't produce many, if any laughs, from the other characters. Don Most was a regular guest on many of the sitcoms of his era and has enjoyed a successful musical career since the 70s.

Anson Williams is best known for the gullible, well-intentioned singer Warren "Potsie" Weber. Postie led the band in Happy Days and was Ralph's partner in crime throughout the series. He was one of the few actors who remained with the show through every season, even its initial release as "Love and the Happy Days." Anson became a director himself in the 80s and has produced many popular television series over the years.

STAN LIVINGSTON

Stanley Livingston landed his first role as a child, becoming the third son of Steve Douglas on My Three Sons. As the character Richard "Chip" Douglas, he played his character throughout the entire series, which lasted 12 years, and is still a daily favorite in syndication for millions each morning. Stan has been directing and producing since his tenure as Chip and boasts an impressive 65 years in the entertainment industry.

JON PROVOST

Lassie is the eighth longest-running scripted U.S. primetime television series and captured the hearts of America from 1954 to 1973. This sitcom was first aired in black and white and transitioned to color in 1965. Jon won the role of Timmy in 1957, joining the show at the top of its fourth season. For the next seven years, he and Lassie were inseparable. Jon played the role with three separate dogs, all descendants of the original Lassie, Pal. He states his favorite was Baby, with whom he acted with for five years straight. Jon has continued acting and starred in many roles over the years. He also published his memoir, Timmy's in the Well: The Jon Provost Story, in December 2007.



HAPPY DAYS



STANLEY LIVINGSTON



JON PROVOST

RETURNING FAN FAVORITES



**EMILY REEVES
FLYING SPARKS GARAGE**



**VON HOT ROD
PINSTRIPER**



**JO CODDINGTON
AMERICAN HOT ROD**



**GREG AND LEAH STELSE
GREG'S SPEED SHOP**



**BILL "ELVIS" STULL
KUZIN'S KUSTOM**



SCHEDULE OF EVENTS

Thursday, July 11th

- 6:00 AM - Gates Open for Show Cars, Car Corral
- 7:00 AM - Spectator Gates Open
- 10:00 AM - National Anthem *Please remove your hat & stand
- 10:00 AM - Autographs at the Vintage Mobil Gas Station
- 10:00 AM - Von Hot Rod Pinstriping Class, Greg's Speed Shop
- 11:00 AM - Kuzin's Kustom Unveiling, Main Stage
- 1:00 PM - Rising Phoenix Concert, Main Stage
- 2:00 PM - 50/50 Raffle Ticket Sales End
- 4:00 PM - 50/50 Raffle Winner Drawn
- 6:00 PM - Road Trip Concert, Main Stage



DEREK BIERI
VICE GRIP GARAGE

All Weekend!



HENRY WINKLER
FONZIE



ANSON WILLIAMS
POTSIE



DONNY MOST
RALPH

HAPPY DAYS

Autographs at the Vintage Mobil Gas Station starting at 10 AM!

Friday, July 12th

- 6:00 AM - Gates Open for Show Cars, Car Corral
- 7:00 AM - Spectator Gates Open
- 10:00 AM - National Anthem *Please remove your hat & stand
- 10:00 AM - Autographs at the Vintage Mobil Gas Station
- 11:00 PM - Kuzin's Kustom Unveil, Main Stage
- 12:00 PM - Doo-Wop Jukebox Concert, Main Stage
- 2:00 PM - 50/50 Raffle Ticket Sales End
- 4:00 PM - 50/50 Raffle Winner Drawn
- 4:00 PM - Troy Allen & the Drifters Band, Main Stage
- 6:30 PM - Spicy Tie Band, Main Stage

JON PROVOST
LASSIE



STAN LIVINGSTON
MY THREE SONS



Autographs at the Vintage Mobil Gas Station Starting at 10 AM both Friday & Saturday!

Saturday, July 13th

- 6:00 AM - Gates Open for Show Cars, Car Corral
- 7:00 AM - Spectator Gates Open
- 10:00 AM - National Anthem *Please remove your hat & stand
- 10:00 AM - Autographs at the Vintage Mobil Gas Station
- 12:00 PM - Miss Iola Pinup Contest, Main Stage
- 2:00 PM - 50/50 Raffle Ticket Sales End
- 2:30 PM - Franki Moscato Concert, Main Stage
- 4:00 PM - 50/50 Raffle Winner Drawn
- 5:00 PM - Petty Union Concert, Main Stage

Daily Meet & Greets all weekend!



EMILY REEVES
FLYING SPARKS GARAGE

*Contents subject to change without notice

WANT A PERMANENT PLACE AT THE IOLA CAR SHOW?

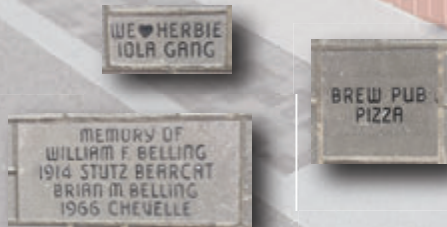
With an engraved brick at the Iola Car Show Tower Square, you have a unique opportunity to create a lasting tribute to memorialize a person, business or time at the show!

Write your name or message in the brick of your choice to be engraved in the Tower Square.

To order your brick, call (715)445-4000 or email information@iolaoldcarshow.com

Please include the following...

- Name of Purchaser
- Phone of Purchaser
- Characters Requested for Brick
- Who the Certificate & Letter is For



- * All brick purchases include an acknowledgement **letter and a certificate!**
- * Please allow one space between words.
- * Spaces and punctuation count as characters.
- * One character per line.
- * Exact brick location(s) cannot be guaranteed.
- * Font size & formatting may be changes based on personalized message.

Small Brick 3 5/8" x 7 5/8"

20 Characters Limit - \$140

Medium Brick 7 5/8" x 7 5/8"

50 Characters Limit - \$240

Large Brick 7 5/8" x 15 3/8"

100 Characters Limit - \$390

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- Commercial Dumpster Service
- Recycling Collection
- Bulky and Large Items Pick Up
- Special Events
- Dumpster Rental 6 yd, 15 yd, 20 yd, 30 yd



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 We build cars, atvs, fish houses, snow dogs and anything with a motor!
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377540

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Chad and Eric
715-824-2834



EAA Young Eagles®
 2024 YOUNG EAGLES® RAFFLE
2024 Ford Mustang GT Coupe Premium
 \$100 per ticket
 Only 1,500 tickets available

Buy your tickets and see the Mustang On the Main Drag, west of the Tower. Proceeds support the youth education activities of EAA®, including EAA's Young Eagles program, which has provided more than 2.3 million youths with a free first flight since 1992.

The 2024 Ford Mustang is provided with the support of Kocourek Ford, Wausau, Wisconsin.

EAA AVIATION FOUNDATION **KOCUREK**

*Tickets can be purchased: (a) at the EAA Aviation Museum™ between 10:00 a.m. and 5:00 p.m. daily (excluding holidays or when the Museum is closed) throughout the Raffle Period; (b) throughout Wisconsin at certain events during the Raffle Period; and (c) on the EAA® AirVenture® Oshkosh™ grounds during normal operating hours starting on Monday, July 22, 2024 with all sales concluding on Sunday, July 28, 2024 at 12:00 p.m. CT. The drawing will be held at 2:30 p.m. CT on Sunday, July 28, 2024 at the AirVenture Welcome Center, EAA® AirVenture® Oshkosh™, 3000 Poberezny Road, Oshkosh, Wisconsin 54902.

373680

Ed Tillrock and Max Grundy

FEATURED AT IOLA'S NEW "ART WALK"

Two of the strongest names in the industry will be featured in Iola's new "Art Walk" space located inside the Convention Center near the Merch Store.

Ed Tillrock has been passionate about cars nearly his entire life. It wasn't uncommon for him to be in trouble in school for drawing pictures of cars instead of paying attention to the teacher. He considers himself a "pencil specialist," and made a long career of building and architectural drawing for decades, but the recession of 2008 changed his course drastically.

As construction work stalled, Ed returned to his lifelong love of cars, and has since become one of the most recognizable figures in automotive art. It wasn't long after that Ed's talents were recognized and applied at SEMA, where he's been commissioned for a variety of projects for more than the last decade. Ed's pencil drawings are often so detailed, it can be hard to distinguish them from an actual photograph.

Joining Ed in the art walk is the equally well-known Max Grundy of Max Grundy Designs. Like Ed, Max's work is immediately identifiable as his own custom style, and he's been heavily featured in a variety of SEMA projects. Many of Max's prints are available for purchase in Disney World theme parks, and he was also the subject of a one hour special on the Discovery Channel.

Max has another interesting connection with Iola... back in 2021, Max and family moved to Iola, KS, where he's been incredibly active in creative and artistic revitalization projects. He's created Murals for their beautiful city, and recently purchased a decommissioned water tower with the goal of converting it into a custom high-rise vacation rental.

We're hoping to further develop



the art walk space and attract all sorts of related vendors in the future, and we're very spoiled to be launching this new feature with some of the

best talent anywhere in Max and Ed. As you're enjoying the show, be sure to cruise through and check out their work!

Thank you

to the volunteers who represent these community organizations!
With their selfless volunteerism, Iola Car Show has been able to
give back over \$9 million, where the funds are distributed to
schools, churches, benefits and so many other great causes!

MEMBER ORGANIZATIONS

IOLA AMERICAN LEGION
IOLA CONSERVATION CLUB
IOLA & RURAL FIRE DEPARTMENT
IOLA LIONS
IOLA WINTER SPORTS CLUB

NORSEMAN SNOWMOBILE CLUB
OGDENSBURG FIRE DEPARTMENT
SONS OF NORWAY
WAUPACA VFW

Almond EMS
American Legion Post 263 New London
American Legion Post 63 Clintonville
Arpin Volunteer Fire Dept
Be the Match Foundation
Bear Creek Lions
Big Falls VFW
Boys & Girls Club of Portage Cty
Brekke Lake Association
Calumet Co. Historical Society
Career Closet WI Rapids
Children's Hospital WI
Clintonville Firemans Assn
Clintonville Moose Lodge #1502
Clintonville Rotary
County Line Trailblazers
CWC Model A Ford Club
Dewey Fire Dept
Embarras Fire Dept
Fireworks
Friends of Cahoots
FWD Seegrave Museum
Goodwill NCW
Hatch Lake Association
Hitterdahl Church
Humane Society-Marathon Cty
Humane Society-Oneida Cty
Iola Car Show
Iola Leos
Iola Food Pantry
Iola Historical Society
Iola Lake District
Iola United Methodist Church
Ironbull (Wausau)
I-S Band
I-S Baseball
I-S Boy Scouts Troop 631

I-S FCCLA
I-S Football Team
I-S Girls Basketball
I-S Golf Team
I-S School Library
I-S Musical
I-S Special Ed. Dept.
I-S Firebird Cheer
I-S Pee Wee Athletics
I-S Recreation Association
I-S Softball
I-S Spanish Club
I-S Teachers / PTO
I-S Track *
Jorgens Park
K of C #13702 St Peter/Paul Weyauwega
K of C #3432 St Mary Mag. Waupaca
Larabee Safety Education **
Little Falls Baseball **
Make a Wish
Marion Fire Dept
Neenah-Menasha Search & Rescue
New Hope Lutheran Church
New London Police Explorers
Nickle A Region Model A Club
Northland Church
Northland Church - Youth
Northwest 1st Responders
Northwoods Humane Society
Ogdensburg First Responder
Our Saviors Lutheran Spark Program
Peace U.C.C.
Peterson Mill 4-H
Pickerel Fire Dept
Pittsville Fire Dept
Plum Lake Lions
Pulaski Boy Scout Troop 1468

Ruckdassel Cemetary
Safe Haven Pet Sanctuary
Sandi Paws
Scandinavia Booster Club
Scandinavia Fire Department
Scandinavia Library
Scandinavia Lutheran Church
Scandinavia Viking Baseball
Scandinavia Viking Snowmobile **
Shuffles Studio of Dance
St Peter / St Paul Church Weyauwega
St. Mark's Lutheran Symco
St. Mary Magdalene Waupaca
St. Peter's Lutheran Big Falls
St. Thomas More Youth
Stevens Point Barber Shoppers
Stevens Point Noon Lions
Stevens Point Noon Optimist
Stockton Fire Dept.
Suamico Fire Dept.
Tomorrow River Lions
Tunnels 2 Towers
Waupaca Area Model RR
Waupaca Area Special Olympics
Waupaca Cty Crime Stoppers
Waupaca Curling Club
Waupaca Humane Society
Waupaca Lions
Waupaca Old Car Club **
Waupaca Rotary
Weyauwega Fire Dept
Weyauwega VFW
White Lake Association
WI Blue Star Mothers / America
WI Law Enforcement Death Response Team
WI Chapter of Auto Historians
Wisconsin Lions Camp
Wittenberg Lions

Be sure to thank a volunteer while you're at the show!

A Legacy of Community Giving

In 1972, Chet sent out a simple letter inviting a few friends to an afternoon hosted by the Iola Lions. About 20 cars gathered on the grass near Lake Iola to chat about the Old Cars Weekly publication that was started just the year before. Just like that, the event was launched and in a matter of just a couple of years had grown so much in size and popularity it outgrew the park.

In 1976, the event migrated to its current location, surrounding the growing Krause Publications operation, where it was becoming the premier swap meet in the Midwest. It relied heavily on support from local organizations to manage parking, food services, garbage and other event hosting needs, and in 1984 was incorporated as Iola Old Car Show, Inc., a 501(c)(3) Charitable Non-Profit Corporation.

At the time of transition to 501(c)(3) in the mid-1980s, efforts were being led by 4 community organizations, which included Iola Lions Club, Iola Fire Department, Iola Winter Sports Club and Iola-Scandinavia Jaycees. All of

which have an interest in serving our community through their charitable efforts. As the crowds kept growing, naturally more help was needed, and the Community Organizations grew to 13, adding Iola American Legion, Iola Conservation Club, Iola Hospital Auxiliary, Norseman Snowmobile Club, Ogdensburg Fire Department, Sons of Norway, Stevens Point Old Car Club and the Waupaca VFW. Over time, more than 100 additional community organizations have been added to the ranks to assist in making our flagship event possible. We are all working together to positively impact our community.

Those organizations gather volunteers to help operate the various jobs during the event, and the organizations receive proceeds from the event. To date, Iola Old Car Show, Inc has issued more than \$9 million to those volunteer organizations and community projects.

Along with charitable giving, the Iola Car Show has an incredible eco-

nomical impact for central Wisconsin. That isn't something we take lightly. Together with key volunteers, our small staff of office and grounds personnel work year-round planning, developing, and maintaining the annual event and related support infrastructure.

A recent economic impact study concluded the annual event is responsible for as much as \$25-\$30 million for Waupaca County and the six connected counties. This is the equivalent of approximately 250 full-time jobs right here in the center of Wisconsin.

Because of the notoriety and natural association between "Iola" the national known event, and "Iola" the community, it is our mission to continue to develop and maintain the annual event and our surrounding communities to ensure sustained viability now and into the future. We are a community resource for support through funding, concept development and so much more.





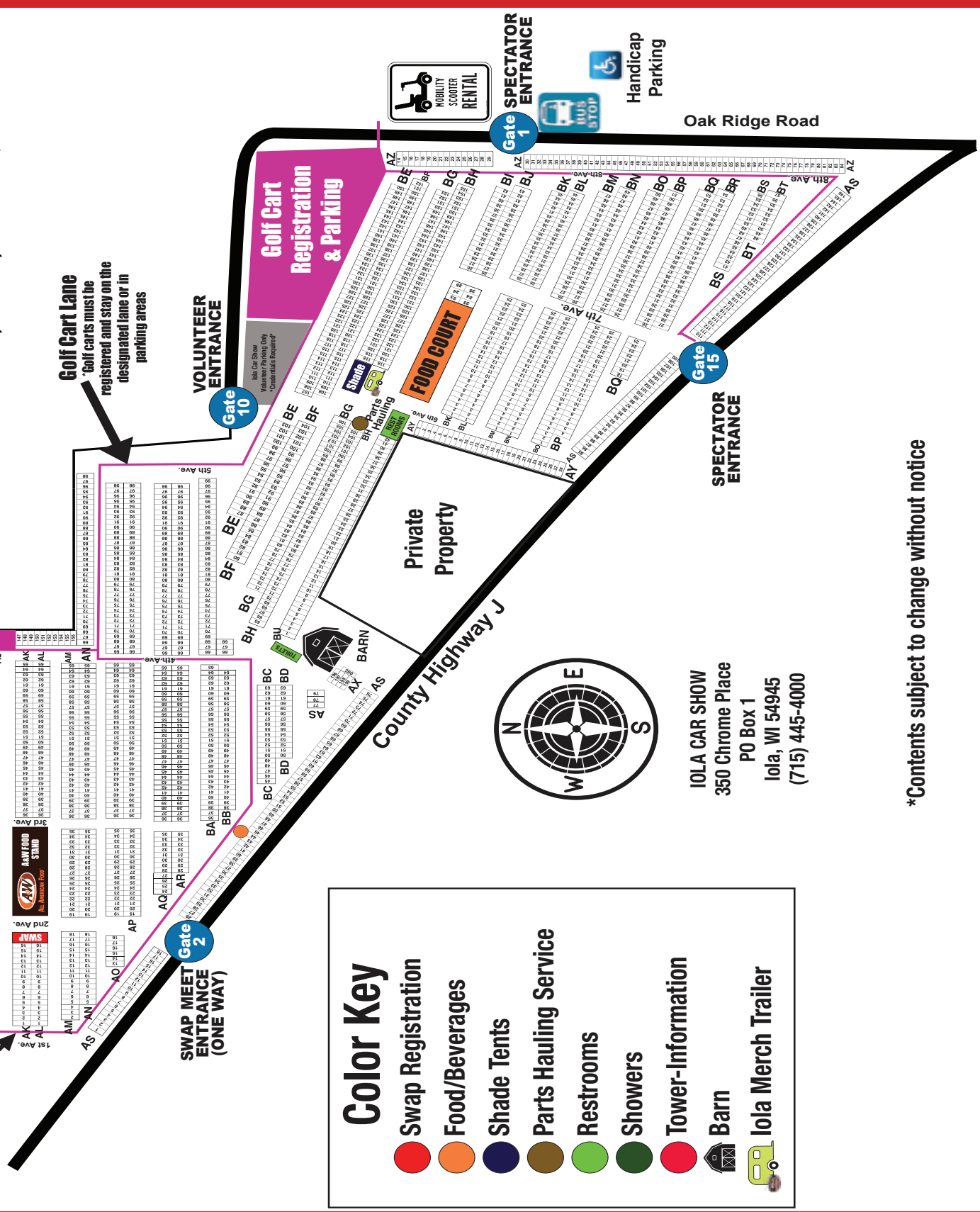
Swap Meet Map

Swap Meet
Non-Electric, 10' x 30' - \$80
Electric, 10' x 30' - \$105

Flea Market
Non-Electric, 10' x 30' - \$80

Commercial Vendor
Indoor, Electric, 10' x 10' - \$500
Outdoor, Electric, 10' x 30' - \$500





Golf Cart Lane
Golf carts must be registered and stay on the designated lane or in parking areas

Golf Cart Registration & Parking

VOLUNTEER ENTRANCE

Gate 1 SPECTATOR ENTRANCE

Oak Ridge Road

Gate 15 SPECTATOR ENTRANCE



Handicap Parking



Shuttle



Parts Hauling



Restrooms



Showers



Tower-Information



BARN



Iola Merch Trailer



Swap



Food/Beverages



Shade Tents



Parts Hauling Service



Restrooms

Showers

Tower-Information

BARN

Iola Merch Trailer

Swap

Food/Beverages

Shade Tents

Parts Hauling Service

Restrooms

Showers

Tower-Information

BARN

Iola Merch Trailer

Swap

Food/Beverages

Shade Tents

Parts Hauling Service

Restrooms

Showers

Tower-Information

BARN

Iola Merch Trailer

Swap

Food/Beverages

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Tower-Information

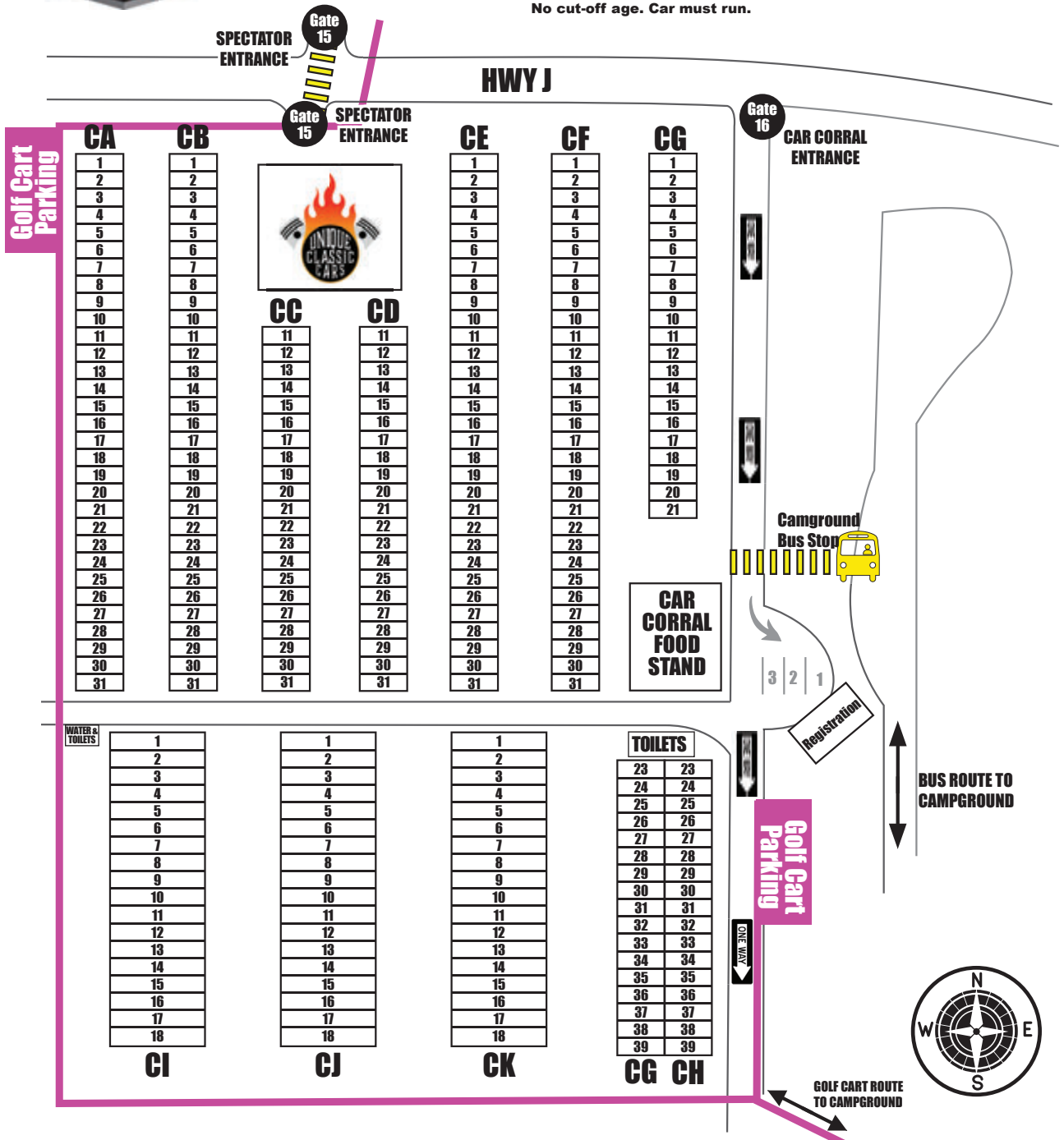
BARN





CAR CORRAL MAP

10' x 30', Car Only - \$60 Rows CA-CH
 10' x 60', Car on Trailer - \$100 Rows CI-CK
 One wristband admission per space.
 No cut-off age. Car must run.



*Contents subject to change without notice

VENDOR *Classification Index*

If a vendor chose to classify merchandise, the corresponding classification(s) will be listed.

100 Accessory Items

Fender Skirts, Spotlights, Fog Lights, Radios, Sun Visors, Seat Covers, Continental Kits, Grille Guards, Tilt Wheels, Fire Extinguishers, etc.

120 American Motor Including Nash - Parts

AMX, Javelin, Eagle, Gremlin, Pacer, Matador, Rambler, Nash, Metropolitan, Jeep, etc.

140 Automobilia, Petroliana

Automotive Literature, Automotive Aids, Plaques, Buttons, Trophies, Gas Pumps, Gas Station Signs, Oil Signs, Tire Signs, Automotive Clocks, Automotive Art, Old License Plates, etc.

160 Automotive Care & Prevention

Car Covers, Polishes, Waxes, Cleaners, Gas Treatments, Oil Treatments, Stop Leaks, Radiator Conditioners, Vinyl Conditioner, Paint Remover & Stripper, Pinstriping, Seat Covers, Tie Down Strips, Car Transporters, etc.

180 Automotive Paraphernalia

T Shirts, Hats, Buttons, Pins, Badges, Patches, Bumper, Stickers

200 Automotive Publications

Old Cars Weekly, Old Cars Price Guide, Std. Catalog of American & Foreign Cars, American Light Duty Trucks, Calendars, Programs, Automotive Art & Prints, Hemming Motor News, Cars & Parts Magazine, Shop Manuals, Owners Manuals, Posters, Wiring Diagrams, Sales Brochure, Postcards, Decals, etc.

210 Pre-War Vehicle Parts

220 Chrome, Glass, & Plastic

Chrome Grilles, Bumpers, Bumper Guards, Taillight Assemblies, Parking Light Assemblies, Moldings, Glass, Headlight Lenses, Taillight Lenses, Parking Light Lenses, etc. Plastic Dash Parts, Steering Wheels, Hood Emblems, Trunk Emblems, Door Handles & Window Cranks

240 Chrysler Corp. - Parts

Chrysler Imperial, Didge, DeSoto, Plymouth, Dodge Truck

250 Model A & Model T - Parts

260 Ford Motor Co. - Parts

Ford, Thunderbird, Mercury, Lincoln, Continental, Ford Truck, Model A, Model T, Edsel

270 Mustang Parts

280 Foreign Auto Parts

Volkswagen, MG, Porsche, Mercedes-Benz, Rolls-Royce, Bentley, Datsun, Toyota, Jaguar, Morris, Open, English & German Ford, etc.

300 General Motors - Parts

Buick, Cadillac, Chevrolet, Corvair, Chevelle, Oldsmobile, Pontiac, Chevrolet & GMC Trucks

310 Camaro and Corvette - Parts

320 Hudson, Essex, Terraplane - Parts

340 Kaiser, Fazer, Henry J. - Parts

360 Misc. American Auto Parts

Pierce-Arrow, Willys Jeep, Marmon, Peerless, Auburn, Cord, Franklin, Durant, etc.

380 Motorcycle - American & Foreign

Harley-Davidson, Indian, Cyclone, Cushman Scooter, Honda, Norton, BMW, Ducati, etc.

400 Professional Vehicle Parts

Hearse, Ambulance, Flower Card, Police Car, Fire Chief Car, etc.

500 Brake Parts

Wheel Cylinder Kits, Brake Shoes, Brake Drums, Disc Brake Pads & Rotors, Brake Light Switches, Emergency Brakes, Cables, Brake Lines

520 Drive Line Components

3 Speed, 4 Speed, 5 Speed, Overdrive, Manual & Automatic Transmissions, Drive Shafts & Universal Joints, Clutches & Pressure Plates, Throwout Bearings, etc.

540 Electrical Wiring

Harnesses, Battery Cut-off Switches, Light Switches, Brake Light Switches, Overdrive & Start Solenoids, Electric Wiper Motors, Generators, Alternators, Starters, Magnets, Ignition Switches, Spark Plugs, Points, Condensers, Distributors, Distributor Caps, Rotors, Batteries, etc.

560 Engine Parts

Blocks, Heads, Gaskets, Manifolds, Carburetors, Water Pumps, Fuel Pumps, Pistons, Valves, Camshafts, Crankshafts, Lifters, Rocker Arm Assemblies, Complete Engines, Fan Belts, Radiators, Radiator Hoses, etc.

580 Exhaust Systems

Mufflers, Tail Pipes, Exhaust Pipes, Catalytic Converters, Hangers, Clamps, Tail Pipe Extension, Exhaust Manifolds, Exhaust Gaskets, etc.

600 Fuel System Equipment

Gas Tanks, Gas Caps, Fuel Pumps, Fuel Filters, Vacuum Tanks, Fuel Injection Parts, Carburetors, Intake Manifolds, Gas Lines, Gas Gauges, Manifold Gaskets, Fuel Pump Gaskets, etc.

620 Rubber

Weather Stripping, Hood Bumpers, Bumper Iron Grommets, Pedal Pads, Floor Mats, Running Board Mats, Windshield Rubber, Window Rubber, Wiper Blades, etc.

640 Suspension Components

Coil Springs, Leaf Springs, Torsion Bars, Gas Shocks, Standard Shocks, Air Shocks, King Pins, Ball Joints, Wheel Bearings, Lift Kits, Four Wheel Drive Parts, Stabilizer Bars, Traction Bars

660 Tires

Antique Auto Tires, Flaps Valve Stems

680 Upholstery

Seat Material, Seat Kits, Headliners, Door Panels, Carpet Sets, Trunk Liners, Convertible Tops, Misc. Screws & Fasteners, Snaps, etc.

700 Wheels

Wire Wheels, Disc Wheels, Mag Wheels, Stamped Steel Wheels, Hub Caps, Wire Wheel Covers, Misc. Wheel Covers, etc.

720 Sheet Metal / Body Parts

Fenders, Doors, Hoods, Trunk Lids, Quarter Panels, Tailgates, Truck Boxes, Truck Cabs, Bumpers, Grilles, etc.

740 Specialty Shops & Services

Restorations Shops, Chrome Shops, Woodworking & Woodgraining Shops, Paint, Upholstery Shops, Engine Shops, Machine Shops, Muffler Shops, Brake Shops, Insurance Companies, Glass Shops, Tire & Wheel Balancing Shops, Alignment Shops, Transmission Shops, Tools, Tire Stores, Auto Transporters, Keys & Locks, Running Board Restoration, Steering Wheel Restoration, Sandblasting Equipment, Welding Equipment, Speedometer Repair, Appraisals, License & Title Departments, etc.

750 Insurance

760 Specialty Truck Parts

Military, Fire, Wrecker, Dump, Stake Bed, etc.

780 Studebaker, Packard, & Avanti - Parts

800 Tools

Jacks & Jackstands, Sandblasters, Pinstriping, Hand Tools, Air Tools, Electric Tools

820 Toy & Models

Model Kits, Promotional Models, Toys, Pedal Cars, Wagons, Smith-Miller, Trucks, Buddy L., Tonka, etc.

840 Truck Parts

Chevrolet, GMC, Ford, Dodge, Plymouth, REO International Diamond T, Mack, White, etc.

860 Car Clubs and Museums

900 Other

910 - Flea Market

930 Commercial Vendor

Industry, Hobby, and Theme Commercial Business.

VENDOR *by Classification*

If a vendor chose to classify merchandise, the corresponding classification(s) will be listed.

100 - Accessory Items

David A Naud	A18-A17,B18
Bob Holtz Sales	A38-A36
Brent Roberts	AA42-AA43
Bryanbarts	AF54-AF58
Al Burmeister	AL60-AL61
Duwayne Dresden	AM54-AM52
Doug Knuth	AN54-AN57
Richard Hagopian	AO44-AO49
Backwood	AS29-AS26
Robert Weckwerth	B23-B25
Cj'S Cool Stuff	BB57-BA57
Dawson The Craftsman	BN1-BN8
Tracy Halverson	BP21-BP26
Ty The 3D Print Guy	BP36-BP39
John Koutre	BU39-BU36
Mac Paske	CGB46-BE118
Imprint Promotions Llc	CV17-CV19
John Jaeger	D18-D16
Scotty'S Kustomz	G25-G26
Flippin' T'S And Graphics	L48-L50
Napa	M44-N47
Brunner Industrial	Q9-Q10
Mcwheels	V22-V19
Woodland Auto	AZ84
Lane Stroik	H9

120 - American Motors Including Nash

Schumacher Auto Parts & Restoration	AC15-AC11
Darren Larson	AY27-AY24
Waldo Riesterer	F9-F7
Dean Herro/The Jeep Guys	M31-M35
Ralph'S Auto Service	U29-U31
Jake Lucht	BO6

140 - Automobilia\ Petroliana

Ripstick'S Speedshop	AE11-AE12
1St Pick Antique And Vintage	AJ50-AI39
Old Hwy Antiques	AL45-AL48
Kevin Lyons	AM65-AM61
Auto Art Gallery	AP25-AP19
Carl Wangerin	B27-B26
Yesterday'S Auto	BH82-BG79
John Koutre	BU39-BU36
John Jaeger	D18-D16
Appie / Wayne Geraldson	E15-E12
Scotty'S Kustomz	G25-G26
Erik Scherer	I63-I58
Ray Geweke	J18-J16
Terry Hoover	J56-J57
Flippin' T'S And Graphics	L48-L50
Jerome Kowalski	M42-N43
Dick Meyer	S22-S25

PI8 Guy	S9-S1
Jimmy Wilson	AD18
Tyson Larson	AN99
Matt Lindberg	AS101
History Revisted	C22
Jerry Tetzlaff	BH123

160 - Automotive Care & Prevention

Brent Roberts	AA42-AA43
Amsoil-Vaughn Enterprises	AE18-AE13
Norwex - Bruce - Marjean - Paul	AM10-AM12
Jay'S Big Rolls, Inc.	BU7-BU1
Wizards Products	L34-K35
White Diamond Detail Products	W14-W16
The White Green Cloth Llc	Q49

180 - Automotive Paraphernalia

Ripstick'S Speedshop	AE11-AE12
Uffdahhh Llc	BG135-BH139
Old Fart'S Chevy Parts	BH84-BG83
Terry Hoover	J56-J57
S. Bengtson	L39-K40
Flippin' T'S And Graphics	L48-L50
The White Green Cloth Llc	Q49

200 - Automotive Publications

Appie / Wayne Geraldson	E15-E13
Woodland Auto	AZ84
Jake Lucht	BO6
Todd'S Auto Center	AM20

210 - Pre-War Vehicle Parts

Dolloff Antiques Garage	AA46-AA45
David Schmidt	AD4-AD3
Doug Knuth	AN54-AN57

220 - Chrome\ Glass\ & Plastic

Jon De Greef	AM6-AN7
Custom Plating Specialist	BI42-BI36
Klub'S Old Kar Parts	CGM15-BK40
Erik Scherer	I63-I58
Musclecar Central	M4-M6
Marc Tuwiner	S26-T26
The White Green Cloth Llc	Q49

240 - Chrysler - Parts

Johns Custom Auto	AQ32-AQ28
Samuel Eder	BL14-BL17
Klub'S Old Kar Parts	CGM15-BK40
Erik Scherer	I63-I58
Dean Herro/The Jeep Guys	M31-M35
Dillon Radiator Inc.	O19-O24
David Landers	Q28-Q23
Ralph'S Auto Service	U29-U31
Carl Wegner	AX147



250 - Model A & T Parts

Nickle "A" Region Model A Club	AK17-AK18
Hole In The Wall	AM49-AM51
Phil De Greef	AN5-AM5
Richard Hagopian	AO44-AO49
Carl Wangerin	B27-B26
Bob Broihahn	E61-E60
Daniel Eichenour	S54-S52
Rod Gill	P6
Moschell Auto	AI19

260 - Ford Motor Co. - Parts

Rt Speed Shop	AA16-AA18
Jess Elofson	AB47-AC51
Schumacher Auto Parts & Restoration	AC15-AC11
Bryanbarts	AF54-AF58
Classic Automotive Ltd	AG51-AG46
Dressen'S Body Shop	AI45-AI48
Dean Willett	AN88-AN89
Rebco Inc	AO86-AP86
Johns Custom Auto	AQ32-AQ28
Durkee Estate	AQ55-AR54
Klub'S Old Kar Parts	CGM15-BK40
Michael Ragan	E34-E35
Collector Auto Sales	K53-K48
Ron Sardeson	M49-M58
William Gollberg	M68-M67
Druk Auto Sales, Llc	P12-O29
David Landers	Q28-Q23

VENDOR *by Classification*

If a vendor chose to classify merchandise, the corresponding classification(s) will be listed.

Clifford Stech	R35-R34
Daniel Eichenour	S54-S52
Dennis Chojnacki	W39-X40
Steve Schudlach	X12-X13
Toms Back Yard Auto	X38-W36
Robert Bonnell	J9

270 - Mustang Parts

Classic Automotive Ltd.....	AG51-AG46
Dressen'S Body Shop.....	AI45-AI48
Patrick Viergutz	AZ29-AZ22
Larry Denissen	BF110-BF109
Toms Back Yard Auto	X38-W36

280 - Foreign Auto Parts

Phil De Greef.....	AN5-AM5
Richies Garage	M11

300 - General Motors - Parts

Rt Speed Shop.....	AA16-AA18
Bryanbarts	AF54-AF58
Gary'S Classics	AN61-AN63
David Buchholz	AN65-AN64
Richard Hagopian.....	AO44-AO49
Marx Parts Llc	AP65-AP64
Johns Custom Auto	AQ32-AQ28
Durkee Estate.....	AQ55-AR54
Edward Kneen	AQ97-AQ98
Mikes Service-Caduceus Consulting Llc	AS141-AS136
Darren Larson	AY27-AY24
Patrick Viergutz	AZ29-AZ22
Pooky'S Chevelle Parts.....	B15-B16
Joe Hudacek.....	BH105-BH102
Old Fart'S Chevy Parts.....	BH84-BG83
Wyatt Kuhl.....	BL17-BL18
Sean Graff	BM45-BM46
Dale Gilbertsons Garage.....	C23-D24
Karen Kolinski	CGE99-AP26
Roger / Sheri Zorn.....	CGI39-AR28
Ugly George	E55-F56
Merricks Classic Boats & Cars.....	I10-J10
Michael Hickey.....	K45-K47
Ron Sardeson	M49-M58
Musclecar Central.....	M4-M6
Route 66 Restoration Supplies	N29-N30
Dillon Radiator Inc.....	O19-O24
Druk Auto Sales, Llc.....	P12-O29
David Landers	Q28-Q23
Brunner Industrial	Q9-Q10
Gael Shafer	R12-R14
Kevin Jasper	Y38-Z38
Mitchell Putney.....	Z44-Z42

Woodland Auto	AZ84
Cory Carstensen.....	BF102
John Korpi.....	BO3
Scott Scheffen.....	I57
Todd'S Auto Center	AM20
Gregg Gilhausen	I9
Mark Steevens	BE103

310 - Camaro and Corvette Parts

Joe Felton	AA7-AB10
Norwex - Bruce - Marjean - Paul.....	AM10-AM12
Patrick Viergutz	AZ29-AZ22
Old Fart'S Chevy Parts.....	BH84-BG83
Ron Sardeson	M49-M58
Musclecar Central.....	M4-M6
Corvette Sports, Inc.....	W30-W25
Todd'S Auto Center	AM20

320 - Hudson\ Essex\ Terraplane - Parts

Moschell Auto.....	AI19
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360 - Misc. American Auto Parts

Mark Nier	A42-A44
Schumacher Auto Parts & Restoration.....	AC15-AC11
Ron / Carol Sitzman	AE26-AF28
Bray Enterprises	AK63-AK65
Pat Myers	AN32-AN35
Phil De Greef.....	AN5-AM5
David Buchholz	AN65-AN64
Marx Parts Llc	AP65-AP64
Edward Kneen	AQ97-AQ98
Mikes Service-Caduceus Consulting Llc	AS141-AS136
Northwoods Vintage Restoration	AS1-CGF68
Bryon Ruetten	AS97-AS94
Darren Larson	AY27-AY24
Steve Meyer.....	AY2-AY1
Sj3.....	BA83-BA83
Yesterday'S Auto	BH82-BG79
Bubba'S Auto Salvage.....	BL25-BK23
Dave Jossart.....	BL41-BL37
Mike Tobin.....	BL9-BL8
Dale Gilbertsons Garage	C23-D24
Yokeum Motors.....	CB15-AC42
Mac Paske.....	CGB46-BE118
Karen Kolinski	CGE99-AP26
Larry Gordhamer	G42-G41
Robert Winkler	G67-H68
Jimmy Vonk	L29-L27
S. Bengtson.....	L39-K40
Paul Kaufmann.....	M23-M20
Napa.....	M44-N47
Druk Auto Sales, Llc.....	P12-O29



Brunner Industrial	Q9-Q10
Dennis Chojnacki	W39-X40
Continental Hobby & Blue Planet Vintage.....	X21-V24
Cmr Cars	Y36-Z37
Gregg Gilhausen	I9
Brad Langer.....	Y14

380 - Motorcycle - American & Foreign

Mikes Service-Caduceus Consulting Llc	AS141-AS136
Tom Sheldon.....	CGZ13-AY10
V-Dub Customs / Chad Tellinghuisen.....	Y13-Y12
Jake Lucht.....	BO6
Mark Steevens	BE103
M&S Sales &Service Llc	BO5

400 - Professional Vehicle Parts

Hyper-Lites Corp	BM8-BM10
Napa	M44-N47

540 - Electrical

S & M Electro Tech Inc.....	AF46-AF48
Marx Parts Llc	AP65-AP64
Battery Saver	CIV1-CIV2
Bill Niehausen	AF29

560 - Engine Parts

Rt Speed Shop.....	AA16-AA18
AI Suehring	AN67-AN66
Zach Manley	BA71-BA81
Karen Kolinski	CGE99-AP26
Dillon Radiator Inc.....	O19-O24
Gael Shafer	R12-R14

VENDOR *by Classification*

If a vendor chose to classify merchandise, the corresponding classification(s) will be listed.

Daniel Eichenour	S54-S52
Ralph'S Auto Service.....	U29-U31
Toms Back Yard Auto	X38-W36

660 - Tires

Dean Herro/The Jeep Guys	M31-M35
Coker Tire.....	O18-O11

700 - Wheels

Mark Leverenz.....	AC10-AC9
Edward Kneen	AQ97-AQ98
Steve Meyer.....	AY2-AY1
Street Styles.....	BF140-BF145
Michael Ragan.....	E34-E35
Mcwheels.....	V22-V19

720 - Sheet Metal / Body Parts

Tc'S Truck Parts.....	BU23-BU22
Robert Bonnell	J9

740 - Specialty Shops & Services

Cathy Kratzke.....	AY6-AY8
Custom Plating Specialist	BI42-BI36
Kuyoth'S Klassics	CC12-CC15
Imprint Promotions Llc	CV17-CV19
Srx Custom	G31-H38
Coker Tire.....	O18-O11

750 - Insurance

Hagerty/Trost Insurance Llc.....	K1-K2
Companion Insurance Agency	Z41-Z40

760 - Specialty Truck Parts

Mark Blank.....	AY13-AY14
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800 - Tools

Bob Holtz Sales	A38-A36
Mark Nier	A42-A44
Metal Finishing Supply Co. Inc.....	A56-A58
Cfd Accessories Inc.	AH12-AH15
Charlie Struebing	AN29-AN27
Ty The 3D Print Guy.....	BP36-BP39
Battery Saver	CIV1-CIV2
Bad Dog Tools.....	CV9-CV8
Ugly George	E55-F56
Chris / Phillip Rowell.....	R49-R47
Briansrepairables.Com.....	W35-W31
V-Dub Customs / Chad Tellinghuisen.....	Y13-Y12
Lane Stroik.....	H9
Tech Bond	T13

820 - Toy & Models

Dolloff Antiques Garage.....	AA46-AA45
Ripstick'S Speedshop.....	AE11-AE12
Cfd Accessories Inc.	AH12-AH16
Brian Wendt.....	AJ60-AJ56
Yesterday'S Auto	BH82-BG79

Tracy Halverson	BP21-BP25
John Koutre.....	BU39-BU36
John Jaeger	D18-D16
Appie / Wayne Geraldson	E15-E11
Jim Husby	G58-G63
Terry Hoover	J56-J57
Kods Candles	L44-L45
Chris / Phillip Rowell.....	R49-R46
Continental Hobby & Blue Planet Vintage.....	X21-V23
Mark Steevens	BE103

840 - Truck Parts

Dolloff Antiques Garage.....	AA46-AA45
Jess Elofson.....	AB47-AC50
Bray Enterprises	AK63-AK65
Jon De Greef.....	AM6-AN6
Dean Willett	AN88-AN89
Adam Grosskreutz	AR42-AR43
Samuel Eder.....	BL14-BL16
Dawson The Craftsman.....	BN1-BN9
Yokeum Motors.....	CB15-AC42

900 - Other

Scarlett	AH26-AH28
John Moss/The Cleaner	A11-A12
Brian Wendt.....	AJ60-AJ57
Bray Enterprises	AK63-AK65
Norwex - Bruce - Marjean - Paul.....	AM10-AM12
Doug Knuth.....	AN54-AN57
P. Hakes	AN85-AN87
Clapper Motorcars.....	AP35-AO30
Backwood	AS29-AS26
Steve Booher	AX132-AH65
Steve Meyer.....	AY2-AY1
Gene Beilke	AZ67-AZ68
Kenneth Rautio.....	AZ76-AZ78
Dawson The Craftsman.....	BN1-BN7
Brite Lites And More.....	C60-C62
Chippewa Valley Classic Cars, Llc.....	CE3-CE4
Mac Paske.....	CGB46-BE118
D & M Body Shop.....	E67-E62
Scotty'S Kustomz	G25-G26
Srx Custom	G31-H38
Dtm & Hawks Powder Coating	G49-F59
Craig Sr. Mantegna.....	L23-L19
Kods Candles	L44-L45
Herbert Buhl.....	V27-V24
V-Dub Customs / Chad Tellinghuisen.....	Y13-Y12
Cmr Cars	Y36-Z36
Mitchell Putney.....	Z44-Z42
Jerry Tetzlaff.....	BH123
Lane Stroik.....	H9



Dale Lutz	AJ26
Stan Anderson	BF100
Timothy Hunke.....	BF108
Iola Norsemen Snowmobile Club.....	BH118
The Cheek Boutique.....	CGB62
Tammy Jo'S She Shed	B58
Littlemisslizabean	E51

910 - Flea Market

Charlie Struebing	AN29-AN28
Timeless Treasures.....	AW20-AW18
Robert Weckwerth.....	B23-B25
Sj2.....	BA83-BA82
G Spot Vintage	C50-C51
Laura Berg.....	E57-E58
Srx Custom	G31-H38
Flagpole Solutions.....	I52-I53
S. Bengtson.....	L39-K40
Kods Candles	L44-L45
Joel Conti.....	P17-P18
Jerry Tetzlaff.....	BH123
Tammy Jo'S She Shed	B59
Geocreations Crystals.....	AM29
Tracy Jennerjohn.....	CGO31
Tech Bond	T13
Littlemisslizabean	E51
Aht Wisconsin Windows	B17

930 - Commercial Vendor

American Lettering & Design.....	AP50-AO50
Spectrum Insurance Group.....	AS44-AS45
Battery Saver	CIV1-CIV2
Imprint Promotions Llc	CV17-CV19
Tech Bond	T13
Aht Wisconsin Windows	B17
Master Works Lighting Co.....	CIV4



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Pre-registered **SWAP MEET** Vendors

1

1st Pick Antique And Vintage..... AI39-AJ50

A

A PetersonAK46-AK41
 Aaron'S Fabrication & Metalworks P59-Q61
 Accessoryland Truckin' Supplies..... AC16-AC18
 Adams, Bart..... P60
 Ajd Parts..... M64-M66
 Ala, Jim AH62
 Albeck, Kurt..... BP50-AZ73
 Alberg Auto Body H8-I7
 Albert / Karen Koltunski..... AN10-AN9
 Alden, Tom AN84-AN81
 Alinder, John..... D7-D8
 Allen, Terry AH35-AH32
 Ambrose, Matt AB12-AB11
 American Lettering & Design AO50-AP50
 Amsoil - Lifetime Oil..... AS121-AS127
 Amsoil-Vaughn Enterprises AE13-AE18
 Anderson Powder Coating..... D62-D65
 Anderson, David N19-N21
 Anderson, Patrick..... BE112-BE111
 Andrysczyk, Kyle..... P54-P52
 Andy/Gerald Steffen AG10-AG13
 Antique & Classic Dashes..... AN68-AN69
 Arendt, Mike/Randy Kelly BH119-BH122
 Arizona Classic Chevelle Parts I23-J23
 Arlene'S Antiques & Resale AL65-AL62
 Armbrust, Pete..... AV66-S70
 Arneson Auto Body D48-D53
 Arneson Valley Auto Inc. I12-I13
 Arnold, Mike BF93-BF91
 Ashley, Chuck..... BN23-BN25
 Atl Wireless Ent, Inc AE40-AE38

Auto Art Gallery AP19-AP25
 Auto City Classic, Inc..... AE22-K23
 Auto Paint Specialists BU14-BU20
 Automotive Electric Of Kewanee F21-F24
 Avon Auto Sales & Classics BH124
 Ayotte, Thomas BQ26-BQ29

B

Backwood AS26-AS29
 Backwoods Speed Shop..... BG146-BH150
 Badger Tool & Supply BQ36-BR40
 Baeseman, Randy J60-J58
 Bahde, Brody AQ47-AR47
 Bahde, Steve/Shannon..... AR46-AQ44
 Baker, Joe..... BQ25-BQ21
 Baldauf, Scott H29-G28
 Ballestero, Pam G15
 Bartnik, Chris / Jared..... F13-F16
 Bauer, Donald BG124-BH125
 Baumann, Anthony AS42-BA38
 Baumann, Steve..... L9-K9
 Beck, Greg..... R44-R43
 Behrens, Steven..... BS50-BS49
 Beilke, Gene AZ68-AZ67
 Bellevue Oil Co BB58-BB60
 Bellile, Tony BR53-AZ69
 Bemowski, Kenneth AF25-AE23
 Bennett, James X14
 Bennies Fifties..... K67-K68
 Benzel, Glenn..... D42-D40
 Berg, Glenn / Kylee AG23-AG30
 Berg, Laura..... E58-E57
 Bergene, Brian S19-T21
 Bergerson, Neil..... F53-F51
 Bernarde, Diane H66-H65

While we aim to be as accurate as possible with this vendor list, the best way to find a vendor is to use our app! Below are guidelines to vendor locations - on the app you can search name, location, see contact information as well as take notes for follow-up after the show!



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Pre-registered **SWAP MEET** Vendors

Besler, Randy	AS132-AS134
Bestul, Sheldon/Skip	AJ19-AJ22
Beyer, Jay	AM13-AN14
Big B Customs	P44-P46
Big Difference T-Shirts.....	U10-U9
Bihary, James	BH130-BH126
Binkley, Matt.....	AI3-AI4
Black, Donald	AZ58-AZ61
Blanchard, Brian	AG15
Blank, Mark.....	AY14-AY13
Blaschka, Alan / Joey.....	BA85-BA89
Blessing, Terry	I18-I17
Bliek, Steve	AC33-AC32
Bloede, Daniel	BC50
Bloede, Kevin.....	BC49
Blowers, Mike.....	D61-D59
Blum, Mike	E42-E45
Bob Brion Racing	AP63-AP60
Bob Holtz Sales	A36-A38
Bob May.....	AM48-AM47
Body By Schnell	D19-D23
Bohl, Michael.....	C58-C59
Bohlman, Todd	AQ73-AR73
Bonde, Brian	AG7-AH7
Bonnell, Robert	J9
Booher, Steve	AH65-AX132
Bosk, Karl	K4-K6
Boushon, Fred	BF132-BF134
Braasch, Jerry	AR81-AQ80
Brad, David.....	AN75-AN76
Bradley Wiese.....	S63-S64
Branson, Ken	H40-G39
Brant, Warren	R29-R25
Bray Enterprises	AK65-AK63
Breed'S Salvage	E28-E32
Brent Roberts	AA43-AA42
Briansrepairables.Com.....	W31-W35
Brite Lites And More.....	C62-C60
Brittan, Patrick	O57-O54
Brodtko, Paul	Q6-Q5
Broihaun, Bob.....	E60-E61
Bruce Meiers.....	AX148-AX150
Bruckner, Juergen	G10-G9
Bruheim, Luke	F29-F25
Brunner Industrial	Q10-Q9
Bryan Ray	AJ62-AJ61
Bryanbarts	AF58-AF54
Bub, Clate.....	R36-R39
Bubba Tips	AK10-AL9
Bubba'S Auto Salvage.....	BK23-BL25



Buchanan, Allen / Chris.....	P34-P35
Buchholz, David	AN64-AN65
Buchman, Jim.....	L15-L18
Buchmann, Scott.....	AX125-AX123
Buddy Prokash.....	AD27-AD30
Budysz, Michael.....	BA61-BA65
Burden, John	AE43-AF43
Burmeister, Al.....	AL61-AL60
Buttles, Crystal.....	AI49-AJ49

C

C & R Discount	BB61-BH145
C/O Allison Piech.....	AK5-AL6
Cable, Kurt	BU35-BU33
Cahoon, Justin.....	BE119
Caler, Mike	AN93-AN91
California Custom Products.....	AS13
Campbell, Robert.....	C56
Carcy, Jeff	S55-S56
Carl R Goldamer.....	B56-B55
Carlson, Dale	K14-L14
Carstensen, Cory.....	BF102
Carstensen, Eric.....	BF103
Carstensen, Rick.....	BF104
Casagrande, Gary.....	AX126-AX130
Cass, Greg.....	AN8-AM7
Cathy Kratzke.....	AY8-AY6
Cfd Accessories Inc.	AH15-AH12
Cfm Motorsports Llc	AP87-AP92
Chacey, Albert.....	BA90-BA93
Chapel, Chris	AE58-AE59
Chatfield Treasures	T41-S40
Cherokee Tie Downs.....	BG131-BH134
Chevalier, Pierre/Vicki.....	L60-L57
Chojnacki, Dennis	X40-W39
Chris / Phillip Rowell.....	R46-R49
Chris' Hi Performance.....	AG19-AH22
Christiansen, David.....	M10-M9

Christopher & Carolyn Otters	AQ29-AQ30
Christopher Borek	BA55-BA56
Christopherson, Mark	AD14-AD12
Chuck/ Tom Kelley.....	E16-E18
Cj'S Cool Stuff	BA57-BB57
Clapper Motorcars.....	AO30-AP35
Clark, Scott	U27-U25
Classic Automotive Ltd.....	AG46-AG51
Classic Car Fixers	AZ48-AZ47
Classic Car Repair Shop Llc.....	AS14
Classic Chevy Enterprises	AF19-AF24
Clean Up Inc.	AS31-AS41
Cleer, Richard	AA47
Clemmons, Jim / Deb.....	U19-U23
Cmr Cars	Z36-Y36
Coachmen Car Club-Lanesboro	O58-O63
Codyschoepeke	AB34-AB31
Coker Tire.....	O11-O18
Collector Auto Sales	K48-K53
Collier, Thomas	BU32-BU31
Companion Insurance Agency	Z40-Z41
Conley, Jason	C64-C63
Conley, Mike	AW8-AW11
Conti, Joel	P18-P17
Continental Hobby & Blue Planet Vintage.....	V23-X21
Cooley'S Statewide Scrap	AQ91-AR98
Cornerstone Tool.....	AZ30-AZ36
Corvette Sports, Inc.	W25-W30
Cottrell, Lance/Mike.....	AD58-AD60
Cox, Dennis.....	S36-S39
Cruisin Airbrush.....	V11-V14
Crye / Felix Barrios, Dan	P40-P43
Curt Stockhausen.....	M7
Custom Plating Specialist	BI36-BI42
Custom Street Car Club Ltd	AF4

D

D & M Body Shop.....	E62-E67
D & S Auto Repair	BR47-BR51
D.R. Timm Enterprises.....	V46-V45
D.T.D.	BG86-BH85
Daffinson, Kevin.....	K8-K7
Dahl, David.....	BD55-BD62
Dale Schmidt	AP45
Dale Gilbertsons Garage	D24-C23
Dale Mullenzerg	AX111-AX118
Dale, Pelkola	D57
Dales Auto Restoration	AE1-AF3
Dalsky, Robert.....	A49-B51
Dan Gossman	G27-H27

Pre-registered **SWAP MEET** Vendors

Dan Sprester.....	AE56-AD51
Daniel Hinrichs.....	X11
Dave Purner.....	AO93-AP98
Dave King, Mfg.....	AO94-AO98
David Becker.....	AR70-AR71
David A Naud.....	A17-A18
Dawson The Craftsman.....	BN7-BN1
De Care, Rondi / Alger.....	BJ22-BJ25
De Greef, Phil.....	AM5-AN5
Dean Herro/The Jeep Guys.....	M35-M31
Dean'S Part'S.....	BL1-BL6
Den Dekker, Wayne / Don.....	BR27-BR33
Denissen, Kyle.....	BF111
Dennis Helgeson.....	L61-L63
Dennis Carpenter Ford Restoration Parts.....	R63-R57
Dexter, Kevin.....	BF114-BF112
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 Tetzlaff, JerryBH123
 The Scrap Man K66
 The White Green Cloth Llc.....Q49
 Thicke, Paul.....H43-H49
 Thoma, Daniel AP39

Pre-registered **SWAP MEET** Vendors

Thomaschefsky, Nathaniel	BO33-BO31
Thorn Enterprises	H58-H63
Thorp, Tom	AC22-AC19
Thunherr, Richard	AD65-AC61
Timeless Treasures	AW18-AW20
Tirewerks	AH41-AH36
Titan International	T12-T11
Tobin, Mike	BL8-BL9
Todd, William	D55-D58
Todd'S Auto Center	AM20
Tom Wolfgram	O102-O101
Toms Back Yard Auto	W36-X38
Toms Classic Cars & Parts	X46-W42
Tom'S Parts	BP7
Toni Tools	AN74-AN70
Tonielli, Dan	AK47-AK48
Tony Seppi	AS69-AS59
Toolin Around	BO26-BP27
Total Repair Inc.	AC31-AC28
Tr Classics Llc	AP44-AP42
Tradup, David	AK1
Trautman, Bill	M61-N63
Tressert, James	N65-N64
Trickey, Chris	BG118-BG123
Trio	AR87-AR82
Trzebiatowski, Reed	T16
Trzebiatowski, Russell	T15-T14
T'S Custom Cups	G32
Tuwiner, Marc	T26-S26
Ty The 3D Print Guy	BP39-BP36

U

Uffdahhh Llc	BH139-BG135
Ugly George	F56-E55
U-Haul	Q2-Q4
Urness Brothers	AX154-AX156

V

Van Haren, William	O49-O48
Van, John	A19-A21
Vanevenhoven, Al	C15-D15
V-Dub Customs / Chad Tellinghuisen	Y12-Y13
Velte, Marie (Missy)	AI50-AI56
Velte, Tad	AI44-AI43
Verbockel, Jeannie	BM47-BN49
Viergutz, Patrick	AZ22-AZ29
Vincel, Fred	G18-G16
Viner'S	AR37-AR36
Vintage Lock	AS100-AS99
Vintage Moose	BA66-BB68
Virag, Michael	AS120-AS113
Voland, Steve	AH6-AG5



Volm, Sherrie	B13-B10
Volp, Russell	BG150-BG147
Vonk, Jimmy	L27-L29

W

Wait, Jeff	BM35-BM37
Waldo Riesterer	F7-F9
Wales, Kevin	N60-M59
Walt Anderson	C55
Wangerin, Carl	B26-B27
Waters, Jr, Mike	D39-D36
Watral, Jason / Sandy	AR76-AQ74
Wazny, Florian	AG62-AG60
Weckwerth, Robert	B25-B23
Wegner, Carl	AX147
Weiland, Dave / Jill	P51-O53
Weisensel, Tom	AB58-AB65
Weiss, Howard	D30-C30
Wendorff, Dale	Y15-Y18
Wendt, Brian	AJ56-AJ60
Wendt, Wayne/Wyatt	AD38-AC36
Werch, Jason	AN80-AN77
Wermager, Luke	R20-R19
West, John	BP19-BP16
Westphal, Charlie	BR54
Westphal, Dennis	S57-S61
Westphal, Leon	S62
Westys, Llc	AB6-AA5
Wheeler, Dale	AR67-AR66
White Diamond Detail Products	W16-W14
Wickman, Vernon	K41-L41
Wiesman, Kenneth/Ryan	AS51-AS46
Wilber, Erik	AF41-AF39
Wilke, David	AF42
Wilkerson, Justin	AJ23-AJ25
Willett, Dean	AN89-AN88
William Classic Cars	BI27-BI26

William Dave Sherrill	AE49-AE48
William Erickson	BO25-BO23
Wilson, Garald	AJ8-AI7
Wingert, Thomas	BJ33-BJ28
Winkler, Robert	H68-G67
Winter, Paul	F35-F31
Wisconsin Windows, Aht	B17
Wizards Products	K35-L34
Wood Fired Grille	X15-X16
Woodland Auto	AZ84
Woody'S Auto Literature	BL46-BL42
Wooster'S Garage	AJ6-AI5
Woyak, John	F44-F41
Woyak, Todd	E4-F4
Wozniak, Jeremiah	O47-O45
Wright, Wallace	AH5-AG4
Wysocki, Gary	I67-I66

Y

Yesterday	BN30-BN37
Yesterday'S Auto	BG79-BH82
Yokeum Motors	AC42-AC44

Z

Zeleny, Bill	AO51-AO53
Zielieke, Jewell	CGF12-L38
Ziert, Kevin	AD57-AC55
Zittlow, Kenneth	Q60-Q59

Commercial Vendors

Bad Dog Tools	CV8-CV9
Battery Saver	CIV1-CIV2
Car-Part.Com	CIV7
Chrome Domz	CV3-CV5
Cruise For A Cause	CV1-CV2
Hupy And Abraham	CIV5
Imprint Promotions Llc	CV17-,CV19
Master Works Lighting Co	CIV4
Time Passages Ltd	CV10-CV16
Zelich Customs	CV6-CV7





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Show Car CLASSIFICATIONS

Have a show car and want to show it at Iola?

We hope the following descriptions will help you to display your vehicle in the area where it will be seen and appreciated most! Please note the following:

Some classes have differing requirements for years of production accepted.

Pre-registration, Pre-Approval, and picture submissions are required for some classifications.

Iola is not a competition! Each vehicle receives a dash plaque, there are no trophies or awards. Just relax and enjoy yourself! Each registered vehicle receives two wristbands – admission for participant and one guest.

“For Sale” signs are not permitted to be displayed on or in a vehicle.

Theme Display:

Each year the Iola Car Show is proud to recognize a theme. Although some cars will be asked to park inside the Special Exhibit building, that is usually arranged in advance by the show car director and the WSAH (Wisconsin Society Auto Historians). Theme area also has special parking south of the Iola Car Show Convention Center on the pavement.

2024 Theme - MEETING OF THE MUSCLE

There has long been debate on what defines a “Muscle Car.” The term was originally applied in the mid-1960s to intermediate size two-door, rear wheel drive American passenger cars with a factory high performance, often big block, V8 engine, from model years 1964-1972. For the Iola ‘24 Special Exhibit display, we will stay with the original definition and include factory high performance “Pony Cars,” such as Mustang and Camaro, which fit the definition soon after their introduction. Examples of models we would like to have displayed are: Pontiac GTO, Chevelle Super Sport/SS, Z28 Camaro, Plymouth Roadrunner, GTX, and AAR ‘Cuda, Boss 302 and 429 Mustang, AMC Javelin/AMX 390/401, all Mopar Hemi and Wedge 426 and 340/440 Six Pack cars, Dodge Charger, Super Bee, and Challenger, Ford Fairlane GT and Thunderbolt, to name just a few. Pre-registration is required. There is no fee.

Blue Ribbon Concours:

Showcases 1990 and older vehicles that are high quality restorations or fine origi-

nal examples. Factory paint colors, stripes and decals, interior colors/materials, drivetrain, wheels, and model options are highlighted. This exhibit displays vehicles as if they were originally manufactured and provides correct examples for historical and restoration purposes. The show car director may issue an invitation, but we also accept applications for this area to be reviewed by the committee. Photographs are required for approval. Approved vehicles will be added to the Blue-Ribbon Concours invitation list for each year, and they cannot modify vehicle. Pre-registration is required. There is no fee.

Pre-War Display:

Open to all vehicles produced up to 1942 with few to no modifications. There is no fee.

Post-War Display:

Open to all presentable vehicles produced from 1945-1995. Fee is \$15 for duration of event.

Modified Display:

Welcoming vehicles 1995 and older that are considered hot rods, street rods, customized, low riders, rat rods, kit cars, tributes, and replicas. Fee is \$15 for duration of event.

Old Cars/Young Drivers Display:

We celebrate our hobbyists under the age of twenty-five who own and/or have built a classic vehicle. Cars are encouraged to be at least 25 years old, but exceptions may be made if approved. These vehicles do not have to be show-quality but should be visually presentable and in running/driving condition. Stock and modified vehicles of all manufacturers are welcome. Date-of-birth is required for approval. Once approved, you may display in this area until you age out. Pre-registration is required. There is no fee.

Survivor Display:

1976 or earlier production vehicles that are presented as they came from the factory, wearing original paint, interior options, upholstery, chrome, wheels/hubcaps, and original power/drive train with no mechanical modifications. A survivor has been driven and may show signs of wear but is in particularly good, presentable condition and has obviously survived due to great care taken by owner(s), maintenance, and proper storage. It is a time capsule that has been maintained, but retains 80% or more of what it left from the factory with (not

including regular maintenance items, such as belts, hoses, tires, exhaust, etc.) Photographs are required for approval. Once approved, vehicles are allowed to be displayed in this area as long as there have been no changes made. Pre-registration is required. There is no fee.

Late Model Vehicle:

Celebrates 1996 and newer unique and prestigious late model productions. Photographs are required for approval. Vehicles are approved at the discretion of Iola Car Show staff and must be pre-approved each year. Fee is \$15 for duration of event.

Women With Wheels:

This display highlights and celebrates women in the car hobby. Our goal is to empower others to pursue and participate in the hobby as well as demonstrate that gender is not a determining factor in classic vehicle interest, ownership, or knowledge. Pre-registration is required. Fee is \$15 for duration of event.

Original Owners:

This is a new category dedicated to celebrating vehicles that have been owned by the same person, or within the same family, since being purchased new in 1976 and earlier. To qualify we will need you to verify with a copy of your Vehicle Title. Once we confirm it to meet the “Original Owner” category, we will include a window cling badge that you’re welcome to retain with the vehicle at your discretion. Original Owners will park together unless you already qualify for a different class and prefer to park there. Pre-registration is required. Fee is \$15 for duration of event.

Fin-Land Display:

For many years it has been a passion of two long-time collectors, Robert Brown, and George Collar, to create an area of Fin Cars that has affectionately become known as “Fin-Land.” They have shared their collection and invited others to display with them over the years, under the tent near Gate 5. We look forward to developing this area to carry forward their passion for exhibiting high quality Fin Cars. If you have a great example of a Fin Car and would like to be considered for this area, please email photos to mary@iolaoldcarshow.com or call (715) 445-4000.

SPECIAL *Exhibit*

Waite, Dan/Becky 1969 AMC AMX
 Gratzek, Bill..... 1972 AMC AMX
 Knauf, Mark 1969 AMC AMX Coupe
 Zdroik, Evan 1957 Chevrolet Bel Air
 Raatz, Rick / Brandon 1968 Chevrolet Camaro Convertible
 Livieri, Mike..... 1968 Chevrolet Camaro Rs SS 350 Convertible
 Groszcyk, Karen 1969 Chevrolet Camaro Rs/Ss Convertible
 Nickel, Jerry 1969 Chevrolet Camaro SS Coupe
 Carpenter, Guy..... 1969 Chevrolet Camaro Z-28
 Promer, James 1971 Chevrolet Chevelle SS
 Ryan, Rod 1969 Chevrolet Chevelle SS 396
 Cada, Robert/Kyle 1971 Chevrolet Chevelle SS Convertible
 Abel, Jeff 1967 Chevrolet Chevy II 2 DR
 Herning, Scott 1970 Chevrolet El Camino SS 396
 Yarbrough, Mack..... 1969 Chevrolet Impala SS 427 4 Speed
 Cina, Jim..... 1964 Chevrolet Impala Super Sport
 Lorge, Joseph 1970 Chevrolet Nova
 Hanneman, Tom..... 1970 Chevrolet Nova SS 396
 Murphy, Eric / Shelly 1070 Dodge Challenger 440 Six Pack Origin
 Sterland, Kevin..... 1970 Dodge Challenger Rt (Clone)
 Schlaak, Mike 1968 Dodge Charger R/T
 Avello, Vincent 1966 Dodge Charger Sport Coupe
 Trittin, Donn 1969 Dodge Coronet R/T
 Tate, Micky 1969 Dodge Dart GTS M-Code
 Torres, Michael..... 1972 Dodge Demon 340
 Davidson, Colton 1972 Dodge Demon 392 Hemi
 Wangerin, Tom / Chrissy 1969 Dodge Hemi Charger
 Czeck, Chad 1970 Dodge Superbee 440 6 Pak
 Krisel, Matt..... 1966 Ford
 Matison, Allen 1969 Ford Boss 429
 Krisel, Matt..... 1968 Ford Fairlane 500 Fastback
 Lewis, Rob 1968 Ford Fairlane 500 Fastback
 Knutson Jr., Edwin..... 1966 Ford Mustang
 Davel, John 1969 Ford Mustang Boss 429
 Kellner, Ken 1968 Ford Mustang Convertible
 Waelti, Eric 1970 Ford Mustang Grande
 Zurawski, Matt 1965 Ford Mustang GT
 Gloudemans, Wayne 1966 Ford Mustang GT K Code
 Wolf, Doug..... 1971 Ford Mustang Mach I Scj 429 Drag Pa
 Newhouse, Douglas 1969 Ford Mustang Shelby GT Fastback
 Solem, Shirley..... 1972 Ford Ranchero GT
 Ping, Charlie 1968 Ford Shelby GT 500Kr 428 Cj 4 Sp
 Dreier, Tony / Dianne..... 1966 Ford Shelby Mustang 2 DR Fastback
 Wilson, Jim..... 1970 Ford Torino GT 2 DR
 Epright, Bill..... 1970 Mercury Cougar XR7
 Moots, Dave / Shirley..... 1969 Mercury Cycle Spoiler II Cale Yarborou
 Mader, Linda 1970 Oldsmobile 442
 Schelbrock, Todd 1971 Oldsmobile 442
 Keehn, Rodney 1967 Oldsmobile 442 Conv
 Taubenheim, Trevor / Tony 1972 Oldsmobile Cutlass 442
 Ulrich, Scott 1970 Oldsmobile Cutlass Convertible



Handy, Russ 1967 Oldsmobile Cutlass Holiday Coupe
 Landre, Jesse / Becky 1972 Oldsmobile Cutlass S
 Glickman, Rick 1972 Oldsmobile Cutlass Supreme Convertible
 Lemke, Mollie 1964 Oldsmobile Jetstar 1
 Lamb, James/Judy 1968 Plymouth
 Sterland, Kevin..... 1969 Plymouth
 Michaels, Ralph..... 1971 Plymouth Duster 340 4 Speed
 Davis, Gary..... 1967 Plymouth Gtx
 Mayne, Jake 1969 Plymouth Gtx
 Judd, Eric / Naomi 1967 Plymouth Gtx HT
 Wisniewski, Kevin..... 1969 Plymouth Road Runner
 Woyak, Chris..... 1969 Plymouth Road Runner
 Bleckiner, John / Hannah..... 1970 Plymouth Road Runner
 Traeger, William..... 1969 Plymouth Roadrunner B
 Lamb, James/Judy 1964 Plymouth Sport Fury
 Siegal, Michael 1966 Plymouth Sport Fury Convertible
 Kolesar-Stoltz, Patricia..... 1970 Plymouth Superbird
 Borth, Jerry 1968 Pontiac Firebird
 Berg, Scott..... 1968 Pontiac Firebird 400
 Weyers, Keith / Bonnie 1964 Pontiac GTO
 Ladwig, Randy 1966 Pontiac GTO
 Chapa, Tony 1967 Pontiac GTO
 Holberg, Jim..... 1968 Pontiac GTO
 Bourgo, Kevin 1970 Pontiac GTO
 Belanger, Mike..... 1970 Pontiac GTO
 Boneske, Richard 1964 Pontiac GTO 2 DR Grenadier Red Post Co
 Champion, Michael / Linda..... 1964 Pontiac GTO Conv
 Guinta, William..... 1966 Pontiac GTO Convertible
 Boneske, Richard 1964 Pontiac GTO Gulfstream Aqua HT
 Staehle, Dan 1966 Pontiac GTO HT
 Eggers, Jim..... 1969 Pontiac GTO Judge
 Eastman, Ed..... 1967 Pontiac GTO Sports Coupe

BLUE RIBBON *Entries*

Checki, John / Mary 1971 AMC Ambassador 4 DR
 El Shahat, Taha / Shaylyn 1969 AMC AMX
 Hillesland, Ron 1970 AMC AMX
 Wunrow, Jr, Robert 1978 AMC AMX 2 DR Hatchback
 Wunrow Sr., Robert 1977 AMC Hornet AMX 2 DR Hatchback
 Wunrow Sr., Robert 1967 AMC Marlin 2 Drht Fastback
 Hillesland, Bonnie 1959 AMC Rambler American
 Tresner, Daryl 1967 Amphicar Conv
 Hupke, William 1933 Auburn
 Kranski, Dan / Janet 1930 Buick 40 Series Model 47
 Rostecki, Robert 1941 Buick Limited Sedan Series 90 4 DR
 Mawbey, Bill 1963 Buick Riviera
 Schumacher, David 1964 Buick Riviera
 Felle, Thomas 1966 Buick Riviera
 Goldsmith, Randy 1949 Buick Roadmaster
 Ford III, James 1958 Buick Roadmaster
 Lindsay, Dave 1953 Buick Skylark
 Barnett, Glenn 1953 Buick Skylark
 Baynes, John 1969 Buick Skylark Conv
 Powers, Michael 1971 Buick Skylark Convertible
 Lehman, Nick / Tiffany 1961 Buick Special
 Van Bogart, Angelo 1955 Cadillac
 Schulfer, Dan 1982 Cadillac Sedan Deville Deelignace
 Walter, Ed / Diana 1954 Cadillac 4 DR Limo
 Ostroski, Jeff 1977 Cadillac Coupe De Ville
 Williams, Drew 1968 Cadillac Deville Convertible
 Prehn, Dr. Frederick 1976 Cadillac Eldorado Conv
 Schulfer, Dan 1974 Cadillac Eldorado Convertible
 Jegers, Al 1957 Cadillac Eldorado Seville
 Feiertag, Jody 1958 Cadillac Fleetwood 60 Special
 Champion, Michael / Linda 1949 Cadillac Limo Series 75
 Roloff, Ross 1955 Cadillac Sedan 4 DR 62 Series
 Budelier, Jeff / Joan 1949 Cadillac Series 62
 Suehring, Al 1956 Chevrolet
 Grathen, Paul 1957 Chevrolet 150 2 DR Sedan
 Strom, Julie 1956 Chevrolet 210 Station Wagon
 Reid, Albert "Joe" 1950 Chevrolet 3600 Pick Up
 Van Eperen, Gary 1957 Chevrolet Bel Air 2 DR
 Taubenheim, Trevor / Tony 1955 Chevrolet Bel Air 265 V8
 Reid, Albert "Joe" 1957 Chevrolet Bel Air 4 DR Sedan
 Utter, Ray / Marci 1956 Chevrolet Bel Air Station Wagon
 Jernander, Bernie 1955 Chevrolet Belair 4 DR Sedan
 Skaar, Daryl 1955 Chevrolet Belair Conv
 Smith, David 1955 Chevrolet Belair Convertible
 Zimmerman, Mitch / Shirley 1955 Chevrolet Belair Convertible
 Penrose, Jim / Vivian 1956 Chevrolet Belair Convertible
 Pochron, Steve 1956 Chevrolet Belair Convertible
 Hagemann, David / Denise 1969 Chevrolet Camaro
 Cass, Donald / Gladys 1968 Chevrolet Camaro Coupe

Poole, Glenn 1986 Chevrolet Camaro Iroc Z-28
 Kunkel, Jerry 1967 Chevrolet Camaro Rs Convertible
 Schmitz, Jerry 1969 Chevrolet Camaro Z28
 L Huillier, Jack / Barb 1969 Chevrolet Camaro Z28
 Brownlee, Robert 1967 Chevrolet Caprice
 Scepanski, Mike 1990 Chevrolet Caprice Classic Brougham
 Eisenhamer, Glenn 1975 Chevrolet Caprice Classic Convertible
 Slagle, Ron 1982 Chevrolet Cavalier Type 10
 Luedtke, Marvin 1969 Chevrolet Chevelle
 Larsen, Brian 1972 Chevrolet Chevelle
 Sawall, Michael 1968 Chevrolet Chevelle Concours 2 DR Coupe
 De Hamer, Steve 1967 Chevrolet Chevelle SS
 Mainiero, Tony 1969 Chevrolet Chevelle SS
 Hintzsche, David / Jeryl 1969 Chevrolet Chevelle SS
 Bukowski, Joe / Suzi 1970 Chevrolet Chevelle SS / Ls6
 Moeschler, Henry 1969 Chevrolet Chevelle SS 396
 Hove, Jim 1972 Chevrolet Chevelle SS 454
 Larson, Darren 1970 Chevrolet Chevelle SS Convertible
 Bustos, Brian 1971 Chevrolet Chevelle SS Convertible
 Smrz, Tom 1978 Chevrolet Chevette
 Lehman, Nick / Tiffany 1967 Chevrolet Chevy II
 Button, Daniel 1957 Chevrolet Convertible
 Suehring, Al 1961 Chevrolet Corvair
 Fox, David 1961 Chevrolet Corvair 95 Rampside
 Fox, David 1961 Chevrolet Corvair Lakewood Station Wagon
 El Shahat, Taha / Shaylyn 1963 Chevrolet Corvair Monza 900
 Besser, Mark 1954 Chevrolet Corvette
 Kosir, Dan 1958 Chevrolet Corvette
 Brown, Brent 1959 Chevrolet Corvette
 Sommer, Richard 1960 Chevrolet Corvette
 Diehl, Heinz / Sharon 1960 Chevrolet Corvette
 Borchardt, Russ / Karen 1960 Chevrolet Corvette
 Conger, Gary 1961 Chevrolet Corvette
 Krause, Andy 1961 Chevrolet Corvette
 Janssen, Gary / Cindy 1961 Chevrolet Corvette



BLUE RIBBON *Entries*

Smith, David 1962 Chevrolet Corvette
 Reichert, John 1964 Chevrolet Corvette
 Buetow, Kenneth 1967 Chevrolet Corvette
 Zinke, Phil 1970 Chevrolet Corvette
 Stone, Jeff / Liz 1975 Chevrolet Corvette
 Steinke, Peter 1987 Chevrolet Corvette
 Femal, Bob 1966 Chevrolet Corvette Conv
 Bliet, Steve 1961 Chevrolet Corvette Convertible
 Otto, Mike 1963 Chevrolet Corvette Convertible
 Harms, Denny 1965 Chevrolet Corvette Convertible
 Dummer, Carl 1964 Chevrolet Corvette Coupe
 Brunner, Steven / Jacquie 1964 Chevrolet Corvette Coupe
 Abel, Jayce 1984 Chevrolet Corvette Greenwood Z51
 Gilson, Jim 1978 Chevrolet Corvette Indianapolis 500 Race
 Carpenter, Guy 1972 Chevrolet Corvette Lt-1
 Leen, Vern 1978 Chevrolet Corvette Pace Car
 Beyer, Fred 1959 Chevrolet Corvette Roadster
 Catlin, Tom 1962 Chevrolet Corvette Roadster
 Leary, Keith 1967 Chevrolet Corvette Roadster
 Johnson, Brad 1963 Chevrolet Corvette Split Window Coupe
 Raffik, Pat 1955 Chevrolet Del Ray 2 DR
 Kracht, Ken / Dawn 1931 Chevrolet Deluxe 4 DR Sedan
 1956 Chevrolet HT
 Slagle, Ron 1969 Chevrolet Impala 2 DR Custom
 Wiedemeier, Karen / Curly 1959 Chevrolet Impala 2 DR HT
 Grunenwald, David 1963 Chevrolet Impala 2 DR HT
 Mihna, Gloria / Chris 1959 Chevrolet Impala Conv
 Holiday, Jim / Marilyn 1962 Chevrolet Impala Convertible
 Brownlee, Robert 1963 Chevrolet Impala Convertible
 Johnson, Brad 1963 Chevrolet Impala SS
 Sipiorski, Gary / Linda 1967 Chevrolet Impala SS
 Schill, Bill 1962 Chevrolet Impala SS 2 DR HT
 Rasner, Bill 1965 Chevrolet Impala SS Convertible
 Kieffer, Clark 1968 Chevrolet Impala
 Mishler, Cliff 1960 Chevrolet Impala 2 DR HT
 Girdauskas, Bruce 1970 Chevrolet Lt 1 Corvette Sport Coupe
 Robertson, Brian 1965 Chevrolet Malibu SS Conv
 Bennin, Wayne / Jan 1939 Chevrolet Master 85 2 DR Town Sedan
 Fisher, Jesse 1970 Chevrolet Monte Carlo
 Schulfer, Dan 1931 Chevrolet Special Sedan
 Prusse, Conrad 1963 Chevrolet Stingray Split Window
 Carl, Drew 1962 Chrysler 300
 Banach, Henry 1959 Chrysler 300 E Coupe
 Grube, Herbert 1960 Chrysler 300 F Coupe
 Frank, Brian 1961 Chrysler 300 G HT
 Cutts, Christopher / Beth 1957 Chrysler 300C 2 DR HT
 Hastalis, Noel 1960 Chrysler 300F
 Nitz, Tom 1982 Chrysler Imperial
 Mertes, Cindy 1965 Chrysler Imperial Convertible
 Lindsay, Dave 1989 Chrysler Mazarati Convertible
 Mc Millen, Milt 1961 Chrysler New Yorker Convertible



Benz, John 1990 Chrysler Tc By Maserati
 Paulson, Justin 1985 Chrysler Turbo New Yorker
 Lutz, Randy / Laurie 1948 Chrysler Windsor Club Coupe
 Demmitt, Randy 1981 De Lorean #182
 Frank, Bruce 1958 Desoto Adventurer
 Frank, Bruce 1959 Desoto Adventurer
 Kitzerow, Thomas / Vicki 1960 Desoto Adventurer 2 DR HT
 Steinke, Ken 1948 Desoto Conv
 Beaulieu, Lance 1948 Desoto Custom Convertible
 Nitz, Tom 1955 Desoto Fireflite 2 DR HT
 Guyer, Randall 1958 Desoto Fireflite Explorer Wagon
 Lefeber, David 1929 Detroit Electric
 Hupke, William 1925 Dodge
 Hupke, William 1938 Dodge
 Shudarek, Eric / Jenny 1971 Dodge Challenger Convertible
 Martin, John 1966 Dodge Charger
 Stoffel, Tony 1968 Dodge Charger 2 DR
 Shudarek, Eric / Jenny 1968 Dodge Charger Rt
 Brickbauer, Tom 1974 Dodge Charger Se
 Beyer, Sam 1971 Dodge Charger Super Bee
 Bahlow, John 1971 Dodge Charger Super Bee
 Slusar, John 1949 Dodge Coronet Woody Wagon
 Ford III, James 1942 Dodge D22 4 DR
 Matson, Brent 1961 Dodge Dart Phoenix
 Hornung, Dennis 1970 Dodge Dart Swinger 2 DR
 Schmidt, Paul 1963 Dodge Polara 500 Convertible
 Hupke, William 1924 Dodge Roadster
 Cutts, Christopher / Beth 1958 Dodge Royal 2 DR HT
 Kitzerow, Thomas / Vicki 1971 Dodge Super Bee
 Frye, Scott/Julie 1971 Dodge Superbee 2 DR
 Klatt, Mike 1940 Dodge Truck
 Theisen, Mark 1958 Edsel Pacer 2 DR HT
 Luedtke, Randy 1959 Edsel Villager Wagon
 Hebal, Bill 1979 Excalibur Serues III Phaeton
 Epright, Bill 1933 Ford 4 DR
 Voss, Roger / Mary 1930 Ford A Pickup

BLUE RIBBON *Entries*

Shaw, John..... 1930 Ford AA Truck
 Becker, Ron..... 1956 Ford Club Sedan
 Geschke, Alan / Barb..... 1963 Ford Country Squire XL Optioned
 Leopold, Gene..... 1966 Ford Fairlane 390 GT
 Zielieke, Jewell..... 1939 Ford Fordor Deluxe
 Kuenstler, Russ / Sandy..... 1965 Ford Galaxie 500 XL Convertible
 Besser, Randall..... 1966 Ford Galaxie 7 Litre
 Hiller, Chuck..... 1962 Ford Glaxie Conv
 Spennetta, Josiah..... 2006 Ford GT
 Checki, John / Mary..... 1966 Ford LTD
 Velte, Marie (Missy)..... 1969 Ford Mach 1
 Kriese, Bill..... 1969 Ford Mach I
 Kriese, Bill..... 1973 Ford Mach I Mustang
 1903 Ford Model A
 Ostroski, Greg..... 1930 Ford Model A
 Staehle, Dan..... 1930 Ford Model A 4 DR Sedan
 Hupke, William..... 1930 Ford Model A Deluxe
 Gilson, Jim..... 1928 Ford Model A Roadster Truck
 Beyer, Fred..... 1929 Ford Model A Town Sedan
 Voss, Dale / Violet..... 1929 Ford Model A Tudor Sedan
 Franz, Lloyd..... 1927 Ford Model T Roadster Pick Up
 Plueddeman, Charles..... 1926 Ford Model T Tudor Sedan
 Bellile, Paul..... 1964 Ford Mustang
 Barwick, Jeff / Kerri..... 1971 Ford Mustang
 Epright, Bill..... 1986 Ford Mustang
 Rochwite, Lyle / Kathy..... 1970 Ford Mustang Boss 302
 Kriese, Bill..... 1977 Ford Mustang Cobra II
 Doern, David..... 1968 Ford Mustang Conv
 Simek, Gary / Marie..... 1965 Ford Mustang Convertible
 Ford III, James..... 1965 Ford Mustang Convertible
 Trzebiatowski, Ron / Ann..... 1965 Ford Mustang Convertible
 Bell, Dennis..... 1965 Ford Mustang Convertible
 Levine, Paul..... 1966 Ford Mustang Convertible
 Akey, Bill / David..... 1964 Ford Mustang Coupe

Christensen, Mike / Jude..... 1966 Ford Mustang Coupe 2 DR HT
 Mangert, Tom..... 1966 Ford Mustang Fastback GT
 Davel, John..... 1966 Ford Mustang GT
 Benson, Tim..... 1988 Ford Mustang GT
 Girdauskas, Bruce..... 1966 Ford Mustang GT 350
 Trzebiatowski, Brett..... 1984 Ford Mustang GT 350 (20Th Annivers
 Dombrowski, Jim / Sharon . 1984 Ford Mustang GT 350 20Th Anniversar
 Poole, Keith..... 1989 Ford Mustang GT Convertable
 Dombrowski, Mike / Stacy..... 1989 Ford Mustang GT Convertible
 Tedlie, William..... 1990 Ford Mustang GT Convertible
 Kramm, Jenny..... 1966 Ford Mustang GT Fastback
 Dombrowski, Jim / Sharon..... 1969 Ford Mustang Mach 1
 Mangert, Tom..... 1969 Ford Mustang Mach 1
 Ciesielski, Mark / Cathy..... 1969 Ford Mustang Mach 1
 Hellner, Greg..... 1972 Ford Mustang Mach 1
 Grefe, Russell..... 1969 Ford Mustang Mach 1 428 Cjr
 Glocke, Bruce..... 1969 Ford Mustang Mach I
 Pankow, Robin..... 1970 Ford Mustang Mach I
 Rzentkowski, Jack..... 1970 Ford Mustang Mach I
 Christensen, Mike / Jude..... 1972 Ford Pinto
 Amman, Paul / Sue..... 1969 Ford Shelby GT 350 Hertz
 Davel, John..... 1969 Ford Shelby Gt500
 Spaude, Deborah..... 1968 Ford Shelby Mustang GT 350
 Wilinski, Richard..... 1957 Ford Skyline Retractable HT
 Voss, Roger / Mary..... 1931 Ford Slant Window Fordor Sedan
 Pranica, John..... 1957 Ford Thunderbird
 Burdick, Rob..... 1965 Ford Thunderbird
 Hiller, Chuck..... 1963 Ford Thunderbird Conv
 Grainger, Garry..... 1962 Ford Thunderbird Convertable
 Mc Carthy, John..... 1966 Ford Thunderbird Convertible
 Adam, Mike / Lynne..... 1960 Ford Thunderbird HT
 Davel, John..... 1970 Ford Torino
 Hartman, David..... 1971 Ford Torino GT 2 DR
 Mahn, Daniel..... 1968 Ford Torino GT Conv
 Hupke, William..... 1927 Franklin
 Beck, Ben..... 1960 GMC Pick Up
 Kennedy, Brad / June..... 1953 Hudson Hornet
 Kortenhorn, Peter / Carol..... 1947 Hudson Super Convertible
 Sperl, Mike / Monica..... 1975 International Harvester 200 Series Fleet
 Fickau, Lee..... 1982 Jaguar Xj6 4.2
 Schneider, Rodney / Luana..... 1971 Jeep Jeepster Commando W/Hurst
 Pack
 Berens, Eric..... 1954 Kaiser Darrin Roadster
 Abrahams, Lee / Carol..... 1954 Kaiser Darrin Roadster
 Staehle, Dan..... 1954 Lincoln Capri Coupe
 Messner, Wally..... 1934 Lincoln Kb Limo
 Messner, Wally..... 1939 Lincoln Zephyr 4 DR Sedan
 Schumacher, Kris..... 1985 Mercedes Benz 190E 4 DR
 Macho, Craig..... 1961 Mercury Comet S-22 2 DR
 Egelseer, Alan..... 1953 Mercury Convertible
 Obermeyer, Ross..... 1967 Mercury Cougar X-R7 Coupe
 Mitchell, Steve..... 1967 Mercury Cougar Xr-7



BLUE RIBBON *Entries*

Steinman, Don 1966 Mercury Cyclone Convertible
 Zielieke, Jewell 1954 Mercury Sun Valley
 Harrison, Harvey 1929 Nash 4 DR Sedan
 Kapp, Justin / Megan 1923 Nash 698 4 Door 5 Passenger Coupe
 Erdman, Denis 1960 Nash Metropolitan Conv
 Hagen, Marcia 1955 Nash Metropolitan Coupe
 Johnson, Randy / Linda 1971 Oldsmobile 442 Convertible
 Lach Jr., Stan 1967 Oldsmobile 98 Convertible
 Drifka, Randall 1971 Oldsmobile Cutlass 'S'
 Sustman, Richard 1967 Oldsmobile Cutlass HT
 Hertig, Bruce 1970 Oldsmobile Cutlass Pace Car Conv
 Blaschka, Shawn 1974 Oldsmobile Cutlass Supreme 2 DR
 Theisen, Mark 1973 Oldsmobile Delta 88 Royale Convertible
 Lockman, Ralph 1962 Oldsmobile Starfire 2 DR
 Hanson, Brian 1969 Oldsmobile Toronado 2 DR Coupe
 Moore, Steve 1938 Packard
 Lindsay, Dave 1956 Packard
 Brown, Brent 1937 Packard 120 Touring Sedan
 Girdauskas, Bruce 1934 Packard 7 Passenger
 Lindsay, Dave 1937 Packard 7 Passenger
 Hupke, William 1934 Packard Club Sedan
 Keller, Brian 1951 Packard Convertible
 Roberts, Adam / Richard Janis 1954 Packard Convertible
 Girdauskas, Bruce 1928 Pierce Arrow 4 Pass. Coupe Series 81
 Breu, Allen 1967 Plymouth Belvedere II 2 DR HT
 Gasch, Kristopher 1947 Plymouth Pick Up
 Rachick, James 1970 Plymouth Road Runner
 English, Kevin 1960 Plymouth Savoy 4 DR Sedan
 Gast, Larry 1959 Plymouth Sport Fury 2 DR HT
 Gast, Larry 1959 Plymouth Suburban Wagon 2 DR
 Morton, Joshua 1986 Pontiac
 Rauch Sr., Phillip 1965 Pontiac 2 + 2 Sports Coupe
 Linzmeier, Amber 1958 Pontiac Bonneville
 Brock, Theresa 1958 Pontiac Bonneville 2 DR
 Schulfer, Dan 1966 Pontiac Bonneville 2 DR HT
 Richardson, Charles 1957 Pontiac Bonneville Conv
 Sieber, John 1964 Pontiac Bonneville Convertible
 Hangartner, Lee 1963 Pontiac Bonniville 4 DR HT
 Peterson, Gene / Robin 1951 Pontiac Catalina
 Schalk, Jerald 1966 Pontiac Catalina 2 DR Sedan
 Peterson, Gene / Robin 1954 Pontiac Chieftain
 Andres, Russell / Bonnie 1953 Pontiac Chieftain 4 DR
 Larson, Gary 1950 Pontiac Chieftain Convertible
 Miller, Steven 1953 Pontiac Chieftain Deluxe 2 DR
 Sipiorski, Gary / Linda 1950 Pontiac Chieftain Silver Streak
 Poole, Garret 1985 Pontiac Fiero Se 2M6
 Zuhlke, D.J. 1969 Pontiac Firebird
 Andres, Russell / Bonnie 1987 Pontiac Firebird
 Mielke, Rick Carol 1968 Pontiac Firebird 350 4 Speed
 Sternberg, Shirley 1967 Pontiac Firebird 400 Convertible
 Treutel, Jim / Vickie 1969 Pontiac Firebird Convertible

Staehe, Dan 1969 Pontiac Firebird Convertible
 Wiegert, Anthony (Tony) 1969 Pontiac Firebird Convertible (Blue)
 Wiegert, Anthony (Tony) 1969 Pontiac Firebird Convertible (Red)
 Westermeyer, Fred 1962 Pontiac Grand Prix
 Brownlee, Robert 1963 Pontiac Grand Prix
 Knuteson, Ron 1970 Pontiac Grand Prix
 Sieber, John 1975 Pontiac Grandville Convertible
 Perzinski, Roger 1964 Pontiac GTO
 Clumpner-Fisher, Denise 1969 Pontiac GTO
 Thiemer, Richard 1968 Pontiac GTO 2 DR HT
 Knuteson, Ron 1965 Pontiac GTO Convertible
 Williams, Drew 1967 Pontiac GTO HT
 Cook, Roger / Jan Jordan 1969 Pontiac GTO Judge
 Beck, Ben 1969 Pontiac GTO Judge
 Beck, Ben 1971 Pontiac Lemans
 Sipiorski, Gary / Linda 1954 Pontiac Star Chief
 Clumpner-Fisher, Denise 1955 Pontiac Star Chief Conv
 Mielke, Rick Carol 1976 Pontiac Trans Am
 Wallace, Paul 1971 Pontiac Trans Am 2 DR HT
 Otto, Ken 1960 Porsche 356B Roadster
 Stevens, Ervin 1965 Rambler 990 2 DR Conv
 Shaw, Sigrid 1959 Rambler Custom
 Trost, Diane 1959 Rambler Rebel Wagon
 Koehler, Dan 1929 Reo Flying Cloud
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 Frye, Terry 1964 Studebaker Daytona Convertible
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BEST IN CLASS-IC

The All-New Coker Classic Star Series Whitewall Tire

Tires are always a hot topic, because opinions differ greatly among car enthusiasts. It's no secret that tires can make or break how your classic car looks, but it can also affect the driving experience, so it's a decision that shouldn't be taken lightly. When it comes to classic car tires, our friends at Coker Tire have a 100-year range of tires, with a distinct focus on whitewalls for the classic car and hot rod market. Coker Tire has been in business since 1958, and the team of tire and wheel experts are always helpful when it comes to educating us on the intricacies of the tire and wheels market.

Coker Tire produces many whitewall tires in both bias ply and radial construction, catering to all types of classic car enthusiasts, from purists to cross country road trippers. Back in 1994, Coker Tire developed a revolutionary tire: the Coker Classic wide whitewall radial. And now, 30



a few more pounds of air pressure (42 psi max) to support the extra weight. Coker Tire engineered the tread compound to have a great balance of traction and long-lasting tread, and a 480 AA rating proves that it will have great highway manners and longevity. The T-speed rating (118 miles per hour) is the highest available in any whitewall tire, providing another best-in-class detail.

As always, Coker Tire's commitment to its customers is to produce whitewalls in the most authentic way possible to ensure a long-lasting tire. The white rubber isn't a glued-on after thought...it's the real deal built into the tire from day one, and that means this tire is DOT certified and E-marked for European use. High quality wrapping prevents whitewall damage in shipping, which means this tire does not have the blue coating on the whitewall.

For decades, Coker Tire has been studying the market and listening to its customers to determine viable products for each segment of the classic car hobby. You can find even more valuable information about the new Coker Classic Star Series at www.cokertire.com or you can find Coker Tire's Star service team at the Iola Car Show and Swap Meet in spaces O 12-18.

Source: Coker Tire, (800) 251-6336, www.cokertire.com

years later, Coker Tire is excited to announce a ground-up rebuild of its most popular tire. Known as the Coker Classic Star Series, this product fills a void in the classic car and hot rod market by taking performance and quality standards well beyond anything that's on the market today. It's the only tire of its kind built in North America.

The Coker Classic Star Series product line is available in 28 sizes to fit 13- through 17-inch wheels. There is an intense focus on 14- and 15-inch fitments, with popular sizes like 165R15, 205/75R14, 235/75R15 and more, and many sizes are available in both wide whitewall and narrow whitewall configurations. The tire has reinforced sidewalls, which places it into the Extra Load (XL) category, allowing Cadillacs and other full-size cars to run



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FIN-LAND GETS MAJOR UPDATE WITH VINTAGE CHRYSLER DEALERSHIP

It's no secret that Iola has been graced to have some incredible cars and some incredible collectors over the years. For many decades, the Blue-Ribbon section of the show has included a special tented area of vehicles affectionately known as "Fin-Land". Spearheaded by the pair of Bob Brown and George Collar, this area featured awesome examples of the beautiful fin cars of the 1950s and 1960s. While Fin-Land included cars from many different manufacturers representing the era, Bob and George have a true passion, and collection, of Chryslers.

Along with their love of Chryslers, Bob and George really love their time spent over the years at Iola. They started talking to us a couple years ago about a crazy idea they had, and we're excited to unveil that idea, which came to fruition just in time for Iola '24.

If you traveled back in time to 1975, the entrance at the Northwest corner of the Convention Center would have brought you into the newly completed Krause Publications building. It featured a reception desk, offices and other necessary production spaces for the growing operation. Thanks to the combined vision and efforts of Bob, George

and of course our team and pit crew, if you walk through that same set of doors today, you'll be transported back to the 1950s!

Bob and George's collection of select Chrysler vehicles and associated signage, equipment and memorabilia has been thoughtfully placed in the immaculately renovated space. Great care has been taken to provide an awesome blend of vintage feel with modern touches that hide behind the scenes. It's a feature all of us are excited to share with you, one that's sure to enhance your enjoyment while visiting the show car area of the grounds.

While this space has come a long way, we don't plan on stopping just yet. The indoor display is an awesome selection of their personal collection, but future concepts include an enhanced outdoor space to further improve the "Fin-Land" tradition as an extension of the space.

This project represents our continued efforts to develop the grounds and building, by virtue of a great partnership with a couple of longtime Iola participants. We are so grateful for the relationships built here at Iola!

JOHN GUNNELL COLLECTION TO BE AUCTIONED OFF FOLLOWING IOLA '24

John Gunnell, better known to many as "Gunner," was a longtime friend of the Iola Car Show who passed away suddenly following a medical procedure late last summer. Gunner was a nationally renowned automotive journalist who moved to Iola in the late '70s for a job as editor with Krause Publications' Old Cars.

Gunner served in a variety of roles and was instrumental in the rise and development of Old Cars, Old Cars Weekly, and the well-known Price Guides. John's abilities placed him often in the presence of some of the biggest names in the automotive industry, many of whom became close personal friends. John was always happy to make an introduction and was key in the addition of celebrity guests to the Iola Car Show nearly a decade ago. He was a wonderful advocate for Iola.

John continued with regular writing well into his retirement, and is credited with authoring thousands of articles, in dozens of publications. In addition to magazine articles, John also authored and edited several books, and was a true

historian of the automobile. A titan in automotive journalism.

He loved attending car shows and swap meets. Not surprisingly, Gunner was also a collector and restorer of all things automotive. As is often the case, there is much that needs to be liquidated in his passing, and we're certain he'd love the idea of the Iola Car Show audience having the opportunity to take a piece of his collection home with them.

John's family is working with the Iola Car Show and Wayne Yoder Auctions to get maximum attention on his remaining collection to see that everything finds a good home. The collection includes several vehicles, both completed and projects, a large cache of tools and shop equipment, signage, memorabilia, print items and more. The auction will take place after the 2024 Iola Car Show to ensure there's time for everyone to explore what's available. Please be sure to stop by the Yoder Auction booth at the show to learn more. We are absolutely honored to have the opportunity to assist Gunner's family in this way.

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Ali from Iola

AS TOLD BY ALI



A year ago, I took the plunge and created a Facebook page to share with you my adventures as I traveled to and from car shows. I figured I'd do some behind the scenes and random stuff here and there... Well, I wasn't wrong... but I feel like you guys are getting far more than you asked for! While I thought my posts would be more related to car shows, it's turned into a bit of a lifestyle page. Although it's true I am often engrossed in car shows and Iola, more often I'm busy being a mother, a community member.

I grew up in what I thought was a "small town." I graduated from Wau-paca High School and my parents still live in my childhood home. I see them weekly, if not daily, but mostly because they love their grandchildren more than me (any grandparent understands this, and us children accept it with grace). I knew of the Iola Car Show as the classic cars came to Scoopers, my high school ice cream scooping job. The cars were beautiful, but I hated the traffic going north on 49.

It wasn't until I moved to Iola with my family that I truly understood the magnitude of the show. I attended my first show in 2016 when my son was just a few months old. A vendor friend invited me to come hang out, so we



walked the swap, talked with people as they browsed the parts and fell in love with the feeling of "family" we felt. I didn't know anything about the parts or much about the show at the time, yet everyone was kind and it felt familiar. I went again in 2017 and 2018 with the family – walked a bit more and saw a bit more.

Then in 2019 came my big break! I had known my Executive Director, Joe, for a few years. I used to make banners for him, and I really didn't like him at first. He always had last-minute requests and needed them as soon as possible! But I loved attending as a spectator, and I mentioned to him I'd be interested in volunteering

if there was a need... and in 2019 I got my call to action. Joan was retiring, Joe was being made Executive Director and they needed another hand in the tower. It was a whirlwind for three days and I'm glad I took pictures to remember it by. But from then on, I was hooked. I told them, "If you ever have an opening, I want to work here!" The stars aligned and by December of 2019 I was hired... and the rest is history! In a full circle moment, I have now become the person requesting banners last minute – ha-ha. Life is funny like that!

And now the year is 2024. I am a micro-influencer (if that is even the right term) as a 33-year-old mom of three, sharing my life with a bunch of swap guys (and a few gals) on Facebook. I never knew where this would lead, and I still don't. But I can't begin to tell you how happy I am to have started. You still welcome me with open arms, you pick me up when I'm down, and you have all become an extended family to me. Thank you for encouraging me and enjoying my crazy life! Buckle up because I don't think it's going to slow down!





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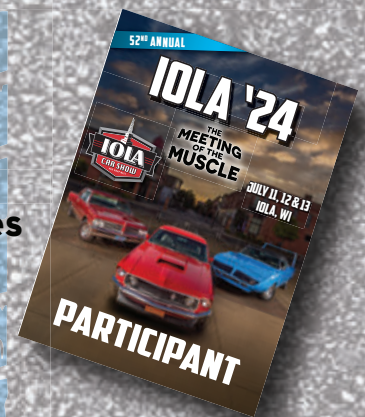
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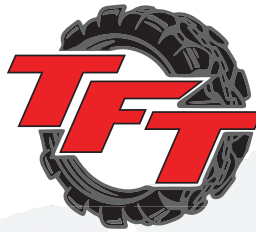
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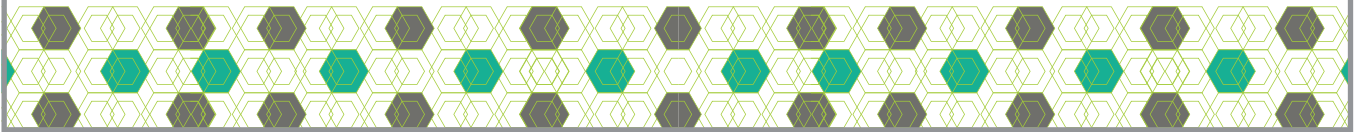
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