

**Tupelo- Crossroads of  
American History and Culture**



From Rock and Roll and Country to the Blues, Mississippi is known as the Birthplace of American Music with “home-grown” artists such as Elvis Presley, Jimmie Rodgers, B.B. King and Marty Stuart. Not only is Mississippi rich in its musical history, it is rich in Civil War history with landmarks such as Brice’s Crossroads, and it is rich in Native American history with the Natchez Trace, now a national parkway. Tupelo is the heart of Mississippi’s culture with the headquarters of the Natchez Trace, birthplace of the King of Rock and Roll, and it is home to the State of Mississippi’s Official Automobile Museum, the Tupelo Automobile Museum. Nowhere will you find more classics and originals than in Tupelo history and culture. Welcome to Tupelo where we let our hospitality show!

**Host Institution  
Tupelo Automobile Museum**



Over 100 restored automobiles, which were acquired by connoisseur and broadcast executive the late Frank Spain of Tupelo, are showcased. The collection is valued at more than \$6 million and has cars ranging from an 1899 Knox, a Duesenberg and two Hispano Suizas to a Tucker, a Lincoln previously owned by Tupelo’s own Elvis Presley and a never-driven Dodge Viper. In addition to Spain’s collection of over 100 cars from the 1880s to the 2000s, you will see “Horses in the House,” a special exhibit of Mustangs from the Mustang Club of America, as well as “Sparkle and Twang: Marty Stuart’s American Musical Odyssey.”



**8<sup>th</sup> Biennial Conference of  
Automotive History**

**March 24 – 27, 2010**

**Tupelo, Mississippi**

**NAAM Focus:**

**Nuts and Bolts to Strengthen Your Museum**

From managing to marketing your collection, get the tools you need to make your journey to success a smooth ride.

**SAH Focus:**

**The Automobile in a Time of Crisis – Lessons of History**

A symposium exploring the response of the automobile industry and of public policy when confronted by changing economic conditions, political imperatives and cultural preferences.

**Program**

The 2010 NAAM/SAH Conference promises to be an excellent networking and professional development opportunity. Two days of seminars cover a variety of topics for both NAAM and SAH members. Enjoy a day of sightseeing with a visit to the Birthplace of Elvis Presley, the Natchez Trace Parkway and Brice’s Crossroads. Finish the day with a tour of the Tupelo Automobile Museum and some surprise guests. The conference will conclude with the annual banquet featuring keynote speaker David Rumbarger of the Tupelo Community Development Foundation. We are ready to show you our Southern Hospitality in Tupelo!

**Registration**

**Pre-registration required.**

**Early Bird Registration**

**Deadline: February 15, 2010**

**Fee: \$225 NAAM and SAH members, speakers  
\$275 Non-members**

**Regular Registration**

**Deadline: March 15, 2010**

**Fee: \$275 NAAM and SAH members, speakers  
\$325 Non-members**

**NAAM**

For more information on the National Association of Automobile Museums or for membership questions, visit the NAAM website at [www.naam.museum](http://www.naam.museum) or call Jackie Frady at 775-333-9300 or email [jfrady@automuseum.org](mailto:jfrady@automuseum.org).

**Society of Automotive Historians**

For more information about the Society of Automotive Historians visit the SAH website at [www.autohistory.org](http://www.autohistory.org) or call Arthur Jones at 215-985-4714 or email [nomecos@verizon.net](mailto:nomecos@verizon.net).

# 2010 NAAM & SAH Conference Schedule

March 24-27, 2010  
BancorpSouth Conference Center

## Wednesday, March 24, 2010

### SAH Board Meeting

9:00 a.m. - 5:00 p.m., Mimosa Room  
(Lunch- Poplar Room)

### Registration

2:00 p.m. - 6:00 p.m., Conference Center Lobby

### Welcome Reception

5:00 p.m. - 6:30 p.m., Sweet Gum Room

### NAAM Board of Directors Meeting

6:30 p.m. - 8:00 p.m., Magnolia Room

## Thursday, March 25, 2010

### BREAKFAST

7:30 a.m. - 8:30 a.m., Sweet Gum Room

### NAAM Seminar I

8:30 a.m. - 9:30 a.m., Oak/Mimosa Room  
"Collection Focus and Management Policies,  
Procedures & Bullseyes"  
Speaker: Matt Short, Executive VP, Auburn Cord  
Duesenberg Automobile Museum

### SAH Presentation I

8:30 a.m. - 9:00 a.m., Magnolia Room  
"Crises and Response: Organizational Culture and  
the Embrace of Rational Decision Making in the  
Auto Industry"  
Speakers: Pat McInturff, Professor of  
Management, California State University at San  
Bernardino, and Jace A. Baker, SAH

### SAH Presentation II

9:00 a.m. - 9:30 a.m., Magnolia Room  
"Wills vs. Iacocca: The Role of the Iconic Car  
Company Executive in Corporate Success and  
Crisis Management"  
Speaker: Thomas A. Adamich, Head of Metadata  
Services, Muskingum University Library

### NAAM Seminar II

9:30 a.m. - 10:30 a.m., Oak/Mimosa Room  
"Collection Management, Contact Management,  
and Sharing your PastPerfect Data Online"  
Speaker: Brian Gomez, VP of Operations, Past  
Perfect

### SAH Presentation III

9:30 a.m. - 10:00 a.m., Magnolia Room  
"Missing Generations: Innovation during  
Economic and Environmental Crises, 1961-1975"  
Speaker: Ann Johnson, Associate Professor of  
History, University of South Carolina

### SAH Presentation IV

10:00 a.m. - 10:30 a.m., Magnolia Room  
"From Garfords to Fords: Prosperity and Crisis in  
the Lorain County Auto Industry"  
Speakers: Robert R. Ebert, Professor of  
Economics, and Amanda D. Wyant, Baldwin-  
Wallace College

BREAK 10:30 a.m. - 11:00 a.m.

### NAAM Seminar III

11:00 a.m. - 12:00 p.m., Oak/Mimosa Room  
"Rev up Your Marketing"  
Speaker: Josh Mabus, Owner, The Mabus Agency

### SAH Presentation V

11:00 a.m. - 11:30 a.m., Magnolia Room  
"The U.S. Auto Industry and the Farm Depression  
of the 1920s"  
Speaker: Darwyn H. Lumley, SAH

### SAH Presentation VI

11:30 a.m. - 12:00 p.m., Magnolia Room  
"Ford in Inter War Berlin - A Crunch for the  
German Automotive Industry"  
Speaker: Stefan Bauernschmidt, Friedrich-  
Alexander-University Erlangen-Nuremberg

### LUNCH

12:00 p.m. - 1:30 p.m., Sweet Gum Room  
"The House that Frank Built"  
Speaker: Allen McDaniel, Curator, Tupelo  
Automobile Museum

### NAAM Seminar IV

1:30 p.m. - 2:30 p.m., Oak/Mimosa Room  
"Team-Building: The Only Way to Win!"  
Speaker: Deborah Tierce, Owner, Tierce  
Motivational Training

### SAH Presentation VII

1:30 p.m. - 2:00 p.m., Magnolia Room  
"Factors Contributing to the Failure of General  
Motors"  
Speaker: Louis Fourie, SAH

### SAH Presentation VIII

2:00 p.m. - 2:30 p.m., Magnolia Room  
"Can GM Learn Anything from M.G.?"  
Speaker: Rev. Richard L. Knudson, SAH

### NAAM Seminar V

2:30 p.m. - 3:30 p.m., Oak/Mimosa Room  
"Ethics"  
Speaker: Michael Spezia, Executive Director,  
Gilmore Car Museum

### SAH Presentation IX

2:30 p.m. - 3:00 p.m., Magnolia Room  
"GM's Fatal Bargain: The 1950s Origin of Legacy  
Costs"  
Speaker: Michael Smitka, Professor of Economics,  
Washington and Lee University

BREAK 3:30 p.m. - 4:00 p.m.

### SAH/NAAM Joint Session

4:00 p.m. - 5:00 p.m., Sweet Gum Room  
"How Can SAH & NAAM Work Together?"  
Leslie Kendall, NAAM Representative  
Susan Davis, SAH President

Dinner is on your own.

## Friday, March 26, 2010

Tours leave at 8:30 a.m. from the Conference  
Center lobby, and breakfast will be provided  
before the tour leaves. Lunch is on your own at  
your choice of Harveys or Vanellis. Each bus will  
stop at one of these restaurants, so be sure to get  
on the bus that will be going to your choice! The  
buses will arrive at the Tupelo Automobile  
Museum at 4:30 p.m. Enjoy a tour with  
refreshments and special guests! After the tour,  
buses will return to the hotel.

Dinner is on your own.

## Saturday, March 27, 2010

### BREAKFAST

7:30 a.m. - 8:30 a.m., Sweet Gum Room

### Joint Session

SAH/NAAM Presentation I  
8:30 a.m. - 9:00 a.m., Sweet Gum Room  
"Rooms with a Motorsports View: The Simeone  
Foundation Museum"  
Speaker: Patricia Lee Yongue, Associate Professor  
of English, University of Houston

### Joint Session

SAH/NAAM Presentation II  
9:00 a.m. - 9:30 a.m., Sweet Gum Room  
"Libraries and Archives for Museums and  
Historians"  
Speaker: Kit Foster, SAH

BREAK 9:30 a.m. - 10:00 a.m.

### NAAM - Your Choice of SAH Sessions

10:00 a.m. - 12:00 p.m., Sweet Gum Room

### SAH Presentation XI

10:00 a.m. - 10:30 a.m., Sweet Gum Room  
"The American Automobile Industry and the  
'Eisenhower Recession' of 1957-8"  
Speaker: John A. Heitmann, Professor of History,  
University of Dayton

### SAH Presentation XII

10:30 a.m. - 11:00 a.m., Sweet Gum Room  
"From Margin to Mainstream: American Women  
and the Automobile in Historical Perspective"  
Speaker: Margaret Walsh, Emeritus Professor of  
American Economic and Social History, University  
of Nottingham

#### SAH Presentation XIII

11:00 a.m. - 11:30 a.m., Sweet Gum Room

**"Come See Quality Being Made: Touring America's Auto Factories"**

Speaker: Allison C. Marsh, Assistant Professor of History, University of South Carolina

#### SAH Presentation XIV

11:30 a.m. - 12:00 p.m., Sweet Gum Room

**"Arsenal of Democracy – Detroit's Leadership in World War II"**

Speaker: Michael W. R. Davis, SAH

#### LUNCH

12:00 p.m. - 1:30 p.m., Sweet Gum Room

#### NAAM Meeting

1:30 p.m. - 4:00 p.m., Poplar/Elm Room

**Annual Meeting & Presentation of NAAMY Awards, Roundtable Discussion**

#### SAH Presentation XV

1:30 p.m. - 2:00 p.m., Sweet Gum Room

**"Streamlining – Changing Attitudes During the Great Depression"**

Speaker: J. Michael Hemsley, SAH

#### SAH Presentation XVI

2:00 p.m. - 2:30 p.m., Sweet Gum Room

**"The Vehicle Industry and its Effect on 'Indiana's Little Detroit'"**

Speaker: Richard A. Stanley, SAH

#### SAH Presentation XVII

2:30 p.m. - 3:00 p.m., Sweet Gum Room

**"Imperial Adventures in the Colonies and the Automobile"**

Speaker: Anindita Mukhopadhyay, Assistant Professor of History, University of Hyderabad

#### SAH Presentation XVIII

3:00 p.m. - 3:30 p.m., Sweet Gum Room

**"What the Doctor Ordered: Early Automobile Manufacturing in the Mahoning Valley"**

Speaker: John A. Marino, Associate Professor of Business Technology, Kent State University–Trumbull Campus

Break 3:30 p.m. - 4:00 p.m.

#### SAH Meeting

4:00 p.m. - 5:00 p.m., Sweet Gum Room

**International Motorsports History Section Meeting**

Patricia Lee Yongue, President

#### BANQUET

6:00 p.m. - 8:30 p.m., Sweet Gum Room

Speaker: David P. Rumbarger, President/CEO, Community Development Foundation, Tupelo

#### Conference Hotel Information

##### Hilton Garden Inn

363 East Main Street, Tupelo, MS 38801

**Rate: \$105 plus taxes and fees**

Note: Although a room block has been established at this special rate, the hotel will book quickly, so please make your reservations as soon as possible. Reservations must be made by February 22, 2010.

##### **Reservation Instructions:**

Note: Guests must reserve online to receive the group rate or by calling the Hilton Garden Inn directly. Make your reservations by calling toll free at 1-877-STAY-HGI or directly at 662-718-5500.

You may also reserve your room online by going to [www.tupelo.hgi.com](http://www.tupelo.hgi.com). Then enter the dates of your stay under "Check Availability," and press "Go." Scroll down to "Special Accounts" and enter **AUTO** in the "Group/Convention Code" field, and press continue to continue your reservation. **You must have this code in order to book your room at the Hilton Garden Inn. Code: AUTO**

**For alternative hotel options, visit [www.tupelo.net](http://www.tupelo.net).**

##### Conference Airport Information

##### Tupelo Regional Airport

2763 West Jackson Street

Tupelo, MS 38801

[www.flytupelo.com](http://www.flytupelo.com)

The Tupelo Airport currently has an incoming and outgoing flight to Memphis and Atlanta each day.

##### Tupelo Car Rental and Taxi Companies

**Budget Rent-A-Car** (Tupelo Airport)

1-800-527-0700/662-840-3710

**Hertz Rent-A-Car** (Tupelo Airport)

662-680-9482/1-800-654-3131

**Enterprise** (551 Daybrite Drive)

1-800-RENT-A-CAR/662-842-2237

**Brooks Bros. Taxi** (662-842-5262)

**Tupelo Cab Co., Inc.** (662-842-1133)

**A1 Cabs, LLC** (662-840-4300)

##### Memphis Int'l Airport Car Rental

Courtesy phones located near the exits in all baggage claim areas may be used to contact car rental agencies. All rental agencies are located off the airport and each provides its own courtesy shuttle. The shuttle stop is outside the baggage claim area underneath the overhead signs.

**Alamo** (800) 462-5266

**Avis** (800) 577-1521

**Budget** (800) 527-0700

**Dollar Rent-A-Car** (866)434-2226

**Hertz** (800) 654-3131

**National Car Rental** (888) 501-9010

**Thrifty Car Rental** (877) 283-0898

**Enterprise Rent-A-Car** (877) 283-0898



##### **Hilton Garden Inn**

The Hilton Garden Inn is located at the heart of the Fairpark District in Downtown Tupelo. This three-year-old facility is across the street from the Tupelo Automobile Museum and adjacent to the BancorpSouth Conference Center and the BancorpSouth Arena. In addition to its in-house restaurant, The Great American Grill, the nearest restaurants are just next door. The Hilton has 158 hotel rooms which are available with either king or queen beds and a chair with ottoman, a 27" flat screen television, a large work desk, refrigerator, microwave, coffee maker, iron, ironing board and hair dryer. Two phones with dataport, complimentary hi-speed internet access and voicemail are also provided in each room. The hotel has guest laundry facilities available, an indoor pool, fitness center and a lounge and dining area. There is also complimentary parking on the hotel property.

##### Tupelo Weather

The average temperature in Tupelo in March is a high of 64F and a low of 44F with an average of about 6 inches of rain for the month. You may prefer to dress in layers or bring a light jacket for the cool mornings and evenings as afternoon temperatures are pleasant. Be sure to bring a raincoat or umbrella in case of showers.

##### NAAM Conference Scholarships

NAAM is offering three \$500 scholarships to help with conference expenses. The application deadline is January 29, 2010. Visit [www.naam.museum](http://www.naam.museum) for an application under "Conference."

*Tupelo*  
OUR TALENT IS HOSPITALITY



## NAAM & SAH 2010 CONFERENCE REGISTRATION FORM

Please use one registration form for each attendee. You may also find this registration form online at [www.tupeloauto.com](http://www.tupeloauto.com) or [www.naam.museum](http://www.naam.museum).

Registration deadline is March 15, 2010.

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

\_\_\_\_ Member or Speaker, Early Bird Registration by Feb. 15, 2010 (\$225) \$ \_\_\_\_\_

\_\_\_\_ Non-Member, Early Bird Registration by Feb. 15, 2010 (\$275) \$ \_\_\_\_\_

\_\_\_\_ Member or Speaker, Registration by March 15, 2010 (\$275) \$ \_\_\_\_\_

\_\_\_\_ Non-Member, Registration by March 15, 2010 (\$325) \$ \_\_\_\_\_

\_\_\_\_ Spouse, Registration by March 15, 2010 (\$225) \$ \_\_\_\_\_

\_\_\_\_ One Day Registration by March 15, 2010 (\$100) Day: \_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_ Tour Only Registration by March 15, 2010 (\$50) \$ \_\_\_\_\_

\_\_\_\_ Banquet Only Registration by March 15, 2010 (\$50) \$ \_\_\_\_\_

\_\_\_\_ I am unable to attend but would like to make a donation to NAAM. \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

Form of Payment (We do not accept American Express)

\_\_\_\_ Check made payable to NAAM \_\_\_\_\_ MasterCard \_\_\_\_\_ VISA

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_ 3-4 Digit Security Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing City/State/Zip: \_\_\_\_\_

No refunds will be given after March 15, 2010. No exceptions.

\_\_\_\_ I will be flying into the Tupelo Regional Airport and will need transportation to the hotel.

Date and Time of Arrival \_\_\_\_\_ Departure \_\_\_\_\_

\_\_\_\_ I will be present for the Welcome Reception on Wednesday, March 24, 2010.

\_\_\_\_ I will be touring on the bus on Friday, March 26, 2010.

\_\_\_\_ I will be present for the Banquet on Saturday, March 27, 2010.

Do you have any food allergies or dietary requests? \_\_\_\_\_

Please fax this form to 662-842-3734 if paying by credit card. If paying by check, please mail to:

Tupelo Automobile Museum

Attn: Cindy Hale

1 Otis Blvd.

Tupelo, MS 38804

For additional information, call Cindy Hale at 662-842-4242 or email her at [chale@tupeloauto.com](mailto:chale@tupeloauto.com).