



The *Dagmar*

www.rmrlc.com

November 2008

Littleton Historical Museum Tour by Paul Olson

On Saturday October 18th a small group gathered at the Littleton Historical Museum for a sunny very warm fall outing. This museum showcases rural life consisting of two living history farms one from the 1860's and one from the 1890's. There is also a very fine main building that houses galleries for the history, art, and culture of Littleton. One of the galleries had a display that was dedicated to political presidential campaign memorabilia which was quite interesting.

We had a fine turn out of cars from Joe Unrien's very, very fine 1959 Ambulance; John Cullinan's 1938 La Salle; John Serfling's 1963 DeVille Convertible and Laura Wilcox-Pendleton's beautiful 1941 Series 61 Coupe.

This was the first outing with the club for Laura and her car. She had just gotten it out of the shop after an extensive restoration. It was stunning. Laura is new to the club and it

was very nice to meet her husband Mike and her daughter. We hope to see them at future club events.

Club Meetings for November and December:

The November meeting will be held at the assembly point and time for the Veteran's Day parade. Please see article on page 9.

The December meeting will be on Tuesday, December 9th, 7:30 at Rickenbaugh Cadillac at Speer and Broadway. Please use the showroom entrance on Speer Blvd. Election of officers for 2009 will take place at this meeting.





**Nomadic RMRCLC
The Director's Column
by John Serfling**

Joe Unrein is the owner of a 1959 Cadillac ambulance. He is understandably proud of it and shared that pride and the history of the car with us at the October meeting. We have had a full year of enjoyable "5 Minute Car Stories", but none has generated as many questions and discussion as this episode did. Thank you, Joe, for your presentation. It really was most enjoyable.

With this Dagmar we come to the end of 2008. It has been a good year for the club in spite of losing our long time meeting place. Thanks again to Rod Brewer for providing the space for so many years. It looks like we finally have found a new, more or less permanent location for our meetings in 2009. Harry Tiffany is arranging for us to meet at the Elks Lodge at 2475 W. 26th Ave. in Denver. This is across the street from the Diamond Hill office complex just southwest of the I-25 and

Speer Blvd. interchange. That makes the location very central and easily accessible from just about anywhere in the metro area. It even has a large parking lot! The January Dagmar will give you all of the details. Thanks to Harry for finding this for us.

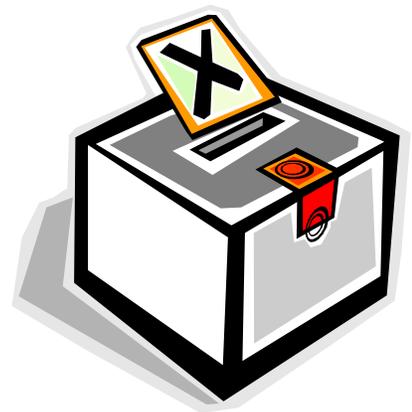
Because the November meeting is scheduled to fall on Tuesday, Nov. 11, which is Veterans' Day, the Board has decided to move the meeting to coincide with the Veterans' Day Parade on Saturday, Nov.8. Look in the schedule of events for the meeting place and time. If you haven't driven in a parade in a while, this is a good one to be in. You will be greeted by an appreciative crowd! Please let John Cullinan know if you are going to participate. There won't be a meeting on Tuesday night.

Once again, I would like to thank all of you who showed up at an event during 2008. John Cullinan, our VP of Fun did a wonderful job again in October by planning the trip to the Littleton History Museum. I really enjoyed the day! John has arranged for several activities this year that had little to do with old cars, except that it gave us a reason to drive ours, but we went places that everyone living in the Denver area should visit, but we just don't seem to get around to it. Thank you, John, for a great year of events.

I would like to thank Paul and Janice Olson for their work this year trying to convince the national board that we need a different way to pay our dues. As all of you should

know, you must pay dues to the national organization in order to be a member of the local region. National has identified seven members of our region who have not paid their national dues, but the process of identification and notification is extremely cumbersome and assigns an unnecessary amount of work to the local membership VP.

The nominating committee has met to develop a slate of candidates to run the club for 2009. They will be announced at the November meeting and you will only have the opportunity to vote for them if you attend the December meeting. As incentive for you to do so, that meeting will be at Rick-enbaugh Cadillac.



Fall Color Tour by Janice Olson

This year our fall color tour was long on tour and short on color. The date and route for the tour happened to coincide with a huge rally to Platte Canyon High School. So we altered the route heading south along the South Platte River to Manitou Springs via Deckers and Woodland.

The aspen trees along the route had just begun their annual change of color a week or more before their peak.

There were four cars on the tour, John Cullinan's beautiful 1938 La Salle, Nancy Tucker's very slick 1993 Allante, Larry Dilts rescued 1979 DeVille and our venerable 1966 Sedan DeVille.

The drive along the river was spectacular, particularly the section from Ferndale to Buffalo Creek. If you've never been on this road before you should find time to drive it. Part of the route took us along the area burned by the Hayman Fire in 2002. There were lots of signs that this area is coming back to life. It will be interesting to see it again in a couple of more years.

We stopped for lunch and a walking tour in Manitou Springs. Our first stop was at the grand Cliff House Hotel at Pikes Peak. This hotel dates back from 1873 and is one of the few historic hotels left in Colorado. The hotel staff directed us to a very nice lunch spot. Afterwards we did some window shopping and by the time we got back to the cars there was a little rain coming

down. In preparation for the drive home John and Nancy put their tops up as the skies were more threatening farther north.

John took us back through the Garden of the Gods for a photo-op stop. He then took a route home along the base of the mountains which was very pretty. We made a final stop

at the Rock House Ice Cream shop in Palmer Lake.



Burger Run and Meeting at Lafayette VFW Post

The club met at the VFW for \$5 burgers, great fries, and provided a car show to the post regulars and neighbors alike. Many thanks to John Evans for hosting the group and planning the event. We received the following note from John after the event:

Fellow RMRCLC Members,

On behalf of the members of Mile High VFW Post 1771, we extend our sincere thanks for making our first car show such a success. Because of your support, we were able to raise over \$1,000.00, which will help us greatly in the support of our Veterans, and our Veterans programs. We served over 100 hamburgers and fries to CLC members, VFW members, and local car show spectators.

Perhaps we might consider making this event a bi-yearly club outing, maybe one in the Fall and one in the Spring.

My thanks to all of you that attended, we had a ball, and the Post is still abuzz about all the great cars.

Best regards,

John Evans





Mary Pacifico and Rickenbaugh Cadillac: An American Success Story

Reprinted by permission from Andiamo!
by Mary Mirabile

Mary Pacifico embodies the classic American model of starting in a low position within a company and working up to the very top. She began working at Rickenbaugh Cadillac 32 years ago. Ralph Rickenbaugh, founded his dealership on sound principles. Both the history of the company and Mary Pacifico's career within it reflect those values.

In 1976, at the age of 19, she started in the lowest job at Rickenbaugh Cadillac, a File Clerk. While attending school in the evening, she worked in

every department in the dealership, including to Clerk in Service and Manager of Tire and Trim. She always enjoyed working with numbers, and ultimately graduated with a Masters in Finance. At every step, Pacifico applied for another position. The company hired from within and continued to promote her. She felt rewarded because she was always learning.

During the time when Pacifico served as Controller and General Manager, she worked long hours. Pacifico began to buy into the business, and to be groomed for ownership. The legacy stands strong, with Pacifico shouldering responsibilities gracefully and abiding by the long established, timeless values.

Pacifico describes the company as a stable environment.

With long-term employees up to 30 years, a loyal customer base, and a location that has outlasted a myriad of car dealerships, the firm represents an old standard of values rarely encountered in today's business climate.

64 years ago, Ralph Rickenbaugh acquired the Cadillac Motor Car Division distributorship west of the Mississippi and opened his dealership in Denver. The company started with seven employees; today there are 165. In 1989, the dealership purchased Volvo as an upscale compliment to the Cadillac line. Each line appeals to a different clientele: Cadillac representing American premium standard of workmanship, and Volvo appealing to safety conscious families.



When people think of Rickenbaugh, most Denverites visualize the long neon sign that stretches across the original showroom storefront located at 777 Broadway. The retro sign is memorable, yet that storefront deceives the eye. Rickenbaugh actually encompasses a total over 5 acres, a total city block, complete with an alley through the middle. Service facilities, offices, and the used car center fill the acreage.

Kent Rickenbaugh purchased the part of the property in 1944, and, over time, acquired the entire triangular block surrounded by Broadway, Speer and 8th. Today Rickenbaugh holds the distinction of being the only car dealership left in the area. The district that once reigned as the Denver's car row with a complete selection of makes and models, has transformed into a residential area peppered with upscale shopping. Rickenbaugh represents a constant in the Golden Triangle district and participates in the Golden Triangle Association.

As the neighborhood changed, so the car business changed as well. Today, showrooms and dress codes are much less formal. The clientele for luxury cars now includes younger people looking for performance-orientated vehicles. Unlike many dealerships, Rickenbaugh boasts a strong customer base, with intergenerational purchasing - children continue to buy where their parents did.

The ascent of women into

leadership positions marks another change Pacfico has witnessed over the years. Women now hold management positions in all phases of the dealership. The top Cadillac salesperson in the dealership at present is a woman. In the automobile industry, customers feel more at ease with women, and perceive them as better listeners who are more concerned with the customers needs.

Pacifico recognizes the importance of supporting women both in the neighborhood and in the company. Rickenbaugh volunteered and continues to support Girls Inc on West Colfax, an after school program which aims to create strong, bold, empowered young women. In September of 2001, Pacifico participated on the founding board for the General Motors Retail Women's Initiative. The organization represents a strong movement toward women as general managers and dealers throughout the United States.

Pacifico feels that the positions she held in the service

departments of the business prepared her well for ownership. Today, car dealerships realize most of their profits on the service side of the business, not sales. Earning customer loyalty and trust in the service arena -plays a critical role in the success of the dealership.

Pacifico grew up in Westminster, and spent a great deal of time with her Italian American grandparents on their farm in Welby. She treasures memories of the farm - the chickens, a drive in the tractor, fresh foods - and still loves her flowers and gardening today. The example of uncomplaining hard work, including diligent, incessant weeding, left a lasting impression. She carried the attitude of uncomplaining enjoyment of work with her to Rickenbaugh. "It is not a bad thing to come to work; I've always loved to come to work and still can't wait to get to work." Such a positive attitude has rewarded her not only with a venerable position, but with a rich, rewarding daily work life.



The Dagmar monthly newsletter of the Rocky Mountain Region **Cadillac and LaSalle Club**



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Monthly Meeting:

As we have lost our usual meeting place, see each issue for details on the next meeting date, and location.

The Dagmar:

The Dagmar is published monthly (except December) and is mailed First-Class to all RMRCLC members on the current roster. The Dagmar is copyright©2008 Rocky Mountain Region Cadillac and

LaSalle Club.

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Deadline:

Is the 25th of each month.

Advertising:

Display ads: \$15.00 per issue, \$125.00 per year prepaid for a business-card-size ad. Larger sizes available at a discount. Contact the Editor for more information.

Classified Ads:

First three months free for Club Members (RMRCLC), after that normal rates apply. \$20.00 for three consecutive issues prepaid for nonmembers. Cadillac and LaSalle related ads only; there is a 50-word limit on each ad. Classified ads also appear on our web site at:

Check out the RMRCLC Website at:

www.rmrclc.com

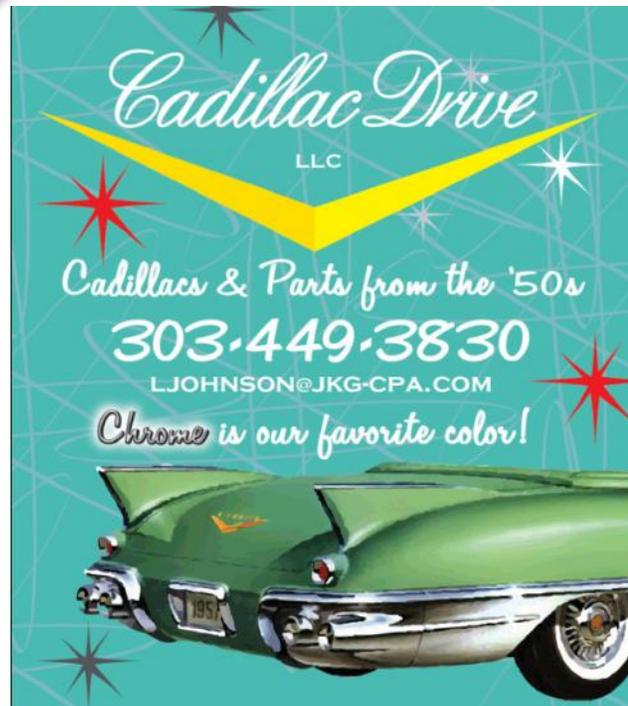
and the national site at
<http://www.cadillaclasalleclub.org>

VETERAN'S DAY PARADE

Saturday, November 8th is Veteran's Day. Members of the RMRCLC have participated in the Veteran's Day Parade for many years. Club members say it is one of the most rewarding experiences that comes from belonging to this club. Veterans who feel forgotten ride in one of our cars and suddenly feel very special. Let's make a lot of people feel special by turning out in significant numbers this year.

Our plan is to meet by 9:00 a.m. at the Albertsons at the Design Center, down at Alameda and Broadway. Once again we will be driving the lady Marine Corps veterans in the parade. Please join us and show your support for our troops.

Update: please note, this will also be our November meeting!



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Challenges Can Lead to Creativity
by Nancy Tucker

In June our club faced a new challenge..... one that we hadn't experienced for many, many years. We lost our monthly meeting room! The building, previously the headquarters of Brewer Tire Company, had been sold and the new owners had other plans for that space.

Thanks to the generosity of Rod Brewer, we have a lot of good memories of being there. Besides our monthly meetings, we enjoyed delicious Christmas buffets while wrapping gifts for the families we adopted, we had summer cookouts, we met there before various driving tours, and we entertained Cadillac and LaSalle people from all over the world with a beautiful car show. It wasn't just a building – it was a gathering place filled with friendship, sharing our love of old classic cars, and lots of laughter. Rod, thank you for always taking such good care of us!

But, time moves on and change brings new op-

portunities. We've looked for permanent space, and may have found a new home for 2009. Because of this we've been to different locations in the area and have enjoyed some new experiences. Our July meeting (and our upcoming December meeting) was at Rickenbaugh Cadillac. It's always fun to meet there amid the latest in beautiful, new Cadillacs. In August we enjoyed a nice summer dinner on the patio of the Elephant Bar in Bel-Mar. John Evans hosted us in September at his VFW post in Lafayette, where we had a car show enjoyed by members of the post and other locals, a cookout, and then a meeting in their spacious party room. October took us south to Littleton and the Bemis Library

(see picture below—your Director entertains the group). Moving around has given different members the convenience of meeting close to home and also gives us added opportunity to invite car enthusiasts in those areas to meet with us and hopefully join our club.

While these new meeting spots are great, we'd still like to have a permanent home. It appears we have a new home courtesy of Hairy Tiffany Jr – a space to comfortably hold 30+ people, centrally located, good parking, and reasonable. It's good to have new experiences!



Cars & Parts or Sale

For Sale. Several sets of 3" WWW 15" bias ply tires; many of these are nearly new. \$50.00 per tire. Perfect for the guy who likes originality. Call Leonard 303-449-3830. (September)

Official List Of RMRCLC Sponsored Functions

November 8th, Saturday, Veteran's Day Parade with the lady Marines. -- see page 9

Monthly Club Meeting Locations

November:

When: November 8th, 9 AM

Where: Parade rendezvous at Albertsons at the Design Center, Alameda & Broadway
(see page 9 for details)

December:

When: Tuesday, December 9th, 7:30 PM

Where: Rickenbaugh Cadillac at Speer and Broadway. Please use the showroom entrance on Speer Blvd. Election of officers for 2009 will take place at this meeting.

Other Events

Rocky Mountain Region

Cadillac and LaSalle Club

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