



Ambler Main Street
131 Rosemary Ave.
Ambler, PA 19002

Jan 30, 2020

Attn: LeAnn Pettit

Subject: Ambler Auto Show 2020

Dear LeAnn:

This letter is to provide notice to Ambler Main Street the Ambler Auto Show “committee” will not be organizing and delivering a 2020 Auto Show.

Over the past 23 years our committee has worked hard at developing and refining the show that delivers a locally profitable and entertaining experience for the car culture in Montgomery County and beyond. This show has put Ambler on the map as a destination in early May for auto enthusiasts and their families.

We have made the difficult decision to sever our involvement with Ambler Main Street and discontinue the Ambler Auto Show due to a myriad of issues that never seem to resolve.

First and foremost a properly presented show that has grown to this level requires an enormous amount of planning and preparation. The actual implementation is a huge undertaking on show day.

All of the work involved in preparing for the auto show is completed entirely by the Auto Show Committee with no help from Ambler Main Street. The original purpose of the auto show was not just to promote local Ambler businesses, the show was a showcase opportunity for the promotion of Ambler Borough overall. The show also provided a venue to provide assistance to local families in need. Some who suffered financially, or were, in one instance, victims of a tragic house fire. The show also assisted a local police officer who suffered a major disability.

We were informed these donations are not permitted. The Auto Show Committee was made aware of financial restrictions now in place. We complied with the limitations even though we had hoped for another way to charitably give back to the local community beyond “commercial business support” in Ambler.

Moreover, apparent extreme scrutiny of our show financial management (cash and checks turned in with receipts for expenditures) has taken all the fun out of the show for us. It has become an exercise in accounting. To top it off we were insulted by the insinuation from Ambler Main Street that “the show made no money”.

The fact of the matter is the Ambler Auto Show, year after year, has generated a significant amount of money which was always promptly turned over to Ambler Main Street.

The Committee is quite proud of the extra business traffic we generate for Ambler because of the auto show, the people who participate in the show and the visitors who come to see the cars spend money here in Ambler businesses, restaurants and bars. The local businesses that didn’t financially contribute to the show provided other much appreciated assistance including food and beverages for the committee on the day of the show.

Our fully volunteer committee is frankly astounded by the shallowness and lack of professional courtesy demonstrated by the absence of any recognition or appreciation for our efforts and contribution to the promoting of Ambler by either Ambler Main Street or Ambler Borough Council.

Granted we did work hard because we are all car people and appreciated the efforts of fellow car enthusiasts. We are proud of the vehicles that make up the auto show and we are also proud of our town. Showcasing our town was as important to us as the showcasing of the cars themselves. Putting the kind of work required into the show only to be treated as outcasts just took its toll over time.

There is a significant amount of work required in addressing the million details required to present a successful auto show. Hours sitting in front of computers from January until show day in May, preparing advertising, compiling lists of past participants, adding to this list new names from the previous year's registration list, mailing show notices, contacting major sponsors and calling on local Ambler businesses for their help in making a successful auto show, organizing show day announcements and music. The most detailed work is compiling the Ambler Auto Show Sponsor Book. The Sponsor Book has grown from 12 pages of the first issue four years ago to the 2019 version of 56 pages of show sponsors which is the major source of financing for the show and cash back to Ambler Main Street.

The committee does this work with little or no help from Ambler Main Street. Last year the Ambler Main Street volunteers that did come on the day of the show only manned a table selling tee shirts for the total sum of their participation. Our go to volunteers that we can count on for day of show are family members and friends that help out immeasurably.

Getting volunteer help is difficult for any group. Our annual request for new committee members falls on deaf ears. Our committee has grown smaller over the past several years. Al Whitcomb, Dick Parker, Bud Wahl and Barbara Entenmann have passed away. Other committee volunteers have either grown too old to continue or have moved away. Ironically there is never a shortage of help from AMS when it comes to collecting the money from the show and proceeds from other merchandise sales.

The various members of the Ambler Auto Show committee, past and present, have a cumulative total of over 200 years experience to make each successive auto show better than the prior one. Based on the positive responses from previous participants and visitors, we have managed to do just that.

With that said, the Ambler Auto Show committee ends its participation with Ambler Main Street and the Ambler Auto Show.

Respectfully,

Ambler Auto Show Committee

cc: Ambler Borough Council
Attn: Frank DeRousi, President

Borough of Ambler
Mayor, Jeanne Sorg

Present Ambler Auto Show committee members / Years with the committee

Glenn Winans	23
Craig Fletcher	23
Jack Coupe	20
Terry Addison	20
Mike Melnyk	15
Vince Palagruto	15
Dan Coppolella	10
Bill Foley	10
Ron Ross	8
Seb Coppolella	6
Ted Kapp	6
Pat Strus	6
John Bergbauer	5
Liz Maiter	5

Past Members / Founding Members*

Bud Wahl	15
Barb Entenmann	15
Dick Parker	15
Al Whitcomb *	12
Jerry Entenmann	10
Bernadette Dougherty *	5
John Hill	5

Volunteers / Family Members and Friends who help make the show a success

Tina Barasha	Mary Ann Neilson
Ed Bean	Rich Orsini
Norma Coupe	Louise Palagruto
Annette Custer	Deb Sheehan
Dave Farino	John Sholtz
Patty Foley	Amy Strus
Linda Jones	Jessica Strus
Aurora Kapp	Carin Winans
Tony Mascaro	MarieWinans

These are the people who make the Ambler Auto Show happen.