

2022 Wheels of Freedom Motor Show Report

RB Spirit of the Fourth Committee, Inc (SOTF)

The 2022 edition of the Wheels of Freedom Motor Show went on as scheduled and was an overall success. Participants were already in line to join the party at 6:00 AM, and all participants were parked before 9:00 AM, The show opened to the public as planned at 9:00 AM, along with all the other activities of the RB Spirit of the Fourth Celebration. Everyone enjoyed the celebration, including a sampling of the 5 food vendors that were setup adjacent to the show. Participants voted for their favorite vehicles, and the awards presentations took place as planned at 1:15PM. The event was over shortly before 2:00 PM. The parking lot was empty before 2:45 PM.

The planning and marketing efforts began in earnest in late March 2022. A show flier was created and started being distributed at area car shows around San Diego County. Between March 15th and June 19th approximately 1000 fliers were manually distributed at more than 10 car oriented events. In addition, personalized email invitations were sent to over 350 individuals that had participated in the event in the past.

By June 23rd, 139 cars were pre-registered, and in the week preceding the show, another 8-10 additional participants were turned away due to the 130 parking spot limit. The final outcome for participation was: 30 “no shows” or cancellations, and 6 day of event registrations bringing the total attending to 115 vehicles. If everyone had attended we would have had 153 vehicles. Interesting statistic: of the 153 registrations processed, 48 were new or had not participated in the last 4-5 years.

While almost all of the pre-show effort was provided by George and Joyce Cowman, the day of the event could not have happened without the help and effort of the 20 Poway Cruiser volunteers, many of which did double duty: Here’s a summary of their contribution to the success of the show:

- **Joyce Cowman** and several others: Set-up, organized, and decorated the registration, awards, and merchandise sale area.
- **Ray Kusmer, Mike Petermann, and Jerry Reed:** Counted People’s Choice ballots, determined winners of all 30 awards
- **Dick Nicholas, Chris Cowman, and Brian Burns:** setup and maintained the PA system.
- **Jenny Bush, Chuck Bush, Shawn Hodgetts, Ron Shedd, Bill Bryan, John McDowell, Steve Bauman, Jerry Badders, Sam Grincer, Chris Cowman,** and others: Helped everyone with setup, tear down, and whatever came up.
- **Walter Borra, Steve Bauman, Dick Nicholas, Sam Grincer, Fred Kokaska;** Handled the pre-check in and directed parking, making sure everyone parked safe and legal.
- **Brenda Grincer, Brian Burns, and Joyce Cowman:** handled registration.
- **Norma Niedens, Jenny Bush, Linda Bryan, Jerry Badders:** handled all T-Shirt sales and donations, and 50/50 OD Ticket sales. They took in **\$1,182.00** for the Spirit of the Fourth Committee.

As an incentive to participate, the Spirit of the Fourth Committee provided 26 awards, including 23 People’s Award of Excellence, Best Decorated, Favorite Poway Cruiser, and Best of Show. In addition, State Farm Insurance agent **Bruce Hofbauer** donated 2 “Piston” trophies and picked his favorites, and Goodguys R&C Association Rep **Dago D’Agosta** picked his Favorite of the show. A special “Award of Excellence” trophy was also donated by **Sam Murao** of S&S Trophies & **Mike Miller** of Pal Joey’s Bar & Grill to be awarded at the coordinators discretion.

A list of winners is as follows:

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Award	Reg #	Name	Year/Make/Model of Vehicle
Award of Excellence			
1	94	Jim Escarega	65 Buick Riviera
2	1	David Lewis	49 Buick Sedanette
3	97	Oscar Villafranco	36 Ford Slant Back Sedan
4	21	John & Linda Wilkinson	65 Pontiac GTO Conv
5	25	Mark Goodacher	31 Chevrolet Independence
6	33	Jim & Denise Payne	31 Ford Model A Coupe
7	40	Bill & Alisa Bolen	68 Pontiac Firebird
8	14	Mark Pilch	57 Chevrolet Bel Air
9	22	Dennis & Lida Lutz	56 Chevrolet Nomad
10	28	Rick Bobick	65 Dodge Coronet 440
11	37	Bud & Barb Fosdick	56 Chevrolet Bel Air Conv
12	50	Marv Reiser	68 Plymouth Baracuda
13	71	Steve Witte	65 Shelby Cobra
14	75	Ron & Kathy Lewis	65 Chevrolet Covette Rdstr
15	58	Wayne Hartwig	55 Chevrolet Bel Air Conv
16	77	Dana Stevens	56 Chevrolet Nomad
17	81	Dave Olmstead	29 Ford Model A Rdstr
18	104	Bob Sanchez	35 Ford 3 Window Coupe
19	7	Larry Mullins	66 Plymouth Belvedere
20	51	Jim Ramsey	46 GMC Pickup (RR)
21	91	Larry Candelaria	49 Mercury Coupe
22	32	Jay Christopher	39 Ford Roadster
23	24	Robert Currier	57 Chevrolet Bel Air
State Farm Pick #1	P215	Patrick Burns	68 Chevrolet Camaro
State Farm Pick #2	44	Franck Leamy	47 Chrysler Woodie Conv
Pal Joey's Pick	P204	Doug Gates	21 Rolls Royce Ghost
Goodguys Rep Pick	100	Pete Hale	32 Ford Phaeton
Best Decorated	2	Jim Wayman	32 Ford Tow Truck
Favorite Poway Cruisers	P208	Chuck Kramer	32 Chevrolet 4 Dr Sedan
Best of Show	115	Greg Roberts	54 Hudson Hornet Holly.

Once again, this event proves that **“The Poway Cruisers bring the fun!”**

George Cowman
Coordinator, 2022 Wheels of Freedom Motor Show
Poway Cruiser Car Club
Rancho Bernardo Spirit of the Fourth Committee, Inc.

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A few photos and video of the Motor Show participants and crew:



Registration



Hot Rods



Fun Kids



Classics



Cool Customs



Rat Rods

Bob Jacoby's Video recording of the show! <https://youtu.be/DECge9oS7sA>