

OFFICIAL MONTHLY  
PUBLICATION OF  
THE CENTRAL VALLEY  
MUSTANG CLUB

CENTRAL VALLEY MUSTANG CLUB, INC



MARCH 2021

# the PONY PRESS

*March 9, 1964: The First Ford Mustang  
Rolled off the Assembly Line*



**Ford Drops UK  
Mustang  
EcoBoost, Goes  
V8 Only With GT  
And Mach 1**

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[www.cvmustang.org](http://www.cvmustang.org)

# club info



Central Valley Mustang Club, Inc.  
 P.O. Box 25964 • Fresno, CA 93729-5964  
 Phone: (559) 715-CVMC (2862)  
 Website: www.cvmustang.org

**Club Purpose:** To provide a common meeting ground for Mustang owners and further the enjoyment of ownership; to include workshops, discussions and technical meetings; to promote a more favorable relationship with the general motoring public; to further the preservation and restoration of all Mustangs.

**Who Can Join:** The club is open to all Mustang enthusiasts. Any individual or family can join. Ownership of a Mustang is not essential, but enthusiasm is. CVMC embraces the practice of encouraging diversity within the membership and involvement of the entire family in its membership and at all club events.

**A Family Oriented Organization:** As a part of promoting family involvement in the club, children are allowed and in fact encouraged at all club functions. In deference to this family involvement and the driving of motor vehicles, consumption of alcoholic beverages is discouraged at club events except where the club is staying overnight and there is no potential for any drinking member or guest to get behind the wheel.

**Dues:** For the first year only, \$30 for a one year Active Membership, of which \$5 will be an initiation fee and \$25 for dues. For additional family members, Active Membership dues are \$5 per member. Renewals are due each January. Renewal notices are not sent out.

## CVMC OFFICERS

Joseph Colvin • President	285-7296
Doug Deffebach • Vice President	917-4283
Susan Ward • Secretary	288-6352
Paul Beckley	323-7267

## MEMBERS AT LARGE

Diana Buranen	647-6034
Mary Kokalis	229-3219
Karen Lee	681-0181
Robert Whitley	877-4948

*Compliments or complaints should be presented to Members At Large.*

## MEMBERSHIP CHAIR

Brandon Walker	288-0450
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## ACTIVITIES CHAIR

Robin McCann	709-0830
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## MERCHANDISE CHAIR

Robin McCann	709-0830
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*Suggestions for activities should be directed to the Activities Committee.*

## MCA REGIONAL DIRECTOR

Paul Beckley	323-7267
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## SUNSHINE CHAIR

Mary Whitley	285-1060
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## WEBMASTER

Paul Beckley	323-7267
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## NEWSLETTER EDITOR

Garo Chekerdeman	906-7563
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## ADVERTISING

*Talk to a Member at Large*

## ADVERTISING RATES:

### Classified Ads (3 Lines)

CVMC Members	FREE
Non Members per issue	\$3.00
with Photo	\$10.00

### Business Card Ad

CVMC Members	FREE
Issue	\$5.00
Six Months	\$13.00
One Year	\$25.00

### Double Business Card Ad (1/4 Page)

Issue	\$7.00
Six Months	\$20.00
Half Page (One Year)	\$70.00
Full Page (One Year)	\$105.00
Half Page / Back Cover / One Year	\$80.00

*The Central Valley Mustang Club accepts paid advertising from legitimate businesses. CVMC does not necessarily endorse or accept responsibility for the quality or integrity of our advertisers' services.*

# monthly meeting



Last Thursday of Each Month

**BLACK BEAR DINER**

3602 W Shaw Ave • Fresno, CA

Dinner: 6 PM • Meeting: 7 PM

## PAST PRESIDENTS

Joseph Colvin	2020
Ron Dupras	2017-2019
Mark Gardner	2016
Jim Sanborn	2015
Paul Beckley	2012-2014
Allen Rasmussen	2011
Ron Deubner	2010
Jim Sanborn	2009
Wanda Hamshar	2008
Michael Metz	2006-2007
Jim Sanborn	2005
Doug Deffenbach	2003-2004
Christina De La Pena	2001-2002
Jim Sanborn	2000
Jay Sharmer	1999
Brian Massey	1997-1998
Jim Sanborn	1996
Ron Deubner	1995
Paul Beckley	1994
Dave Rose	1993
Paul Beckley	1989-1992



from the president

March Madness  
Thunder storms!  
Hail!  
Sunny skies!  
Heavy down pours!  
And that was all the same day!  
51 and raining one day.  
71 and sunny the next.  
I think Mother Nature has the virus.

Meanwhile us mere mortals are getting out when it's pretty to enjoy our cars and our Mustang family. We've had good turn-outs for our Blossom Trail breakfasts and it's good to see everyone's happy faces. It's especially good to see some of our newer members coming out to meet the herd. Please keep coming out to share the love. I tell everyone "we are a social eating club with a Mustang problem". The cars bring us together as a common interest but that's not why people stay. This club is a family. Like every family you love some and tolerate others. But this family stays together because of the bonds we form over a hot meal and some friendly conversation.

Check the calendar for upcoming events and join the fun as you are able. Your activities committee is always striving to create fun things to do. That has been a challenge during our Covid time out and I want to thank all of our committee members for persevering. It seems like things may be loosening up again soon and we can expect to be able to have more functions this summer. I look forward to seeing you all over a good meal and some friendly social time soon.

God bless you and keep you well while we are apart.

**Joe**  
CVMC Grand Poohbah  
joe@cvmustang.org  
Cell 559-285-7296



from the editor

I actually miss the days of detailing your car till 1am and getting up at 4am to get the ice chest, snacks, and chairs ready for a car show.

Be safe out there folks.  
**Garo Chekerdemian**  
CVMC - Newsletter Editor



## CVMC SPECIAL NOTICE!

Dear CVMC

As a result of the canceling of most of our club events and activities this year the board has voted to extend all currently paid memberships through the end of 2021. This will be done automatically for all currently paid memberships.

Look for upcoming events and activities on Our Huntcal or Facebook page and come out as you can. Paid members should also be getting email updates on events and activities. If you are not please let me know.

Looking forward to seeing everyone soon.

**Joe Colvin**

# upcoming events

April 2021

happy  
birthday

Date	Time	Description
3 Sat	10:00AM ✉	<a href="#">Monthly club breakfast Club Breakfast/Blossom Trail Cafe</a>
4 Sun		<a href="#">Easter Day</a>
10 Sat	10AM ✉	<a href="#">Bunny Shoot &amp; Lunch @ Texas Road House</a>
	5PM - 8PM ✉	<a href="#">Cruise Old Town Clovis</a>
11 Sun	1:00PM - 4:00PM ✉	<a href="#">Easter get together @ Charlene's</a>
17 Sat	11AM - 2PM ✉	<a href="#">National Mustang Day @ Chubby's Diner &amp; Orange Blossom Run</a>
	5PM ✉	<a href="#">Ballis Glass Artisan Market</a>
26 Mon	6PM - 8PM ✉	<a href="#">Board meeting @ Lunas Pizzeria</a>
29 Thu	7PM	<a href="#">C.V.M.C. General Membership Monthly Meeting</a>

MARCH (for real this time)

Mar 12 Garo Chekerdeman

Mar 14 Scott Whitley

Mar 20 Julie Akin

Mar 21 Mike Olson

Mar 21 Sue Atkisson

Mar 25 John Ramsey

Mar 31 Joseph Colvin



next general meeting  
**April 29th, 2021**  
 BLACK BEAR DINER  
 3602 W. Shaw Ave • Fresno, CA  
 (Northwest Corner of Shaw / Marty)



be sure to check out  
[cvmustang.org](http://cvmustang.org)

Events Calendar  
 Photo Gallery  
 Newsletters  
 Merchandise

# Ford CEO's 1-Word Tweet in Response to Elon Musk Is the Best Example of Emotional Intelligence I've Ever Seen

Know how to take a compliment.

By: Jason Aten  
Source: inc.com

Responding to Elon Musk on Twitter can be very risky. The way you respond to either criticism or praise--in general--says a lot about you. The way you respond when it comes from a billionaire known for his sometimes controversial but always lively Twitter feed can be dangerous.

If only every leader could take the approach that Ford's CEO, Jim Farley, did on Friday. It just might be the best example of emotional intelligence I've ever seen, and it only took that one simple word.

"Respect."



That was the entire tweet. Just one word. It turns out that was all Ford's CEO, Jim Farley, needed.

On Thursday, Tesla's CEO tweeted his thoughts about the hardest part of making cars. Everyone has an idea, but only a few of them can execute on it. Even fewer can do it while making money. In many ways, the tweet was a shot at basically every other American company that has ever tried to make cars. Well, except one. "Tesla & Ford are the only American carmakers not to have gone bankrupt out of 1000's of car startups," Musk wrote. "Prototypes are easy, production is hard & being cash flow positive is excruciating."

Musk's tweet highlighted that his company, along with Ford, were the only two American car companies that have never declared bankruptcy. Musk has a point. Both General Motors and Chrysler went through especially dark periods a decade ago, requiring government bailouts, and eventually, bankruptcy protection.

Ford, on the other hand, fared better because of a little forward-thinking financial planning. For the company, that fact is a point of pride. Even during the auto bailouts in 2009, Ford didn't take a government handout. It did borrow money but was in much better shape than its Big Three competitors.

Tesla, on the other hand, has done what none of its competition has been able to figure out--how to mass-produce electric vehicles that customers actually want to buy. Not only that, even after its stock price has fallen 31 percent in the past month, Tesla is still worth more than all of the other U.S. automakers combined.

I'm sure Musk feels like he has plenty of reasons to gloat. Tesla is in rare company, and the surge in its stock price over the past few months has made him, at one point at least, the wealthiest man in the world.

And yet, he managed to pay Ford a compliment, something that says a lot in and of itself.

It would have been easy for Farley to gloat. Tesla certainly has momentum, but Farley runs a company that has been around for almost 120 years and just introduced a product that just might beat Tesla at its own game.

Ford just launched the Mustang Mach-E, which, according to analysts, is cutting into Tesla's market share, which dropped 12 percent in February compared with the year before. Morgan Stanley said that drop was 100 percent attributed to the Mach-E, even after Ford announced a series of delays in delivering the vehicles because of lengthy quality checks.

Instead, Farley's response was brilliant precisely because in saying so little, he actually said a lot. The ability to be both competitive and gracious is a sign of emotional intelligence. Farley's response was gracious because it was a tacit acknowledgment that despite the hype, Tesla truly has done what almost no other car company has been able to do, especially in such a short period of time.

The thing is, when you're proud of an accomplishment, it's much better to let someone else point it out. When they pay you a compliment, take it. Then, don't be afraid to return the favor, even when it's from your competition.

# THE SCENE

## Blossom Trail Run



# Ford Drops UK Mustang EcoBoost, Goes V8 Only With GT And Mach 1



By: **Brett Foote**  
Source: [fordauthority.com](http://fordauthority.com)

When the S550 Ford Mustang launched for the 2015 model year, it became the first in the pony car's illustrious history to be officially sold in right-hand-drive form in the UK. Since then, however, the Mustang EcoBoost has accounted for a mere 15 percent of total Mustang sales in the UK, which has prompted Ford to discontinue it for the new model year.

The 5.0L Coyote V8-powered Mustang GT and the new Mach 1 remain as options for UK buyers, however, it also means that getting into a pony car in the country will cost significantly more. The Mustang EcoBoost started out at around £33,000 (\$45,653), while the GT features a base price of roughly £44,000 (\$60,871).

The UK-spec Mustang EcoBoost was powered by the same 2.3L EcoBoost I-4 used in the discontinued Focus RS and current-gen Focus ST. It was rated to produce 317 horsepower when it originally launched but was later detuned to 290 horsepower to meet European emissions regulations.

The Mustang EcoBoost joins the Bullitt, which was also discontinued following the 2020 model year. The latter has effectively been replaced both in the UK and the U.S. by the Mustang Mach 1, however, which Ford says is the best-performing Mustang ever sold in Europe. In the UK, the Mach 1 starts out at £55,185 (\$76,345) and deliveries are expected to begin in the coming weeks.

Meanwhile, the Ford Mustang Mach-E is already on sale in Europe with a base price of £40,350 (\$55,822). It's possible that the arrival of the all-electric crossover gave Ford the leeway it needed in terms of emissions requirements to ax the EcoBoost altogether. Regardless, for fans of muscle cars in the European country, it's great news that the V8-powered Mustang continues to live on.

# March 9, 1964: The First Ford Mustang Rolled off the Assembly Line



Source: [vintagenewsdaily.com](http://vintagenewsdaily.com)

In 1961, Lee Iacocca, vice president and general manager of Ford Division, had a vision. His vision was a car that would seat four people, have bucket seats, a floor mounted shifter, be no more than 180 inches long, weigh less than 2500 pounds, and sell for less than \$2500.00. Out of this vision, the Ford Mustang was born. After many months of meetings, discussions and market surveys, funding was finally approved for the Mustang in September of 1962. On March 9, 1964 the first Mustang rolled off of the assembly line.

Only 18 months had elapsed since the Mustang had been approved for production. In order to keep production costs down, many of the Mustang's components were borrowed from the Falcon, including most of the drivetrain. With a multitude of different interior, exterior, and drivetrain options, the Mustang would be able to be ordered as plain, or as fancy, as economical, or as fast, as the buyer wanted. In general, the Mustang was designed for everyone and was advertised as "the car to be designed by you".

The Ford Mustang was heavily advertised during the latter part of its development. On April 16, 1964, the day before its release, Ford ran simultaneous commercials at 9:30pm on all three major television networks, ABC, NBC

and CBS. The following day, April 17, 1964, people "attacked" the Ford showrooms. Everyone was in a frenzy to be one of the first to own the Mustang. Ford sold over 22,000 Mustangs the first day. By the end of the year, Ford had sold 263,434. By the end of the Mustang's first anniversary, April 17, 1965, Ford had sold 418,812 Mustangs. The Mustang had made a name for itself, and it was here to stay!

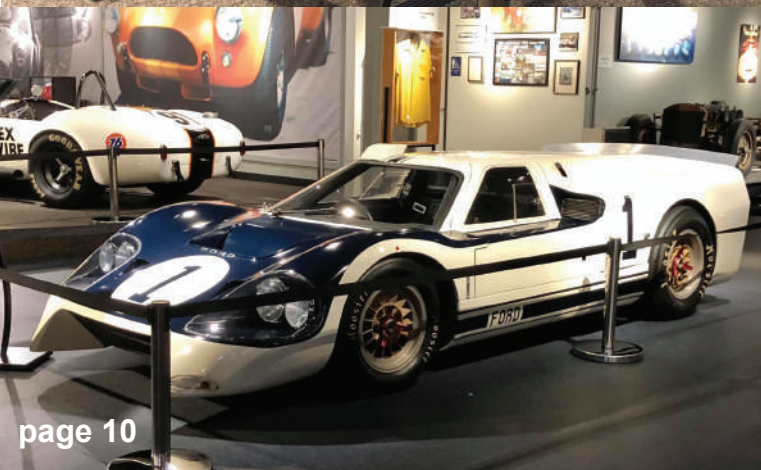


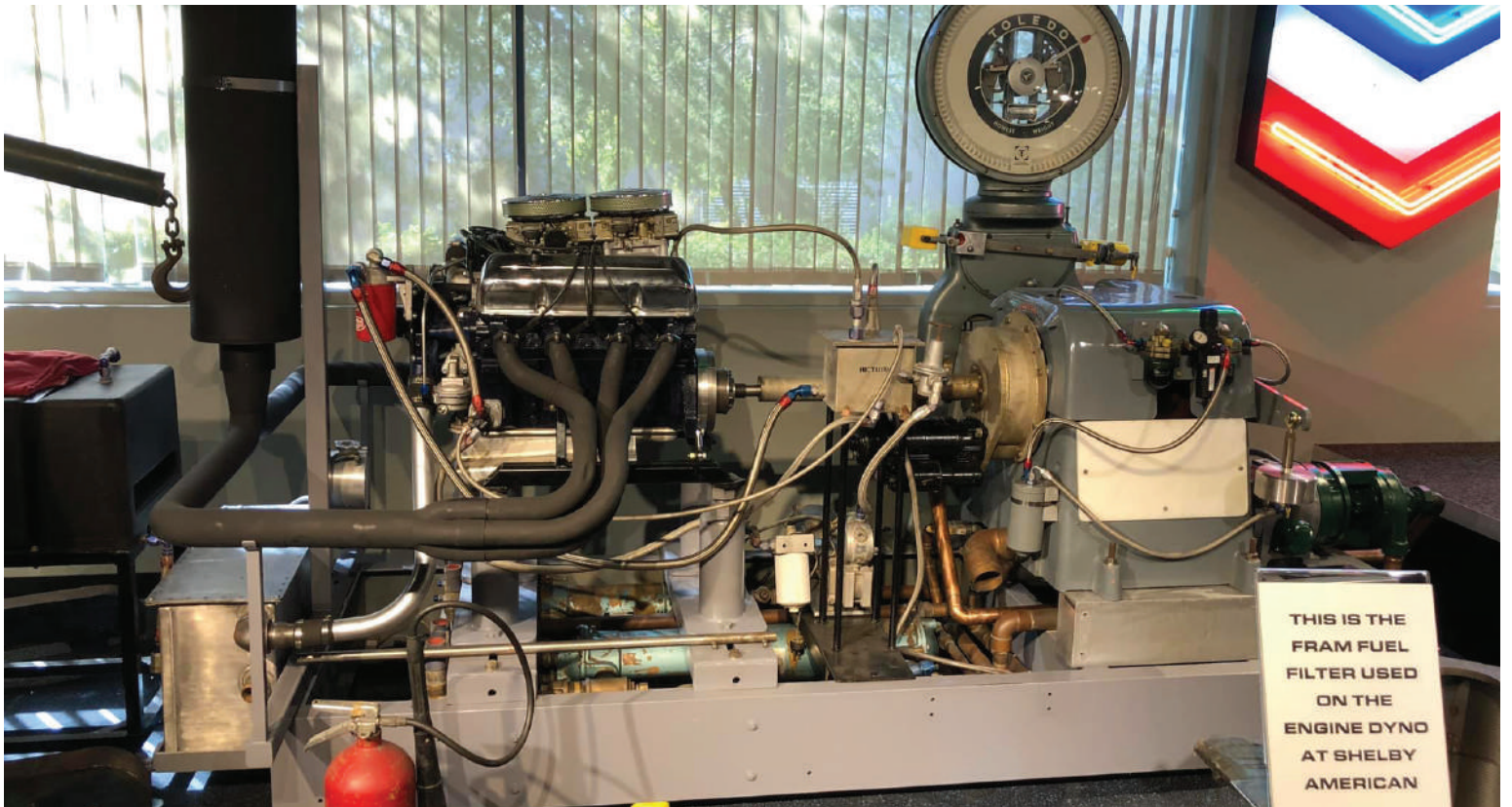




# THE SCENE

## Cobra Experience





# THE SCENE Cobra Experience

# Ford Mach III Concept: The Thing That Should Not Be

Thankfully, this was never green-lit for production...



By: Steven Symes  
Source: [motorious.com](http://motorious.com)

Before the SN95 Mustang was revealed to the public, Ford unveiled something many enthusiasts have been trying to forget since: the Mach III concept. Revealed to the public in 1992 at the Detroit auto show, the Blue Oval now tries to claim it provided hints about the design direction for the fourth-gen Ford Mustang. We think it looks more like the Tonka version of the pony car and are abundantly glad it was never translated into a production model.

The Mach III might possibly outdo the Dodge Neon when it comes to bubbly cuteness – that’s a contest you don’t want such a vehicle to be in. It also set a bad precedent for cashing in on the Mach I nostalgia (there was also a mid-engine Mach II concept from the 1960s, but that’s another topic for another time) which we sadly see repeated today with a certain all-electric SUV bearing both the pony badge and Mach name.

While we see some resemblance to the SN95 Mustang with this concept, like the pony badge on the grille, side

scoops, and tri-bar taillights (although they sit horizontal, not vertically), pretty much everything else is hideous. For starters, the ground clearance is exaggerated for something “sporty,” leading us to wonder if the idea was to make some sort of an adventure version of the Mustang. It’s almost like the bad ideas which have given us the Mach E have been knocking around inside Ford since the early 90s.

Adding to the bubbly looks of the Mach III concept is the low-cut speedster windshield. However, it’s the front fascia, including the oval headlights, which have us thinking Mazda was highly influential in the design process. We’re getting strong notes of the MX3 here and it’s pretty disgusting.

Ford now jokingly calls the design language of the Mach III “jellybean.” We wish it had just died as a concept, but it’s now obvious it at least influenced the third generation of the Ford Taurus, which even sported rounded, bubbly design elements through the interior.

# Check Out This Clever Easter Egg On the Ford Mustang Mach-E

There are some interesting words cast into the Mach-E's electric motor casing.

*By: Brian Silvestro*  
*Source: roadandtrack.com*

Easter eggs have become a bit of a thing on new cars. The big three domestic brands have been doing them for years, while companies like Tesla and Jaguar have done a few of their own. This latest hidden treat on Ford's all-electric Mustang Mach-E crossover is so subtle, most owners won't ever lay eyes on it. But it's still pretty cool.

This easter egg, first shared on macheforum.com, doesn't sit in the cabin or along the exterior of the Mach-E. Instead, it's tucked underneath, cast into the side of one of the car's electric motors. It's a phrase that reads:

"ELECTRIC PONIES LIVE HERE."

Considering most Mach-E buyers won't ever crawl underneath their cars to do their own maintenance, the odds of them ever seeing this phrase are slim to none. But that's the point of an easter egg, isn't it? It's an extra treat for the lucky few who choose to dig that much deeper. And it's a good sign that despite Ford's shift to electric crossovers, they haven't forgotten about fun.

Chances are this isn't the only easter egg on the Mach-E, either. As time goes on and stuff gets taken apart, more fun items could be found buried down the line. We'll just have to wait patiently to see what else gets discovered.



# CENTRAL VALLEY MUSTANG CLUB OFFICIAL MERCHANDISE



Women's V-Neck T-Shirts • Women's Polo Shirts  
2 Tone Button Up Shirt • Men's T-Shirts • Men's Polo Shirts  
Uni-Sex Sweatshirt • Uni-Sex Zip Up Hoodie  
CVMC Embroidered Hat • Custom Engraved Plaques & Signs  
Club Logo Engraved "Root" Beer Mug

To order merchandise, check styles and prices  
**Visit: [www.cvmustang.org](http://www.cvmustang.org)**  
\*All orders must be prepaid or paid online



# MEMBERSHIP APPLICATION

PRIMARY MEMBER NAME: \_\_\_\_\_

Are you a current MCA (Mustang Club Of America) member?  Yes  No

MCA (Mustang Club Of America) Member Number: \_\_\_\_\_

Birthdate: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Your Preferred Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

In an effort to maintain the privacy of our members, please select if you prefer to not publish your contact information in our membership lists.

Yes, Please do not publish.  No, It is ok to share my information with other members.

**Please select your choice. We WILL NOT sell or share your information with ANYONE outside the club membership.**

SPOUSE: \_\_\_\_\_ Spouse's Birthdate: \_\_\_\_\_

Spouse's Email: \_\_\_\_\_ Spouse's Cell Phone: \_\_\_\_\_

Children's name(s) and birthdate(s): \_\_\_\_\_

**1ST VEHICLE - Please enter your vehicle(s) information.**

Vehicle Year \* \_\_\_\_\_ Vehicle Make \* \_\_\_\_\_ Vehicle Model \* \_\_\_\_\_

Vehicle Color \* \_\_\_\_\_ Speciality Vehicle? \_\_\_\_\_

**2ND VEHICLE - Please enter your vehicle(s) information.**

Vehicle Year \* \_\_\_\_\_ Vehicle Make \* \_\_\_\_\_ Vehicle Model \* \_\_\_\_\_

Vehicle Color \* \_\_\_\_\_ Speciality Vehicle? \_\_\_\_\_

How did you hear about us? \_\_\_\_\_

*Membership Requirements: Insurance - Each active and honorary membership will be required to carry and produce to the Membership Committee evidence of public liability and property damage insurance as follows: a) In the minimum amount required by California law. B) Or, in individual cases, the amounts recommended by the Membership Committee or the Executive Board. This insurance must cover the car owner and any driver of that member's vehicle. Lack or, cancellation of a member's policy immediately invalidates his/her membership in this club. Operator's License - Each active and honorary member must have a valid vehicle operator's license at all times. Lack of, cancellation of, or expiration of this license immediately invalidates membership.*

*Release of Damages: By submitting this document online, applicant / member agrees to hold the Central Valley Mustang Club, Inc. harmless for and to protect and defend the Officers and Club Members from any damages that may occur en route to, during, or from an event in which the applicant / member is involved. By submitting this document online, the submit button will constitute your signature as proof that the included information is true and accurate and that you agree to the requirements previously set forth.*

**Central Valley Mustang Club, Inc.**

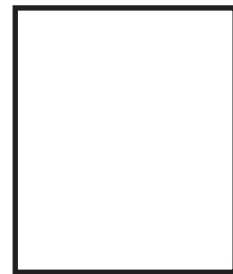
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The Central Valley Mustang Club, Inc. is not a subsidiary company nor does it have any corporate or legal relationship with Ford Motor Company.

**MEMBERSHIP DUES: For the first year only, the sum of \$30.00 for a one year Active Membership, of which \$5.00 will be an initial fee and \$25.00 for dues. Thereafter, a member shall pay each January a \$25.00 fee for dues. For additional family members, Active Membership dues are \$5.00 per member.**

**the pony**  
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**PRESS**

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