

# American Truck Historical Society

Minutes of the Regular Meeting  
Board of Directors – Kansas City, MO  
October 26, 2024



## Call to Order

Chair Marty Glomb called the ATHS Board of Directors meeting to order at 9:01 a.m. on Saturday, October 26, 2024. The meeting was held hybrid in Kansas City, Missouri, and via Zoom.

## Officers Present

Marty Glomb, David Schnautz, Rick Knox, Craig Vogel, Mark Vassallo.

## Board Members Present

Brian Blaylock, Rocco Chianelli, Bob Davis, John Doll, Bill Irvin(v), BJ King, Glenn Martin, Tony Martin, Dean McWhirk, Chris Nolet, Steve Rosemond, Richard Seyfang(v), Ed Shepard(v), Steve Siemen, Richard Snedaker, Russell Spawn, Shane Tinsley(v), Frank Vandruff, Bill Wagner, Peter Wild, Ralph Wilkerson, Jeff Wright(v), Tim Wright, and Ex-Officio Executive Director Dr. John Gravley.

## Past Presidents Present

Michael Gully, Tom Mullen, Mark Schroyer, John Vannatta, Lenny Wild

## Board Members At Large Present

Chris Budke (v), Denny Postma(v), Erich Reiselt, Jerry Wessel

## Staff Present

Courtney Cesar, Marina Spexarth, Brandy Cavallaro, Brad Patterson, Darin Burt

## Guests Present

Dale Bridge(v), Sandy Chianelli, Jerry Crume, Ashley Donaldson(v), Jim Johnston, Shelby Kirkham, Stu Mackay, Lacey Martin, Amber McWhirk, Christa Reiselt, Bobb Williamson

## Quorum

A quorum was established, with 36 voting members being present.

## Approval of Minutes

**Bill Wagner (Tim Wright) moved "to accept June 7, 2024, board minutes as presented." Motion passed with no discussion.**

## Reports

President David Schnautz expressed gratitude to all attendees, extending special recognition to Chair Marty Glomb and Dr. John Gravley for their efforts during this

period of transition as everyone adapts to their new roles. He shared the positive development of new chapters forming and some being reinstated, noting the beneficial impact on the organization. Schnautz encouraged board members to keep an open mind during the upcoming MultiStudio Presentation, emphasizing the importance of active participation, as it will shape the organization's future.

Treasurer Craig Vogel provided an update on the Society's financial status, noting continued improvements in the accounting system and expressing high confidence in the accuracy of the reported figures. Despite the recent loss of a tenant, ATHS is working toward a positive year-end balance. An external CFO has been engaged to conduct monthly reviews of the financial records. Vogel also reported that the Finance Committee recommended, and the Executive Committee approved, that the 2025 budget be presented at the January 2025 meeting, so no budget will be discussed today.

**Bill Wagner (John Vannatta) moved "to accept the Treasurer's report as presented." Motion passed with no discussion.**

Executive Director Dr. John Gravley provided a brief update on the organization of the accounting system, emphasizing the importance of a clear vision for effective management. "Where there is no vision, people perish," he noted, explaining that knowing the organization's direction is essential to achieving its goals. He reminded the board that the vision statement was approved last October and shared insights from his 11 months of learning about ATHS. Gravley highlighted that membership dues only cover 40% of ATHS expenses, urging the board to embrace the vision statement and consider its potential impact. He asked for the board's trust as he explores potential interest in a capital campaign from external companies, assuring them of his experience in this area and commitment to ATHS. Gravley also reported a generous \$150,000 donation from a dedicated Canadian member to support the vision process.

Chair Marty Glomb reported that the Executive Committee recommended the appointment of Shelby Kirkham as a Board Member at Large and moving George Petrask to a Board Member at Large Emeritus effective the end of today's meeting.

Stephen Rosemond reported that the Awards Committee met and approved five awards. The committee discussed the eligibility requirements for the Golden Achievement and ATHS Company Awards. The committee has no recommendation at this time.

John Vannatta reported that the Long Range Planning Committee has not met and has been on hiatus until after the visioning process has been completed. The committee has no recommendation at this time.

John Vannatta reported that the Nominating Committee met and determined the 2025 Slate of Officers. He announced the 2025-2026 slate.

**Bill Wagner (Brian Blaylock) moved to accept the 2025-2026 slate of officers as presented. Motion passed with no discussion.**

Peter Wild reported that the Convention Committee discussed the 2025 Convention, focusing on the offsite tours, hotels, truck wash, speakers' program, and golf carts. The committee received an update on the 2026 Convention and also reviewed the draft of the poster. The committee reviewed the convention site selection process, and then reviewed the final three sites for 2027. The Convention Committee recommends to the board that the 2027 Convention be held in Salem, Oregon.

**Tim Wright (BJ King) moved "to accept the awards, convention, nominating, and long range planning committee reports as presented." The motion passed with no discussion.**

Craig Vogel reported that the Bylaws Committee did not meet and has nothing to recommend at this time.

Tom Mullen reported that the Life Membership Committee met and discussed the annual event held at the convention for life members. The committee discussed how to engage life members who do not attend the convention. The committee has no recommendation at this time.

Tom Mullen thanked everyone for their attendance at the Hall of Fame Induction ceremony last Wednesday, and he reported that he had heard good feedback from attendees and their interactions with the board. Mullen stated that the committee has been hard at work to make this event successful. Mullen invited Advisory Council Stu Mackay to the podium to give a report on the impact of the ATIL Hall of Fame. He reported that the Hall of Fame has raised almost \$500,000 for the Society.

Craig Vogel reported that the Library Committee met and received an update on recent acquisitions and discussed the future development of the library. The committee has no recommendation at this time.

Jerry Wessel reported that the Marketing and Communications Committee discussed current projects and heard website and ATHS Connect updates from staff. Wessel reported that the committee is considering ways of reaching Hispanic audiences. He reported that the Development Subcommittee did not meet. Wessel reported that the Merchandise Subcommittee discussed the layout of the online gift shop and improving user experience. The Sponsorship Subcommittee discussed the 2025 media kit and other advertising avenues for ATHS to pursue. Wessel reported that the Social Media Subcommittee discussed increasing recruiting efforts for the social media ambassador program, and also that staff are working on extending the reach of ATHS' social media impact and methods to monetize it. Wessel reported that the Publications Subcommittee discussed the Wheels of Time magazine and

how best to enhance the ATHS brand recognition and value, photo quality, and content organization. The committee has no recommendation at this time.

Denny Postma gave a presentation on how the board of directors can best assist the Sponsorship Subcommittee and find any missing information on what companies the committee could be approached.

Russell Spawn reported on the status of the ATHS membership. He reported that the Membership Committee discussed reviewing the dues schedule every two to three years. He reported that the monthly membership subscription option will be available in November. Spawn reported that the committee discussed the current committee meeting time and increasing membership marketing strategies. Discussion on the monthly automatic billing and if ATHS takes on the credit card fee. Spawn stated that the committee will be focusing on increasing membership engagement in 2025. The committee has no recommendation at this time.

John Doll reported that the RVP Committee discussed the chapter annual reports; he stated that 2024 reports will be mailed out mid-November. Doll reported truck show insurance will not be given if a chapter has not turned in their annual report. He asks that the RVPs make themselves available to their local chapters and to increase communication with them. The committee has no recommendation at this time.

Steve Siemen reported that the Volunteer Committee met as part of the Convention Committee, and that recruitment efforts for 2025 will be starting shortly. The committee will be focusing on how to better improve the volunteer experience. The committee has no recommendation at this time.

**Glenn Martin (Bob Davis) moved “to accept the special committee reports as presented.” The motion passed with brief discussion on what is covered under the ATHS insurance policy.**

### **Old Business**

Russell Spawn requested an update on the lawsuit against ATHS from a previous employee; Gravley reported that it is currently in the hands of the Missouri Human Rights Commission.

Tim Wright apologized for his phrasing in a meeting previously and wanted to make sure that it was understood he meant communication, not transparency.

### **New Business**

Tim Wright expressed his appreciation for Dr. John Gravley for his direction of the Society and how he is helping ATHS look towards the future.

John Gravley reported that ATHS member Cam Lavin had reached out with recommendations for the future of ATHS. Gravley stated that he would continue the conversation with Mr. Lavin.

Glomb stated that the board would be firmly adhering to Article 5 Section 1(d). Past President John Vannatta stated that the Nominating Committee will make sure that the slate will continue to follow this.

**POINT OF ORDER**

**Glenn Martin (Lenny Wild) moved "to accept the Executive Committee report as presented."**

John Gravley introduced Nicole Norgen from MultiStudio to give a presentation on the visual representation of the Vision Statement.

**Tim Wright (Bill Wagner) motioned to adjourn at 2:42pm**