



# Yesterday's Chevrolet San Fernando Valley Region



EDITOR: Steve Rosenberg

October 2025

[www.sfvregionvcca.com](http://www.sfvregionvcca.com)

Our annual car show is at Community Chevrolet on November 9<sup>th</sup>. I have attached the application. Feel free to bring it and your check to the meeting. We need more of you to step up and do VCCA judging. You will be part of a four-person team. We all work together.

To our members, we host probably the biggest all Chevy/GMC car show in SoCal. **WE NEED YOUR HELP AT THE SHOW.** We need help in check in, parking the cars, silent auction table, JUDGING the about 35-40 VCCA judged cars. Tally the entrant's choice ballots. Please step up and take on some of this work. Many of us old-timers are just that, Getting older. We have been doing it for over 40 years. If the younger members don't step up. Well, you know where I'm going. Larry & I are 84 .... Just kids 😊  
Please ..... **Even if you are not bringing a car to the show, can you help?**

**As of this moment ONLY 4 members have sent in their entry form. If you will be @ the meeting Thursday, bring it & your check. Or email it to me & You can Zelle your payment.**



Last year's dealers' choice

## SFV Region Meeting Minutes Thursday September 4, 2025

Meeting called to order: at 7:01 PM Those in attendance were Kevin Enns, Steve Rosenberg, Carolyn Ragan, Dave Valentine, Larry Pearson, Barry Goldsmith, and Larry Sorrentino. 7 members total, no guests.

Minutes: Larry Pearson motioned to approve minutes, Larry Sorrentino made the second motion. The minutes were unanimously approved.

Treasurers Report: Steve Rosenberg read off the Treasurer's Report. Barry Goldsmith motioned to approve, Carolyn Ragan made the second motion. Treasurer's Report was unanimously approved.

New Communications: none

Committee reports / car show: There are 24 registered entries for our car show as of September 4th. A Zoom meeting for judge training will be held on the 4th week of October. Exact date and time TBA. Continuing discussion about the logistics for the car show.

Tours & Activities: none

Round table discussion: On upcoming events and things we've done with our cars since last month.

Old Business: none

New Business: Badge Fines: none

Door prizes: Barry Goldsmith – Razor Scraper / Carolyn Ragan – Wire Brush Attachment Larry Sorrentino – Stanley Utility Knife

Meeting adjourned: at 8:15, first motion by Steve Rosenberg, second by Larry Sorrentino.

Respectfully Submitted Kevin Enns



**More from 2024 car show .. El Camino row.**

**The story of General Motors**, America's biggest auto empire, wouldn't be complete without its dramatic founder, William "Billy" Durant.

At the start of the 20th century, Durant, a savvy businessman from Flint, Michigan, had already made a fortune building horse-drawn carriages. But he saw where the future was heading, automobiles. In 1904 he took over the struggling Buick Motor Company and, in just a few years, turned it into a success.

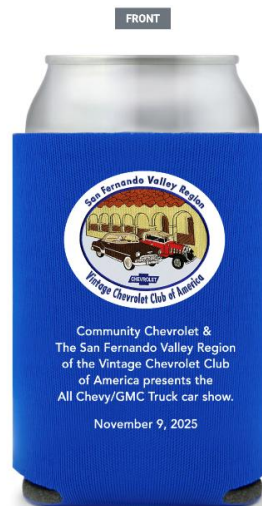
His ambitions grew quickly. By 1908, Durant created General Motors, buying up companies at lightning speed. Within two years GM controlled Buick, Oldsmobile, Cadillac, Oakland (later Pontiac), and more. His dream? To consolidate the entire American auto industry. But the expansion was too fast and too messy. By 1910, financial backers forced him out of the very company he built.

Durant didn't quit. In 1911, he teamed up with race car driver and mechanic Louis Chevrolet to launch the Chevrolet brand. Chevy cars exploded in popularity, and by 1916 Durant staged a stunning comeback: using Chevy's

success, he regained control of GM by buying a majority stake. He was back at the top—GM was bigger than ever—and he reshaped it with a bold idea: a brand ladder from affordable Chevrolet to luxury Cadillac. He also introduced innovations like annual model years and auto financing plans, marketing strategies that defined the industry for decades.

But his second act didn't last. The postwar recession of 1920 hit GM hard, and Durant's aggressive investments left the company short on capital. That fall, the board forced him out again—this time for good. Leadership passed to Alfred Sloan, who would guide GM to become the world's largest automaker. Durant sold off his stock, lost much of his wealth speculating on Wall Street, and later tried to start another auto company, Durant Motors. But against Ford and GM, it didn't stand a chance, and by 1933 it was gone.

Billy Durant, the man who dreamed up GM, ended his days quietly managing a bowling alley. Once a titan, later nearly forgotten. But his legacy is undeniable. He created the blueprint for the modern American car company, and without him, GM might never have existed. Durant's life was pure Hollywood material: a meteoric rise, dramatic reversals, bold comebacks, and final decline. He proved that in both racing and business, the wheel of fortune can turn in an instant.



This will be in the goodie bag



**Corvette Row with my favorite '54**



**Carrie & Melanie Valentine .. two hard workers**



**Just some of the 130 cars attending 2024**

## **October Birthday's**

Sil Delgado 2<sup>nd</sup>

Desire Spilkoman 13<sup>th</sup>

Teri Gross 14<sup>th</sup>

Jim O'Donnell 15<sup>th</sup>

Jim Karras 23<sup>rd</sup>

## **Anniversaries**

**Lydia & Willy Springer 17<sup>th</sup>**

To all of you, have a wonderful day!!!

## **Next meeting @ Balboa Sports Center**

17015 Burbank Blvd, Encino, CA 91316  
Enter from back, North/East corner

**Thursday, October 2<sup>nd</sup>**

*7:00 – 8:30 PM*