

## **Background and History of The Automobile Gallery**

1. The Automobile Gallery is a 501(c)(3) not-for-profit organization dedicated to the enjoyment and enrichment of our visitors and community. To sustain the business, we depend on individual and corporate memberships, event space rental, Gallery admissions and donations.
2. Our Mission: To appreciate the automobile as art... and to educate, inspire and share the passion with others so they too can truly appreciate the form and function of the automobile – past, present and into the future.
3. The Automobile Gallery is the vision and dream of William “Red” Lewis and his way to give back to the community of Green Bay where he raised his family and built his businesses. He has donated many cars from his personal collection to the Gallery to get it started to preserve the history of the automobile. Red owns the building and has put in extensive funding to get it to the condition that it is in today.
4. This location was the original Denil Cadillac dealership from 1958 to 1997. Please read the plaque by the main entrance doors for background and details.
5. To keep the Gallery interesting and evolving we will be changing out the automobiles on a regular basis by having other collectors display their automobiles too. This will be through a unique program called the “Guest Vehicle Program.” If anyone is interested in showing their car at the gallery they should contact Paul Faby, Director of Automobile Acquisitions at 920-217-5107. There are business cards in the office.
6. Becoming a member of The Automobile Gallery helps support its mission which in part is to educate, inspire and share the passion of the automobile with others. Through the generosity of memberships, donations, admissions and event income, The Automobile Gallery will continue on for generations to come as one of the finest galleries of its kind in the country.
7. Guests may sit in the DeLorean for pictures – ask them to post them to Facebook and Instagram. Please use #theautomobilegallery
8. We rent out the Event Space, Gallery and Executive Board Room for private events. We have over 18,000 square feet of “mobile” event space. Please have them contact Kathryn or Sarah for details and pricing. Please do not give out pricing or availability information to guests.
9. We have state-of-the-art technology throughout the building – see brochure for details.
10. The guest WIFI password is: classiccars!
11. Guests may not touch cars except for the cars designated to sit in.
12. No food or drink is allowed on the Gallery floor during Gallery hours.
13. Smoking is not permitted in the building or outside of the front door. There are cigarette receptacles by the two side doors.
14. “Car people” like to talk about their cars & cars in general so it’s easy to get tied up with one person/group for a long period of time but it’s important that you talk to ALL people in the gallery and not spend the majority of your time with one person.
15. It’s important to make sure you talk to EVERYONE in the gallery so you may need to excuse yourself from a conversation by telling the guest you are happy talking with them but you need to check with other guests to make sure their questions are answered and you will circle back to them later. A good time guideline would be a maximum of 5 minutes with one guest at a time.
16. If we are not busy it’s okay to talk with other Pit Crew members but when guests are in the gallery, it’s important to greet them and focus on the guests not each other.
17. Please don’t promote personal products, services or companies with the guests.

18. Please don't use your cell phone while on the gallery floor. If you need to make a personal call, please go into the kitchen to do so.
19. **Please don't eat in front of the guests.** Please go into the kitchen to eat. Food is property of the guest. Gallery staff and volunteers are welcome to eat only if invited.
20. The cars are not for sale.
21. There is complimentary coffee in the kitchen for all volunteers.
22. Review all story boards so you are familiar with the vehicles. There is a binder containing all storyboard copies in the office for reference.
23. **IT IS THE RESPONSIBILITY OF THE VOLUNTEER TO FIND THEIR REPLACEMENT IF THEY CANNOT MAKE A SHIFT THEY HAVE SIGNED UP FOR.**
24. You will receive a logo'd gallery shirt after your 3<sup>rd</sup> volunteer time. Dress code is a white shirt (or logo's gallery shirt) with black slacks.
25. **Volunteers are asked to work a minimum of one shift per month to keep volunteer status. For every 12 hours donated you will receive free passes.**

## Talking Points for "Pit Crew" to Interact with Guests

### Opening Lines:

- a. So which is your favorite vehicle so far?
  - b. Have you been up to the board room yet?
  - c. Have you been in the garage behind the event space?
  - d. How did you hear about our gallery?
1. Please ask guests to like us on Facebook, Instagram and post on Trip Advisor.
  2. Ask guests to sign up to be on our email list to get newsletters and information regarding upcoming events and exhibits. The sign-up sheet is on the table at the front entrance.
  3. Invite people to go upstairs to the Executive Board Room and tell them how to get there. Let them know it's available for rent.
  4. Please tell guests we have memberships available for individuals, families and corporations. Please have them contact Kathryn for corporate membership information.
  5. Don't be afraid to approach the guests to introduce yourself and tell them you are here to answer any questions they may have about the cars or the gallery in general.
  6. Learn a "go to" fact about each car, it's a great ice breaker to start a conversation!
  7. NEVER argue with a guest. Tell them what you know as true and if they disagree with you merely say, "This is my understanding of X" and let it go...
  8. Remember you are here representing the vehicles at the gallery and people are here to talk about those vehicles or their own vehicles – it is not a format to talk about your personal car or collection.
  9. Be sure to thank them for coming to the gallery and invite them to come back. Let them know that we change the cars up on a regular basis and that they will see new things each time they come.
  10. If Red is in the gallery be sure to point him out to the guests and let them know he is the gentleman who designed this gallery and donate the majority of the cars.

## FAQ's

- a. Red's favorite car: The 1930 Model A parked outside as it belonged to his father and they worked on it together
- b. What is the value of all the cars in the gallery – you can say The Automobile Gallery owns over \$500,000 in automobiles and the rest are currently on loan from other collectors – the majority from Red Lewis's collection

Have fun with this! The majority of our guests are “car people” and if they aren't they may want to be entertained and informed. We appreciate your willingness to volunteer with us and look forward to getting to know each of you.