

# The LINCOLN LINK

LINKING TOGETHER ALL ELEMENTS OF THE LINCOLN MOTOR CAR HERITAGE

## Jim Farley's 1937 Lincoln LeBaron Coupe

SEE PAGE 4



TIM HEIT PHOTO

# LINCOLN



# The LINCOLN LINK

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■ **THE LINCOLN LINK** is the official newsletter of The Lincoln Motor Car Heritage Museum and Research Foundation, Inc., Gilmore Car Museum, 6865 Hickory Road, Hickory Corners, Michigan 49060. Opinions expressed herein do not necessarily represent or reflect Foundation policy.

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■ **ON OUR COVER:** A closeup of the chromed greyhound hood ornament and blue cloisonné grille emblem on Jim Farley’s LeBaron-bodied 1937 Lincoln Coupe epitomizes the elegance and opulence that characterizes the Lincoln brand. See the story on Farley’s Lincoln, page 4.

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# A Message from the Chairman

It was great to see so many of you attending Homecoming at the Lincoln Museum in early August. I truly enjoy working the Model A gate, as I get to see all of you as you enter the field with your cars. It is a real highlight for me.

Our annual Homecoming activities and show were enjoyed by all who attended. We found that the new Summer House event space provided ample room and was quite comfortable for dinners and the auction. The structure is beautifully designed, with glass rollup doors that can be open or closed as needed. For the first time, we pulled classic Lincolns out of our museum and others on the campus to give rides. The 1929 Locke-bodied Lincoln L from the CCCA museum was the fastest on the campus. Also quite popular was the Gilmore's 1966 Continental convertible, chauffeured by **Jeanne Talbourdet**. Smiles and cheers of delight could be heard everywhere.

The Saturday night banquet was special for many reasons. The new president of Lincoln, **Joaquin Nuño-Whelan**, was our guest speaker. Mr. Nuño-Whelan is so appreciative of all that we do that he has joined the Foundation as a life member and become a member of the Board of Trustees. We also recognized **Robin Alpaugh** for his generous loan of the Lehmann-Peterson limousine this past year, and we announced the first winners of the newly created **David Schultz** Long Haul Award. **Stu** and **Robin Cohen** won the Long Haul Award for driving their 1963 Continental a round-trip total of 1,600+ miles from New Jersey to Hickory Corners and back. The presence of **Jane Schultz** (David's wife) was extra special. She spoke of her late husband, his love for Lincolns and the Museum, then presented our Foundation with a significant donation designated for the endowment fund.

Many thanks to the Homecoming Committee and all trustees and individuals who helped with the event. It takes a village to put on an event like this, and I am grateful for everyone's contribution. I am especially thankful to **Bill** and **Rita Wybenga**, **Jeanne** and **John Talbourdet**, **Ray Theriault** and **Jeff Owen**, who took on the task of cleaning and organizing storage rooms on Friday. Everything was basically buried under a huge neon Ford sign that we discovered in June. They got the sign out, put it on display, found numerous items for the Friday night auction, and hauled off unwanted items and publications. The Ford sign is now on loan to the Model A Museum at the Gilmore and is happily displayed in their newly expanded facility.

As the weather cools, I hope all of you have taken some time to enjoy more Fall car shows and perhaps even Hershey before the winter sets in. And remember to keep driving those Lincolns! .

Warm regards,



—PAUL C. TEMPLE

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## LINCOLN

MOTOR CAR FOUNDATION

### The LINCOLN LINK

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#### ■ The Lincoln Motor Car Heritage

**Museum is for you!** America's passionate love affair with the Lincoln automobile continues to inspire new generations. This is demonstrated in a variety of ways, including the formation of affinity clubs in which enthusiasts can share their interest in a particular brand or segment of the automotive market, past and present. The Lincoln automobile has inspired the creation of four major affinity clubs. These have inspired the Lincoln Motor Car Foundation, its Museum and its work of Sharing the Living Legacy of the Lincoln Motor Cars.

The Grand Opening of the Lincoln Motor Car Heritage Museum took place August 9, 2014. We invite you to explore what we have to offer and visit the Museum located on the Gilmore Car Museum Campus in Hickory Corners, Michigan. The Museum is open Monday through Friday from 9 a.m. to 5 p.m., Saturday and Sunday from 9 a.m. to 6 p.m. The 2026 Homecoming will be held August 6-9, 2026, and will be hosted by the Lincoln & Continental Owners Club. This will be a Grand National event, with judging by the LCOC. Mark your calendar!

BY JIM MASCOLA

When Henry Ford purchased the struggling Lincoln Motor Company for \$8 million on February 4, 1922, he did so at the strong urging of his wife, Clara, and his son, Edsel. At a time when Henry Ford was still quite focused on his moving assembly line and building transportation for the masses, the seeds for a more refined automobile, with far smaller production numbers from what his father created, were planted in the mind of his son.

During the ‘Roaring Twenties’ Edsel Ford was known as one of the most stylish men in the country, sporting custom suits and a style and elegance that was recognized and talked about far beyond the confines of Dearborn, Michigan. In fact, the style and good taste of Edsel and his wife Eleanor are still visible to this day at the remarkable Edsel and Eleanor Ford House in Grosse Pointe Shores, Michigan.

Edsel Ford was a trendsetter who appreciated bespoke fashion, and it came as no surprise that when Edsel became president of Lincoln he was quick to bring his passion for design, style, and luxury into his work, and under his leadership some of the most beautiful and desirable Lincoln vehicles of all time were created.

As was customary and traditional during that era of luxury automobiles, and really up until WWII, automakers would usually supply a chassis and drivetrain components, with the bodywork fitted by another company. Rather than make yearly model changes, like we saw with Lincoln vehicles during the 1960s, Lincoln kept one model for many years and elected to work with the finest



TIM HEIT

# Continuing His Family's Legacy

**JIM FARLEY'S LOVE OF CARS  
FROM CHILDHOOD PASSION  
TO PEBBLE BEACH AWARD**

■ Jim Farley's magnificent LeBaron-bodied 1937 Lincoln Model K Coupe gleams on the show field at Pebble Beach, California, August 2025.

custom coachbuilders of the time to differentiate their vehicles from other luxury offerings on the market. One of the most prestigious coachbuilders of that era was an American company named LeBaron. Many of the world's finest vehicles were fitted with coachwork from LeBaron, including Duesenbergs, Isottas, Packards, Pierce-Arrows, and of course, Lincolns.

Manufactured between 1931 and 1940, the Lincoln K Series was only the second model ever produced by Lincoln, and first new model produced entirely under Ford ownership and Edsel Ford's direction. Many collectors consider this model to be the first true Lincoln produced. With credentials like that, any Lincoln Model K would be noteworthy, but one particular

1937 Lincoln Model K LeBaron Coupe, while being an important vehicle on its own, is made even more special as the owner is one of the most influential people in the automotive industry (named an *Automotive News* All-Star and Automotive Hall of Fame Industry Leader among other awards). This 1937 Lincoln Model K LeBaron Coupe finished in Ascot Maroon with a gold stripe and black leather roof is owned by Ford Motor Company CEO, Jim Farley.

Now, it's worth noting that Jim Farley isn't just the CEO of one of the most storied companies in the country, he is a car guy through and through with oil coursing through his veins. As a teenager he took a job at a California restoration garage owned by legendary driver,

and first American Formula 1 Champion, Phil Hill, and Jim worked on all areas of restoration while there. (Fun fact, Phil Hill and Jim Farley both started their automotive careers working in a shop before going on to achieve much larger automotive success.) Jim once spent a teenage summer restoring the engine of a classic Ford Mustang before embarking on a road trip from California to Michigan with nothing more than his sense of adventure and a 6-pack of Coca-Cola riding shotgun. (His driver's license didn't make the trip, on account of him not yet having one.)

He has done everything from rebuilding engines to stitching upholstery. If it has something to do with vehicle restoration, chances are Jim has tried his hand at the job. His love for cars supported his educational path, as he worked as a mechanic at a restoration shop to put himself through graduate school. In fact, many of the vehicles he worked on ended up crossing the lawn at the famed Pebble Beach Concours d'Elegance. Years later, Pebble Beach would be a place where Jim would become a mainstay, first as a Class Judge and later as a participant and winner. A rarity among CEOs, he races too, participating in several track competitions each year.

If there is anyone who would appreciate and want to own a significant piece of automotive and Ford Motor Company/Lincoln history, it's Jim Farley. His parents met in Grosse Pointe, Michigan, and he always considered the Detroit area home. In fact, his grandfather was employee #389 at the Ford Highland Park plant and upon his retirement, Jim's grandfather purchased a Lincoln franchise in

Grosse Pointe, Michigan. The company has always been part of his DNA, and the summers he spent with his family in Northern Michigan building model cars and reading copies of *Automotive News* (like the author of this article did during his childhood) shaped who he is today.

After earning his MBA at UCLA, he was hired by Toyota Motor Company in 1990 to work in the strategic planning department. From there he went on to serve as group vice president of Toyota Division marketing, and later as group vice president and general manager of Lexus. Jim also led the launch and rollout of Toyota's Scion brand. After a successful career at Toyota, Jim joined Ford Motor Company in 2007 as the group vice president of Global Marketing. Early in his Ford career he was appointed to lead global marketing sales and service and held operating responsibility as the senior global leader for Lincoln. It was in this role that he was instrumental in leading the reinvention of the



■ Every detail of the 1937 Lincoln LeBaron Coupe's design and workmanship is exquisite.

Lincoln brand and launched the introduction of the Lincoln brand in China. He served as President of Lincoln from 2012-2014. Keeping true to form as a car guy, Jim had only one stipulation prior to taking the role of Ford Motor Company's CEO: he wanted to make sure Ford Executive Chair Bill Ford was okay with him continuing to race. Of course, Bill approved with a supportive "absolutely," and Jim remains a frequent fixture racing at tracks around the world.

With a robust automotive career, and a true passion for everything automotive since childhood, Jim Farley is the perfect caretaker for a 1937 Lincoln Model K LeBaron Coupe. However, the search for his 1937 Lincoln wouldn't be easy, as only 24 fine-grain leather-topped Coupes were built in 1937, and only eight are believed to have survived.

With all of the technology available for the current car collector, it isn't hard to find a vehicle if one has a laptop, tablet, or mobile phone. From online auction sites to Craigslist and Facebook Marketplace, it is fairly easy to find a Mustang, Corvette, or even vintage Lincoln after a few minutes of searching. However, when a collector is seeking out a vehicle like Jim's 1937 Lincoln Model K, the search isn't as casual as perusing the online selling sites. In order to find his Lincoln Jim spent years diligently searching, holding out until the perfect car became available for purchase. Throughout the process he connected with individuals who could help provide him with information on Lincolns of the era he was seeking. While

doing his research, Jim connected with one individual who is an avid Lincoln collector, and Lincoln Foundation Trustee, Ray Theriault. Ray has owned over 25 Lincoln Model K and L vehicles since 1982 so it's safe to say that he knows a few things about Lincoln vehicles of that vintage.

Jim's search for his 1937 Lincoln goes back many years. At the 2019 Amelia Concours d'Elegance, Ray was there with Wayne Carini, car restorer and television personality, who was showing a 1938 Lincoln Coupe. While there, Ray connected with another avid Lincoln collector named Dave Kane and they discussed Model K's, speaking of a particularly nice 1937 example that Ray first saw back in 2000. Ray told Dave that the 1937 Model K belonged to a collector named James Grant Milne and he was the one who restored the car. From there, Dave purchased the vehicle and shipped it from Colorado to New Jersey. Sometime later, Dave sold the car to a friend from Arlington, Texas, Mike Ames. Dave had also acquired another '37 Coupe that he showed at Amelia, where it caught Jim's eye. Dave told Jim about the Coupe he had recently sold to Mike. It is this car that Jim purchased for his collection in 2020.

After acquiring the 1937 Model K, Jim and Ray spoke once again, with Ray sharing his knowledge of the history of the vehicle and providing Jim with a few tips on how to best prepare the Model K for showing and judging. Being a judge himself, this conversation was right in Jim's wheelhouse, and he started his preparations to show the car while driving it and enjoying it with his family.

When asked what makes Jim's

car so special, Ray Theriault commented that "Quality wise, you could not compare a Packard, Pierce-Arrow, or Cadillac to Lincoln. Edsel Ford wanted to build the very best car in the world, and he succeeded in doing so."

"The stitching is very beautiful, so carefully done," Jim Farley told me when I asked him about the car. "The whole thing screams art-deco, especially the oval headlights. And it runs nearly silent. The door closes, the window rolls up, and there you go—you can't even tell it's running."

Since acquiring his 1937 Lincoln Model K LeBaron Coupe, Jim has added approximately 3,000 miles to the car's odometer over the last five years, bringing the current total to approximately 53,000 miles. The car is equipped with a 6.8-liter V-12 engine, which generates around 150 horsepower, which is more than enough to propel the vehicle down the road. These are cars that have

power, steer well, and track down the road well.

The highlight of Jim's ownership (so far) took place in August 2025 at the 74th Pebble Beach Concours d'Elegance. As the premier Concours event in North America, the vehicles shown and judged on the rocky cliffs of the Pebble Beach Golf Links are some of the most spectacular in the world. It's an event where collectors and celebrities discuss the smallest nuances of vehicles on display with media and event attendees alike. The event is unlike anything else in terms of grandeur and atmosphere, and it may be the only car event in the world that has a sub-event of equal stature to the show taking place hours before the big crowds arrive. Dawn Patrol is perhaps the best time to see the show vehicles, as they arrive, line up, and are driven under their own power onto the lawn. The setting of Pebble Beach Golf Links is unique from a meteorological standpoint as well. With the ocean to the west and high rocky cliffs, clouds hang low dur-



PHOTO CREDIT: LINCOLN

■ The dashboard in Farley's 1937 Lincoln K is an exercise in elegant Art Deco simplicity, with a distinctive geometric flair.

PHOTO CREDIT: LINCOLN



■ Jim Farley's Lincoln Model K Coupe makes its grand entrance as part of the parade of classics entering the show field at the Pebble Beach Concours d'Elegance, August 2025.

ing the predawn and early morning hours. This provides the perfect backdrop to view these magnificent vehicles ceremoniously taking their places on the lawn. The quiet, cool, and somewhat ominous scene, with so many old headlights flickering through the fog and gray, is part of what makes Pebble Beach so special.

I asked Jim what it was like for him this year at Pebble Beach. "I really loved seeing all those classic cars in one place and meeting the owners," he said. "It's clear that everyone has a ton of pride in their vehicles. People put their time, energy, and passion into collecting and restoring these cars. When you see them lined up, gleaming in the sun, it's just spectacular."

When it comes to today's Lincolns, Jim was unequivocal: "It's exciting to see the momentum behind the brand. I hope all classic collectors and enthusiasts know how Lincoln continues to

define luxury and design even today." He ran through the key features of the latest models, and it isn't difficult to see why Nautilus won *MotorTrend's* SUV of the Year for 2025. It's also easy to see that Jim is seriously passionate about Ford and Lincoln and proud of the company he leads.

Considering all of the history and pomp and circumstance that comes with the Pebble Beach Concours d'Elegance, it meant a great deal for Jim to be there to show his 1937 Lincoln Model K. The car was a fan favorite and was shared on many social media channels by attendees and media alike, but it was also a favorite of the judges and earned the Classic Car Club of America Trophy for Best Classic. Instituted in 2000, this prestigious award is given to the most significant classic car present at the Concours event. It's worth

noting that when Jim took that infamous drive 'across the lawn' to accept his award, he upgraded his travel companions from his old Mustang days. Gone were the cold bottles of his six pack of Coca-Cola, and with him in the car for this special drive was his family. A proper upgrade, indeed.

Jim Farley has achieved many things so far in his five years leading Ford Motor Company. From bringing to market vehicles that combine technology and innovation to his championing of truck- and van-driving workers in the Essential Economy, and to transforming the company's culture to focus on quality and customer experience, Jim is one of the most innovative CEOs out there. His career is a testament to a lifelong, hands-on passion for automobiles. From the knuckle-busting days he spent wrenching on cars in Phil Hill's restoration shop to his work at Toyota, from leading Lincoln to competing in



TIM HEIT

■ The Lincoln LeBaron Coupe's splendor earned it the Classic Car Club of America's trophy for Best Classic at this year's Pebble Beach Concours d'Elegance, recognizing its status at the most significant classic car present.

motorsports worldwide, his journey has been diverse and impactful. Today, his unwavering dedication to all things automotive remains his defining characteristic: Jim Farley is, unequivocally, a car guy, through and through.

Jim Farley is no armchair collector. He doesn't stroll out to his garage every other weekend to wipe down his luxury car with a diaper, only to tuck it away under a cover without driving it. The same can be said about his work as CEO: he doesn't lead from behind a desk in a mahogany-walled boardroom. He is a passionate business leader and car collector who can be found shifting into 6th gear on the straight at Le Mans, taking a Bronco off road to meet owners, driving

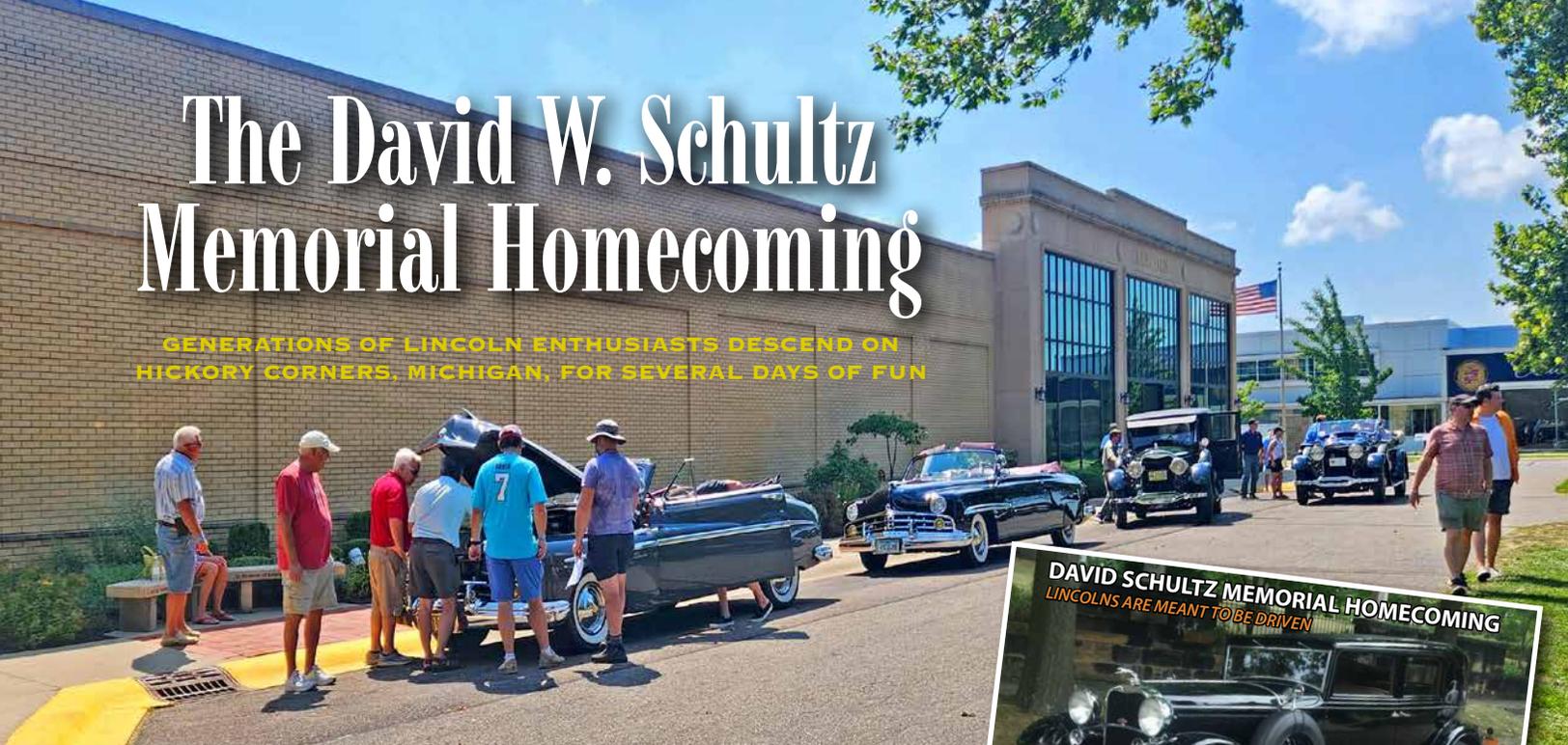
across country for a father/son road trip in a new Ford vehicle to test its capabilities and learn how customers use it, or—as was the case on a very memorable weekend this August—showcasing his 1937 Model K at Pebble Beach. His love for everything automotive profoundly shapes his leadership at Ford. His deep understanding of the enthusiast world, along with the rigors of running a storied American company, influence everything he does, and he is focused on making Ford a better company each day. Not because it's his job, but because it's who he is as a person, it's in his DNA. Much like his grandfather at the Highland Park plant so long ago, Jim is working every day to build the best Ford and Lincoln

vehicles possible. His passion, dedication, and focus will ensure that the most innovative and best vehicles on the road continue to hail from the Motor City. ■

● *Jim Mascola grew up in an automotive family and fondly recalls attending the Cleveland Auto Show annually. The auto industry and auto racing have both captivated him since he was a young boy. He worked in motorsports and the collector car industry before joining Ford Motor Company. He previously served as the Lincoln Client Experience Manager and now works as the Ford Market Area Accessory Sales Manager, focusing on Ford Accessories and the newly developed Ford Custom Garage program.*

# The David W. Schultz Memorial Homecoming

GENERATIONS OF LINCOLN ENTHUSIASTS DESCEND ON HICKORY CORNERS, MICHIGAN, FOR SEVERAL DAYS OF FUN



BY JIM MASCOLA AND  
JIM MULLER

There is a peaceful calm that comes with the late summer days of Michigan. For Lincoln aficionados and automotive enthusiasts, late summer in Michigan has signaled the arrival of the annual Lincoln Homecoming. This year, the event was dedicated to **David Schultz** to honor one of the biggest Lincoln enthusiasts and supporters there may ever have been, and big crowds and big cars came in force to the “Gathering of the Faithful,” as David liked to call the annual Homecoming.

The 2025 Homecoming was a fitting honor of the enduring legacy of David W. Schultz, one of the museum’s founders, former Chairman and CEO, and lifelong friend and enthusiast of the Lincoln community. David’s presence was evident in far more than just an event in his honor: a particularly poignant moment of the Saturday capstone banquet was the recognition of his wife, **Jane Schultz**. Jane was given a commemorative plaque for the new David Schultz Long-Haul Award, named in his honor in the spirit of driving these magnificent machines, and she expressed her

deep appreciation at receiving this recognition for her husband. She then shared very heartfelt words with the banquet guests, and in a particularly moving gesture, Jane announced a very generous gift in David’s honor to the Museum’s endowment fund, memorializing the Schultzes’ commitment to preserving the legacy of Lincoln. When Henry Ford acquired Lincoln, he trusted his son Edsel to run the company. It is in the same spirit that we see families today, like the Schultzes and so many others, dedicated to the Foundation, the brand and what it represents to so many.

This year, the Homecoming took place from Wednesday, August 6, through Sunday, August 10, 2025. This special five-day event, focusing on all things Lincoln, was hosted by the Lincoln Motor Car Foundation at the Lincoln Motor Car Heritage Museum. As in past years, the event took place on the historic campus of the Gilmore Car Museum with attendees hailing from all parts of the country and Canada.

**Paul Temple**, Chairman of the Lincoln Motor Car Foundation, and the 2025 Homecoming Committee worked all year to



meticulously organize a Homecoming event filled with engaging activities designed for enthusiasts and guests of all ages, including a new host hotel that was very well received. From the kickoff Cruise-In at the Gilmore Museum to the driving tour and motor coach excursion, every event was curated intentionally to provide attendees with fun, educational, and experiential interaction with the Lincoln Museum and brand.

Early arrivals took advantage



■ Jane Schultz and Paul Temple



■ Our namesake, Abraham Lincoln, and the carriage that carried him to Ford’s Theater on that fateful night. Clement Studebaker acquired the carriage in 1890.



■ Friday’s festive caravan heads out for a countryside tour on a beautiful Michigan summer day, led by John Herren in his bright red 1959 Ford Thunderbird convertible powered by the mighty Lincoln 430 CID V8 that was a rare option in Thunderbirds, making it an honorary Lincoln for this occasion.



■ Joan Denny and Aprille Krah take an exuberant approach to their tour of Copshaholm.

of the Gilmore Museum’s weekly cruise on Wednesday evening. This week’s cruise set yet another record, with over 1,200 cars participating. The quality and variety of the cars in attendance was as impressive as the quantity. The Gilmore Museum continues to improve their campus with the addition of very well-done restroom facilities adjacent to the

show field and a very impressive “Summer House” debuting this summer. The open-air pavilion made for a wonderful venue for our dinners both Friday and Saturday evening.

Thursday’s activity was a bus tour to South Bend, Indiana, to tour the Studebaker National Museum, the Oliver House Museum and lunch. The Studebaker Museum tells the fascinating story on three floors of interesting exhibits of how the five Studebaker Brothers built the company, beginning in the 1850’s with their iconic “Prairie Schooner” covered wagons that led the westward expansion of the United States, through to the end of automobile production in the 1960’s. The adjoining Oliver Mansion, known as *Copshaholm*, is an elegant 38-room mansion once owned by the prominent J. D. Oliver family, a leading industrialist and manufacturer of the Oliver Chilled Plow Works. The circa 1897 Queen Anne Romanesque house features three floors of original furnishings and appears largely as it did when the family lived there for 72 years. It is also the site of the Concours d’Elegance at Copshaholm, held annually in mid-July, which is a great addition to all classic car enthusiasts’ and history buffs’ summer cal-

endar. The museum staff did an outstanding job coordinating the tours and luncheon, providing a wonderful Hoosier welcome.

On Friday, attendees enjoyed a leisurely countryside tour to Turkeyville USA for a delicious turkey luncheon with all the traditional side dishes, followed by a lively cabaret style show. Friday evening was our first of many dinners in the Gilmore’s new Summer House. The spacious and airy Summer House provided ample space for the dinner, buffet and bar. Following dinner, the lively auction of Lincoln memorabilia and parts kicked off. Successful bidders took home many new treasures, with a tidy sum benefiting the Lincoln Foundation.

The main event and highlight of the weekend was the Lincoln Car Show. On Saturday morning the vehicles started taking their places, and by mid-morning the show was in full swing. The uniqueness of this year’s show was in its welcome of all Lincoln vehicles, along with Edsels, Mercurys, Monarchs, and Thunderbirds. Perhaps the best part about our annual show is that club membership is not required to participate. This welcoming environment gives the show a more inclusive feel compared to what you may find



■ A special ceremony on Saturday dedicated the Eby-Schultz Connector leading into the Lincoln Museum from the Franklin Museum. David Schultz's widow Jane (right) was on hand to accept the honor on David's behalf.



at other events. At its core, the Saturday show was simply car people connecting with other car people. The smiles and stories that were shared came from many generations, and it was not uncommon to see parents with children or even grandparents with grandchildren walking around the site.

Among all of the vehicles and people on site, there was another significant presence at the show. The Lincoln brand was present, showcasing the latest line-up of new vehicles and interacting with event attendees. Saturday afternoon was also highlighted by the dedication of the Eby-Schultz Connector in the Lincoln Museum to recognize the pioneering leaders who partnered the collector community and the Ford Motor Company in the founding of the Lincoln Motor Car Foundation and led the design and construction of the museum. In addition, as a new feature that proved to be a huge hit, several classic Lincolns from the Lincoln Foundation, the Classic Car Club of America

and the Gilmore collections were available for rides around the expansive Gilmore campus. Donations supported the Lincoln Foundation Endowment. Broad smiles and hearty waves were seen as the '26, '29, two '49's and '67 Lincolns glided around all afternoon carrying elated riders.

The Saturday evening banquet celebration saw a series of special recognitions and awards handed out, highlighting the passion and dedication of Lincoln enthusiasts taking part in the celebration. The highly anticipated People's Choice Awards celebrated outstanding Lincoln vehicles across many different eras of design and engineering. The "Best Pre-1980 Lincoln" honor was awarded to Andy Brown and his family for their magnificent 1977 Lincoln Continental Town Car. For the "Best Post-1980" category, Jake Dout's impressive 1982 Continental Mark VI took home the prize. Also noteworthy, the prestigious "Lincoln Star" award recognized Dave Johnson's remarkable 1933 Lincoln KB.

With David Schultz at the top



■ Jake Dout and his award-winning 1982 Continental Mark VI.



■ Andy Brown's stunning 1977 Lincoln Continental Town Car has a mere 4,000 miles from new.



■ Dave Johnson (above, right) receives his “Lincoln Star Award” from LMCJ Judge Bill Wybenga, Lincoln Owners Club president, for his magnificent 1933 Lincoln KB.



of everyone’s mind, perhaps no award was as highly anticipated during the banquet as the new David Schultz Long Haul Award. Everyone who knew David knew that he believed in driving his vehicles, regardless of rarity, value or distance, and there is no better award for his name to grace than one recognizing those who drive their classic Lincolns. This year, the inaugural award went to **Stu and Robin Cohen**, who drove their classic 1963 Lincoln Continental 812 miles, all the way from New Jersey to Hickory Corners, and back another

812 miles, embodying the true essence of the award. This trip was an easy one for the Cohens and their 1963 Continental, after spending the last few years visiting all 48 states in the Continental. While it may be hard for some to even consider driving their cars much further than the loading ramp to a car hauler, others—like our friends David and the Cohens—feel that the best place for a classic car is on the road. This new award will be given annually to highlight that spirit of long-distance driving and adventure.

Also during the banquet, a special acknowledgment was given to **Robin Alpaugh**. He was recognized for his immense generosity in lending his Lehmann-Peterson limousine to the Museum for the past year. This significant vehicle was driven from Binghamton, New York, in 2024 and returned home after the 2025 event. The level of support from Lincoln was deepened even more at the banquet, as **Mr. Joaquin Nuño-Whelan**, newly appointed Lincoln president, attended the event as an honored guest. It



■ Left: The winner of the first David Schultz Long Haul Award for driving from New Jersey, Stu and Robin Cohen’s 1963 Lincoln Continental rests momentarily before heading out on the countryside tour. Center and right: Lincoln lovers of all ages enjoyed the relaxed and festive atmosphere of the Lincoln Homecoming.



■ Robin Alpaugh (standing, right) was gratefully acknowledged for the year-long loan of his 1965 Lincoln Continental Lehmann-Peterson limousine to the museum. After the Homecoming, it went back home to New York.

was not Joaquin's first interaction with the Lincoln Motor Car Heritage Museum, however, as he worked with **Jim Muller** to bring a large group of Lincoln staff members from Dearborn to visit the museum earlier in the summer, not long after he was appointed president. To have that level of support from someone so integral to the future of the Lincoln brand is remarkable, and speaks to the commitment, passion, and constant work of the Lincoln Motor Car Heritage Museum Board Members and Trustees. Joaquin has over 25 years of experience in vehicle and automotive technology development, including global-facing roles at Rivian and General Motors. Now that he is leading the Lincoln team, he will be focused on advancing Lincoln's global operations, while progressing the brand's product portfolio globally and enhancing the Lincoln client experience. His remarks highlighted how well the Lincoln Museum tells the story of the Lincoln brand and how it informs the work the Lincoln team is doing to ensure a bright and exciting future for Lincoln.

The 2025 David W. Schultz Memorial Homecoming marked a significant new chapter in the history of the Lincoln Motor

Car Foundation, the Lincoln Motor Car Heritage Museum, and the Lincoln Homecoming event, drawing upon the fundamental aspects of the Lincoln enthusiast community. The event was a testament to the enduring sense of family that began with Henry and Edsel Ford and continues to bind generations of Lincoln enthusiasts, fostering connections and shared automotive passions among parents and grandparents, and children and grandchildren alike. The event was also a poignant occasion to honor those who have contributed so much to the history of the museum, especially our friend and leader David W. Schultz, whose spirit of dedication and love for the brand was reflected in so many aspects of the week's celebrations. The event did a great job of honoring the past while looking to the future, and that was showcased with the new David Schultz Long-Haul Award. Furthermore, the visible and dedicated support from Mr. Joaquin Nuño-Whelan, the new president of Lincoln, is a great sign that the working relationship between the teams in Hickory Corners and Dearborn will be a solid one. As the event concluded on Sunday with General Membership and Board of Trustee meetings, the



■ Saturday evening dinner in the Summer House with our guest speaker and new LCMF Life Member, the president of Lincoln, Mr. Joaquin Nuño-Whelan.

resounding message was clear: the love for the Lincoln brand, the strength of its community, and the respect for its history are not just preserved, but invigorated, promising many more years of shared enthusiasm and memorable homecomings. The 2026 Homecoming will be held the second weekend in August, as always, and will be hosted by the Lincoln & Continental Owners Club. This will be a Grand National event, with judging by the LCOC. We look forward to having you join us at the festivities in 2026! ■

# Thank You, David Schultz!

BY JIM BLANCHARD AND  
VAUGHN KOSHKARIAN

In the passing of **David Schultz**, we have lost a giant of a man for the Lincoln Motor Car Foundation. He inspired everyone he touched, whether it was their first ride in an antique automobile or reading one of his well-written articles.

He was a careful historian, a consummate editor and writer of all things vintage automobiles. He loved all classic cars,

but especially the big L and K Lincolns from the Classic Era. He was a master chief judge at Pebble Beach and Amelia Island and yet was not a fan of trophies at car meets. He was more at home driving his vintage cars considerable distances over on the back roads of Ohio, Michigan and Pennsylvania.

Many of us had the pleasure of working with him on designing and building the Lincoln Museum and the continued

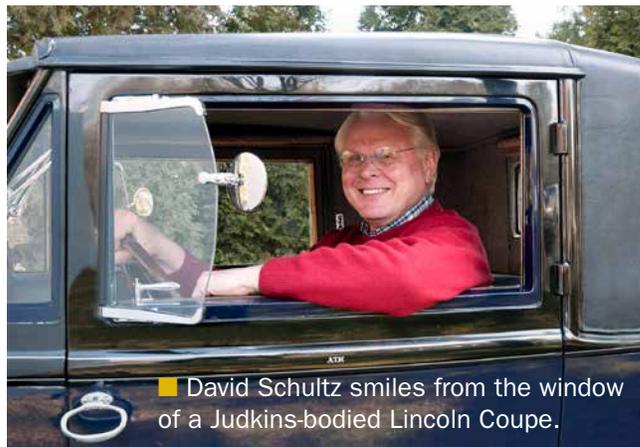
effort to make and keep it the best that it can be.

He set high standards for us to follow, and we were blessed to have him amongst us to set us on the path that we will continue to follow. His wife **Jane** attended the Homecoming in early August that was named and dedicated in his honor.

On Saturday, August 23, many Lincoln Motor Car Foundation trustees and friends travelled to the Massillon Museum to celebrate the life of David Schultz with his wife Jane and his two sons **Ben** and **Stephen** and their families. We learned more about the incredible impact David had on so many at the local Massillon Museum and in the vintage car hobby across the country. We are blessed by his particular interest in Lincolns and the mark he made on our Lincoln Foundation and Museum.

David was born in December of 1944 in Richmond, Michigan, northeast of Detroit, into a family that processed and delivered milk products and ice cream.

■ David Schultz was fascinated with old cars of all kinds. At left, he helps Barb Thomas of the Massillon Museum clamber into a 1907-8 Jewel.



■ David Schultz smiles from the window of a Judkins-bodied Lincoln Coupe.



THE EVENING INDEPENDENT, MAY 16, 2025

Richmond Dairy was started by his grandfather, G.A. Schultz, and his two sons, David's father and uncle.

Grandfather Gus Schultz would often spend time with David, driving in his 1950s Packard to old car museums—the small roadside type in a Quonset hut—and, the jewel of them all, the Henry Ford Museum and Greenfield Village. The real treat was a trip to the annual Old Car Festival in Greenfield Village. That visit with Grandpa would have a profound effect on him, seeing a Detroit-made Brush automobile with a wooden front axle in which Gus learned to drive and a 1911 brass-era Olds Limited with its huge 42-inch wheels! David was instantly and forever smitten with old cars and a lifelong passion for reading and learning about all of them. He thought of himself as more a historian than a collector, yet his cars were well chosen.

His first car was a 1929 Model A Ford sedan. He would go on to own a Chrysler Airflow, a Cord, a Locomobile, a Pierce-Arrow and several Lincolns. Years ago, a restoration shop owner impressed upon him the overbuilt quality of the early Lincolns.

He attended his first CCCA Grand Classic at the Dearborn Inn in 1963 and joined as an enthusiastic 19-year-old, starting a 60-year run with the Classic Car Club of America.

He took notice of a particular black 1931 Lincoln Town Sedan owned by CCCA and LOC member **Sam Dibble**. He appreciated its formal bearing and the tremendous K engineering. It would be years before Sam would sell it to David, but when he did, it became his mainstay Lincoln for many years. David named it “Old Reliable” for its



■ A moment of contemplation as David Schultz soaks in the evocative ambience of “Old Reliable,” his favorite 1931 Lincoln Town Sedan, at the joint LOC-LZOC meet at Lukan’s in Hawley, Pennsylvania, in 2023.

ability to perform on tours. 1931 Lincolns were his favorites, as they retain the charm of the L with the improvements of the K: he also owned an original 1931 sport phaeton and a 1931 Dietrich convertible sedan.

Despite his emphasis on driving his cars over showing them, he became a CCCA master judge and also served as chief judge at the Amelia Island Concours d’Elegance from 2013 to 2021. He has judged at Pebble Beach, Meadow Brook, and similar events. He served as executive director of the Glenmoor Gathering from 2003 to 2012 and the Concours at Stan Hywet Hall & Gardens in 2014.

He was a columnist for *Hemmings Classic Car*. He has also contributed to automobile magazines, including *The Classic Car* and the Pebble Beach Concours d’Elegance program. He was longtime member of the Society of Automotive Historians. David assembled an impressive automotive library with classic publications such as *The Standard Catalog of American Cars: 1905-1942* by Beverly Rae Kimes and Henry Austin Clark amongst his favorites.

His business career was in the newspaper industry in towns from Nebraska to New Jersey, eventually settling in Massillon,

Ohio, in 1980 to serve as the editor and publisher of *The Evening Independent*. David was active in the stewardship of the Massillon Museum, where he learned the importance of professional museum standards, something he introduced to the Lincoln Motor Car Heritage Museum with our museum collection standards, membership and participation in NAAM—the National Association of Automobile Museums.

He is a past president of the CCCA and the Lincoln Owners Club as well as a trustee of the CCCA Museum. Most importantly, David was an important contributor during the creation of the Lincoln Motor Car Heritage Museum in Hickory Corners, and he has continued its operation since its opening in 2014 as president and then chairman of the Lincoln Motor Car Foundation.

David’s charm and intelligence served the entire old car hobby with dignity. We are especially grateful for his contributions to the Lincoln Owners Club and Lincoln Motor Car Heritage Museum as a creator and editor of content, a guiding force in our numerous events so important to our mission of sharing the Lincoln story to the benefit of present and future generations. Thank you, David Schultz! ■

## NEWS FROM LINCOLN

# Research Shows: This Lincoln Feature Can Support Relaxation



Lincoln invites drivers to pause, breathe, and embrace a moment of calm—right from the driver’s seat. Stress is an increasingly common passenger in our daily lives. A recent Wakefield Research survey<sup>1</sup> commissioned by Lincoln found that 53 percent of Americans struggle to find a suitable place to unwind, making relaxation a real challenge.

Recognizing this, Lincoln saw an opportunity to offer more than just a transportation solution; the brand aims to transform the cabin experience and bring sanctuary moments to life for drivers. Lincoln Rejuvenate, a

multi-sensory in-vehicle experience available exclusively in the all-new 2025 Lincoln Navigator and on select trims of 2025 Nautilus, is more than just a high-tech perk.

**Calandra Berry** and **Justine Nestorowich**, two Lincoln Vehicle Harmony Engineers behind its development, partnered with Purdue University to see if the feature truly delivers on its promise. The project, called The Science of Rejuvenate, studied how the experience impacts stress reduction.

“We wanted to see the proof in the pudding,” said Nestorowich, “and to have data

from an engineering research study that validates the benefits of using Lincoln Rejuvenate.”

## THE SCIENCE OF STILLNESS

The Purdue engineering research study<sup>2</sup> titled “In-Vehicle Multi-Sensory Experiences Can Reduce Mental Stress” and recently published in *Applied Ergonomics*, suggests that Lincoln Rejuvenate supports short-term relaxation and can measurably reduce stress while stationary in the vehicle.

“This work, made possible by a research and development alliance between Lincoln and Purdue, is a strong example of

the real-world impact strategic industry-academic partnerships can achieve,” said **Denny Yu**, an associate professor in Purdue’s Edwardson School of Industrial Engineering who led this study.

The study involved 43 participants who first underwent a stress test before each of the following conditions:

- A control group without the Rejuvenate experience
- A group using Rejuvenate without scent therapy
- A group using Rejuvenate with scent therapy

Both groups in the Rejuvenate study showed lower heart rates and brainwave patterns linked to better emotional balance and deeper relaxation. It’s the same kind of body shift you might get from meditation, listening to calming music, stretching gently, or simply sitting in a peaceful place.

Using brain and heart measurements (EEG and ECG), the study showed notable improvements: an average heartbeat decrease of 33 milliseconds and a

5-millisecond reduction in heart rate variability—both indicators of reduced stress and increased relaxation.

Lincoln’s Rejuvenate experience taps into this same relaxation response, helping the mind slow down through heart rate variability. Also observed was a small bump in the alpha/beta brainwave ratio, a marker of a calmer, clearer state of mind.

Participant feedback reinforced the results, with 98 percent reporting they preferred the Lincoln Rejuvenate experience over the control environment and 62 percent expressing interest in using it regularly. These findings underscore Lincoln’s commitment to credible wellness.

#### RESEARCH READY

Berry and Nestorowich worked closely with the Purdue team to bring the study to life. Collaborating with university personnel, Nestorowich defined the study’s scope, developed protocols, moderated sessions,



oversaw biometric tracking, and analyzed data.

Berry focused on optimizing the participant experience—crafting scripts, moderating sessions, fitting biometric devices, and sourcing scents for the Rejuvenate group. Lincoln’s Digital Scent, developed with expert perfumers, uses tailored in-vehicle aromas to help engage multiple senses.

“I also gave a sneak peek at some of the new digital scents we had been working on which are now available,” she shared. “These scents are a big part of the Rejuvenate experience, using custom fragrances in the vehicle to help you relax, refocus, or just enjoy your ride even more.”

Lincoln is committed to designing and engineering vehicles that elevate mood, enhance comfort, and support overall well-being, creating the ultimate sanctuary during stationary moments. ■

<sup>1</sup>Based on a survey by Wakefield Research commissioned by Lincoln with 1,000 U.S. adults ages 18+.

<sup>2</sup>Purdue University’s engineering research study, conducted in collaboration with Purdue researchers, used technology developed by Ford and was supported by the Ford Motor Company Fund.





AUGUST 2025

# Board of Trustees Meeting Report

BY ANDREA IRBY  
*LMCF Secretary*

The summer board meeting of the LMCF Trustees was held on the last day of the Lincoln Homecoming, August 10, 2025, 11:00 a.m., at the Gilmore Museum in Hickory Corners, Michigan, in person and via Zoom. It was a well-attended meeting, with 20 of our 27 trustees and six others attending.

Chairman and CEO **Paul Temple** led the meeting and shared the following items of interest:

- **Election Results for the 2026-2028 class of trustees.** All nine trustees up for re-election will return to the board for the next three years. In addition, **Jim Mascola**, who works with Lincoln and Ford, has been elected to the board and officially starts his term in January, 2026. Jim has already written articles for past issues of *The Lincoln Link*. Additionally, **Joaquin Nuño-Whelan**, the new president of Lincoln, has taken a great interest in the museum and foundation and has joined the board. Copies of all received ballots are kept for one year and destroyed at the time of next election.

Paul also noted the wonderful working relationship we enjoy with the Gilmore Museum. **Nick LaCasse**, the director, continues to make notable improvements, such as the Summer House, to the grounds. Monthly meetings with the Gilmore and other auto museum leaders are very helpful.

- **Museum Visit.** In early June, Lincoln Motor Company visited our museum to learn about the history of the brand. Roughly a month into his tenure, Joaquin Nuño-Whelan brought 50 employees from the Design, Marketing and Sales and Service Operations Teams to the Gilmore campus. A number of trustees were on hand, as well as Gilmore staff and docents, to give tours. There was delight on many faces from experiencing the design features of the old cars, seeing the museum, and the Gilmore itself. Many who visited look forward to returning and getting involved with the LMCF. We are grateful to **Jim Muller** for setting up this visit.

- **Bruce Kopf** reviewed the Foundation's financial position and noted that we are making good progress toward our \$2.0 million dollar endowment fund objective. This is especially true

given two recent significant donations from the estates of **Stan Lucas** and **David Schultz**. We are approaching \$1.85 million in the endowment. At \$2.0 million, the Foundation will become self-sustaining. Further financial details are in Bruce's treasurer's report in this issue.

- **Jerry Seibert** spoke about the contributions to the LMCF Endowment Fund through June 30, totaling \$40,769. Jerry noted that the interest income on the Endowment fund is currently providing for about 90% of the museum's operating costs. People are participating in the Lincoln Star fundraising program and are making good on their pledges. Jerry recognized and complimented those Foundation members who give regularly and on a consistent basis. He also complimented his fellow trustees and finance/investment committee members on responsible fiscal management of our funds.

- **Joel Dickson**, with the help of his wife **Suzanne**, continues to work on the LMCF Digital Research Library. However, time is now split between the digital library and getting material logged into the paper library

stored at the AACCA Library in Hershey, Pennsylvania. A soft opening of the digital library took place in June 2025. So far, 25% of the material has been uploaded. The other 75% is in the process of being reviewed and prepped for uploading. Working in conjunction with staff at the AACCA Library, documents continue to be scanned as time permits. This is important and ongoing work and will be a complement to what the Ford Heritage Vault has available on Lincoln. The goal for the LMCF digital library is to serve as a comprehensive repository for all things Lincoln, including technical information to help people understand and restore their cars. Anyone with a Foundation Membership at the Annual Sustaining Level and above has access to the library. Please see Joel's article in this issue for instructions on how to access the LMCF Digital Research Library and recognition of important material donations to the library.

- **Jim Muller** gave an early review of this year's Homecoming, noting all the fun everyone had and the success of the tours, the auction, the merchandise sales, and the show itself. This was the first time we had pulled Lincolns out of the museum to offer rides, along with other Lincolns from the CCA museum. It was a great success. People of all ages enjoyed the cars and there was great energy in the air.

The dates for the **2026 Homecoming** came up for discussion. The Gilmore would like to change our date to the following weekend. The board does not wish to do this, as our event would conflict with the Pebble Beach Concours and the Woodward Dream Cruise, both of which

many of our members attend. Next year, Homecoming will be August 6-9, 2026.

- **Jim Blanchard** reminded us that the Lincoln museum is for everyone. All you have to do is love Lincolns! He talked about the high quality of the coach door models on display and the desire to rotate the collection to keep it fresh for visitors. The ride program at Homecoming not only adds to the festivities, but it keeps our cars running. Other museums have non-runners in their collections, and we want to avoid that. Models discussed for possible inclusion in the collection include finding a quality LS (since the model is now 25 years old) and a 1989 Town Car, among others. **Stu Cohen** suggested we consider a high-quality slab side custom for display. Jim also noted the successful dedication of the hallway between the Franklin and Lincoln museums as the Eby-Schultz Connector. Plans to recognize the notable contributions of others to the museum were discussed, with many ideas being shared on how to best do this. Other museum items to be addressed are the updating of the curb signs for the vehicles and the fixing of two non-working videos.

- **Ray Theriault**, Vehicle Registrar, reviewed the 37 vehicles we have at the museum. Twenty-eight vehicles are owned by the Foundation and nine are on loan. Two vehicles are in storage at the Chief Noonday Car Park, about a half hour from the museum. The Gilmore loves having the **Elvis Presley Continental** on display (loaned by **Black Horse Motors** of Ohio). Key assignments for all cars in the collection need to be done.

- **Jim Ayres** gave a detailed report on our improved social

media efforts. **Andrea Irby** and **Stefano Bortoletto**, who visited with the Lincoln group in early June, are also helping in this effort. Stefano is helping us explore new avenues for reaching people. The goals of the communications group are to raise awareness about the Lincoln Motor Car Museum and to help everyone feel part of the Lincoln history and family. We are one Lincoln Nation: all ages, all Lincolns!

- **Andrea Irby** brought up the need to work on the LMCF website. It has outdated information and needs more dynamic content. **Jim Brown** is interested in working on this, and we could use one or two others. Any Lincoln foundation member can join in this effort; you don't have to be a board member. Anyone interested in helping can contact Andrea at [lincolnmotor-secretary@gmail.com](mailto:lincolnmotor-secretary@gmail.com).

Final discussion revolved around a Ford neon sign that was discovered during the June Lincoln visit in one of our storage rooms. There was interest in purchasing it by one board member, but Paul noted that any items for sale need to be made available to the general public. How to best do this still needs to be decided. In the meantime, the Ford Model A Museum would like to display it in their newly expanded building. The group agreed that this would be a good option, allowing the sign to be in active use and on display for easy viewing if we decide to sell it later.

The next LMCF board meeting will take place in 2026, most likely February, by Zoom. If you are not a board member but have interest in attending, please write Andrea at the above address. You are welcome to attend. ■

# New LMCF Trustee Profile: Jim Mascola

Like many children, **Jim Mascola** enjoyed playing sports growing up, and his summer days were filled with bicycles, baseball, basketball, and simply running around his neighborhood having fun with friends. However, there was another element of his childhood that caught his attention more than almost anything else and continues to do so to this day. The auto industry and auto racing have both captivated him since he was a young boy. While some kids were studying their Boy Scout camping journals, he was reading *Automotive News*, *Automobile* magazine, and used car price guides non-stop.

It's safe to say that Jim's journey into the automotive world began long before his professional career, with roots cultivated from immersion in the industry. For countless years, he and his family would make an annual tradition of attending the Cleveland Auto Show, with Jim collecting as many posters and vehicle brochures as possible. He would snap photographs of his favorite vehicles and pester his parents to get the film developed. (For younger readers, there was a time before the iPhone when you needed a dedicated camera, loaded with film, to take photos, and you would only see the results after getting the film processed and developed!)

Jim has been involved with the automotive industry since birth. The day Jim's mother went into labor, his dad was selling Ford cars and trucks at his uncle's dealership. With an uncle who was a Ford dealer and a father with over 45 years work-



■ Jim Mascola tending bar at the Lincoln Club House.

ing on the dealership side of the business, it should come as no surprise that he is such a 'car person.' In fact, his wife carries on an automotive tradition or her own. Born and raised in southeast Michigan, she was a second-generation Ford employee and a third-generation auto industry worker.

Growing up, Jim would find any reason to visit his dad at the dealership and then make his way to the 'back of the house' to wash cars and learn how to detail vehicles from a fella named Frankie. That time spent washing and waxing vehicles, with a radio broadcasting a race or rock music in the background, resonates with him to this day. In fact, Jim can frequently be found detailing his own vehicles and is always looking to buy or sell a vintage vehicle. He and his wife collect cars and have seen eight Mustangs come in and out of their garage, including a 1989 Fox body convertible and a 1967 Sports Sprint model. A fair

amount of his weekend free time is spent looking for vintage vehicles and/or detailing vehicles.

Before joining Ford Motor Company, Jim found success working on partnership sales and activation in the motorsports world and the collector car industry. He sharpened his expertise working for prominent organizations like NASCAR and the industry-leading Barrett-Jackson Auction Company. This experience provided him with a unique perspective on teamwork, leadership, vehicle performance, vehicle customization, and the automotive enthusiast community.

While very much enjoying his work at the time, he always had the desire to work directly in the automotive industry for one of the manufacturers. After thinking about it at length (and discussing it with his wife), he took a 'leap of faith' and sought employment for an OEM in the auto industry. He was offered the opportunity to join the Lincoln team in the West Market Area, and

after several successful years in various field and Dearborn-based Lincoln roles, he recently transitioned into a newly developed position on the Ford team.

Today, Jim works as the Ford Market Area Accessory Sales Manager. In this role, he is strategically focused on expanding accessory sales across the West Market Area, with a particular emphasis on championing and growing the innovative new Ford Custom Garage factory upfit program. His deep automotive roots, combined with his diverse professional experience, position him well to drive program growth and enhance the Ford ownership experience.

He is looking forward to supporting the Lincoln Motor Car Heritage Museum through writing for the *Lincoln Link* magazine, as well as working on other key projects to support the continuance of the important work of the museum. From his first ride in his aunt's Lincoln Town Car he has been a 'Lincoln Guy,' so it goes without saying that he will do all he can to positively contribute to museum, and also its mission to help preserve and promote the Lincoln heritage. ■



2025 FALL-WINTER

## LMCF Treasurer's Report

BY BRUCE M. KOPF  
Treasurer, LMCF  
[brucekopf@gmail.com](mailto:brucekopf@gmail.com)

Lincoln Motor Car Foundation's performance vs. budget for the first eight months of the year is a net gain of \$11,558, which is \$11,198 better than the budget. Not raising the light fixtures, as budgeted, more than accounts for this result. August Homecoming, which was hosted by the Foundation this year, netted \$7,837, which was \$2,163 less than budget.

Endowment Fund donations for the first eight months of the year are \$67,440. Compared to the \$2.0 million objective, paid donations now total \$1,856,788, or \$1,883,088 when including \$26,300 of pledges due. The prior 12 months Endowment Fund income has reached \$71,976, which is almost 94% of the \$76,740 expense budgeted in 2025 for operation and maintenance of the Museum.

Donations of any amount are greatly appreciated. Those

who wish to make a contribution to the Foundation can use the "Support" page on the website to choose an option and pay via PayPal, or your credit or debit card, or by mailing a check to:  
Bruce M. Kopf, Treasurer  
Lincoln Motor Car Foundation  
PO Box 805932  
Saint Clair Shores, MI 48080

Beginning last year, all members of the four sponsoring Lincoln clubs, who were not already members, were granted membership in the LMCF. Those who provided an e-mail address are e-mailed *The LINCOLN LINK* and are eligible to vote in the annual election of Trustees. Those who have not yet become \$35 Annual, \$100 Annual Sustaining or \$1,000 Life Members, and receive the associated additional membership benefits, can use the "Join Us" page on the website to pay via PayPal, or your credit or debit card, or by mailing a check to:

Cornerstone Registration, Ltd.  
PO Box 1715  
Maple Grove, MN 55311-6715

## LINCOLN LIBRARY UPDATE

# Telling the Lincoln Story...

## Announcing... The Digital Library Is Here!

BY JOEL DICKSON  
*LincolnCarMuseum.org*  
 Go to: Contact Us Tab

The LMCF Digital Research Library made a quiet debut on June 17, 2025, using the Lincoln Car Museum website as the gateway. To enter, use the *Our Library* tab, and at the bottom of the screen click *Digital Collection*. The digital library archive is only available to Annual Sustaining Members and all Lifetime Members as a benefit of their membership package. The digital library login page will ask for your LMCF membership number, so be sure to have it available.

The digital library is in its infancy, with an average of three items per year from 1920 through 2010. A tutorial page to help the user understand the organizational concept of the program is listed first, and after 2010 there is a folder selection named *Limousines+President's Vehicles*. Content will keep growing as more items in queue are added and new items are able to be scanned. Key is the giving of items to the library so that Lincoln information and history is available to be shared and preserved for teaching all interested in the Lincoln brand now and into the future.

### REMEMBER TO GIVE TO THE LMCF LIBRARY

Thank you to the following for their donations!

- **James Ault** donated some unique historical items, including information on the 1961



and 1963 Lincoln Continental as well as information on Lehmann-Peterson and Hess & Eisenhardt.

- **Charlie Berry's** support continues, with vehicle background mostly from the 1960s through the 1970s, including owner's manuals and exterior paint selections. A special item is background information expressed in correspondence and a Q/A form from a previous owner of the "second" convertible Continental Mark II, circa 1968-69.

- **Paula Clement** generously donated from her late husband **David's** collection ads from the 1920s and 1930s, including over 320 foreign Lincoln ads from 19 different countries—a wonderful hard-to-find collection of foreign advertising. Also donated was general information on mostly 1930s Lincolns, along with about 30 business cards used between Lincoln-Ford-Fordson employees and the customer.

- **Sue Eller**, with the help of **Greg Bilpuch**, donated *Automobile Quarterly* volumes from her late husband's collection. These books were popular for the quality of information

and presentation.

- **Gary McManus**, a retired Lincoln-Mercury dealer in Oregon, with the help of **Jim Blanchard**, donated three bronzes on a wood-and-marble base depicting a Mark I, Mark II, and Mark III. These were given to Gary's dealership as a Lincoln-Mercury Chairman's Award. They are a nice acquisition of historical importance.

- **Barbara Pudlinski**, with the help of **Gary Convertino**, donated from her late husband's Lincoln collection items that included a 1921-1960 Lincoln poster, a 1941 Lincoln Continental sketch by R. McKee, and LCOC dash plaques and membership directories.

- **New Acquisition:** The Library and Executive Committee approved the use of library discretionary funds for the purchase of a softbound 1928-1929 Lincoln Salon Types catalog published by the Lincoln Motor Company. The opportunity and idea was brought forth by **Ray Theriault**, who was offered the catalog and noticed it had a sketch of the 1929 Le Baron Aero Phaeton that is currently in the Lincoln Museum (*photo above*) as a gift from **Stan Lucas**. The catalog is thought to be rare, with only two ever seen, and this is one of the two. There are other similar catalogs in existence, but the Aero Phaeton is not one of the body styles included. This is great provenance on the 1929 LeBaron Aero Phaeton! Thank you, Ray! ■



**T**he Lincoln Legacy Society honors individuals who make provisions in their estate plan or who establish life-income gifts to benefit the Lincoln Motor Car Foundation. Planned gifts help support and sustain fulfillment of the objectives of the Foundation.

The objectives of the Lincoln Motor Car Foundation are to collect, preserve, perpetuate, display and disseminate to the public: information, hardware, memorabilia and vehicles related to the history of Lincoln Motor Company and Lincoln motor cars. The Foundation operates the 15,000-sq.-ft. Lincoln Motor Car Heritage Museum on the Gilmore Car Museum campus located at Hickory Corners, Michigan, and provides public

access to the Foundation's extensive Lincoln Motor Car documentation in the Antique Automobile Club of America (AACA) Library and Research Center located at Hershey, Pennsylvania.

#### **LINCOLN LEGACY SOCIETY MEMBERSHIP**

Lifetime membership in the Lincoln Legacy Society is extended to individuals who make one or more of the following commitments to the Foundation:

- Include the Lincoln Motor Car Foundation in their estate plan
- Create a charitable life-income arrangement to benefit the Foundation

- Name the Foundation as a beneficiary of retirement assets or life insurance
- Donate a personal residence or a vacation home to the Foundation

There is no minimum gift amount required for membership in the Lincoln Legacy Society. To join, please fill out our membership form on the website under the Support tab.

#### **LINCOLN LEGACY SOCIETY BENEFITS**

As a member of the Lincoln Legacy Society, you will receive:

- a special memento;
  - invitations to exclusive Foundation events;
  - life membership in the Lincoln Motor Car Foundation;
  - free admission into the Gilmore Car Museum complex during normal hours of operation;
  - eligibility for the Ford Motor Company X-Plan, a partner discount program for new Ford and Lincoln vehicles;
  - The LINCOLN LINK (Lincoln Motor Car Foundation magazine published twice a year);
  - an opportunity to share your personal experiences and inspire others; and
  - recognition on an honor roll (unless anonymity is requested)
- Visit our website at [LincolnCarMuseum.org](http://LincolnCarMuseum.org). ■



# Lincoln Motor Car Heritage Museum Report

BY JIM BLANCHARD  
*Museum Director*

Your Museum continues to strengthen and flourish—the quality of our exhibits, the expanding digital library, the increasing support of donated vehicles and funds that will ensure that the Lincoln Motor Car story continues to be celebrated and shared now and for generations ahead.

The highlight this spring was the visit by the Lincoln Motor Car team from Dearborn. Originally set up by **Dianne Craig**, new Lincoln President **Joaquin Nuño-Whelan** and Global Design Director Lincoln **Christine Cheng** brought nearly 50 team members for a tour. The connection they made exceeded expectations and continues to inspire!

The passing of **David Schultz** in June was a loss for us, but his talented contributions and spirit of professionalism will be felt well into the future. At our David Schultz Memorial Homecoming in August, David's widow **Jane** attended the dedication of the Jack Eby–David Schultz Connector. We were honored that Joaquin also attended and was the key speaker at dinner. Homecoming was a tremendous success and a fine tribute to David Schultz's memory.

Thank you to those who continue to support The Lincoln Motor Car Foundation and your Museum. We are confident the best is yet to come as we share the Lincoln story, design excellence, and that dignified “Lincoln feeling of sanctuary” into the future! ■



■ Current and recent Lincolns on display at your Museum: Stan Lucas's 1929 LeBaron Aero Phaeton; Robin Alpaugh's 1965 Lincoln Continental Lehmann-Peterson limousine, recently departed; and the Elvis Presley 1967 Lincoln Continental Sedan on loan from Black Horse Motors.

# Your Lincoln Museum Needs Your Support!

AND THERE ARE SEVERAL STRATEGIES TO CONSIDER BEFORE THIS YEAR DRAWS TO A CLOSE

BY JERRY SEIBERT

*Chairman, LMCF Fund Raising Committee*

So here we are, staring at the holiday season ahead of us. Thanksgiving is late this year, meaning that once it's over Christmas and all of its activities will come barreling in just like a winter blizzard blowing through the plains. And once all the gifts from under the tree are opened and finally put up, New Year's Eve is upon us and we are celebrating the new year of 2026. We'll wonder how all this can be possible in what seems like such a short amount of time!

That's why we need to take a big breath now, sit down and make plans today for what else we need to get done before we get immersed in all the holiday activities. I'm looking at getting our cars ready to survive another winter. I'm also giving our personal budget for 2026 a serious look. I would certainly be remiss if I didn't look at strategies to bring down our tax liability for this year. And, as part of that strategizing, I'm reviewing our charitable considerations as to whom we want to help before year end and how we can do that in a tax-smart way.

As I'm reviewing the list of charities and non-profits we have supported in the past, the Lincoln Motor Car Foundation Endowment Fund, which supports the Lincoln Motor Car Heritage Museum, is of course at the top of our list. Our passion for Lincolns and the preservation of all things Lincoln makes that an easy choice. There are a



multitude of other worthy causes to consider (and we do), but I hope all Lincoln enthusiasts will join us and include the LMCF Endowment Fund on their list this year.

Gifts to the Foundation may be deductible on your tax return—please contact your tax professional to confirm. For those who don't itemize deductions but are at least 70½ years old, you may still be able to take advantage of a tax benefit with your gift to the Foundation. This technique is called a *QCD*—Qualified Charitable Distribution. It is a tax-free gift from your IRA or 401k that goes directly to the charity with a \$100,000 limit per year. And, if you are at least 73, the *QCD* amount also qualifies as part of your *RMD*—Required Minimum Distribution, another way to lower your income tax obligation. To take advantage of the *QCD* benefit, talk to your IRA custodian or your 401k trustee sometime soon so you meet their processing deadlines.

A more common gifting strategy is to donate highly appreciated

assets such as stocks, mutual funds or ETFs. Talk to your account custodian or financial institution to initiate this process. Your gift will go, in this case, directly to the Foundation so you will pay no tax on the capital gain of the donated asset. And if you itemize deductions, your gift may be deductible as well, so talk to your tax advisor about that benefit.

As of the end of August, the Endowment Fund is within \$144,000 of its goal of \$2 million in contributions. This goal amount, through dividends and interest, will provide the cash flow to cover 100% of the Museum's ongoing operating expenses. This will ensure that the Lincoln Motor Car heritage and history will be preserved for future generations. To find out more information on how you can provide support, go to the LMCF website ([lincolncarmuseum.org](http://lincolncarmuseum.org)) and click on the "Support" tab.

To all those in the Lincoln family who have provided past support, we say many thanks. Best wishes for a joyous holiday season and a prosperous 2026! ■

## Support Companies Who've Supported Lincoln Motor Car Heritage Museum

■ A number of companies that supply parts and services to the Lincoln collector car market have stepped up and become sponsors of the Lincoln Motor Car Heritage Museum. The LMCF board of trustees encourages members of all Lincoln clubs to support these companies. And, when you do so, thank them for supporting our Lincoln Motor Car Heritage Museum!

- Automotive Restorations (J. Stephen Babinsky)
- Automotive Fine Arts Society
- Dennis Carpenter Ford Restoration Parts
- Ford Motor Company
- Grundy Insurance
- Imagination the Americas
- Lincoln Land (Chris Dunn)
- Lucas Classic Tires
- National Parts Depot
- Reliable Carriers, Inc.
- The Lincoln-Mercury Old Parts Store
- Ray Theriault Lincoln Parts
- Crest Lincoln, Sterling Heights, Michigan
- Zeigler Lincoln, Kalamazoo, Michigan
- Sesi Lincoln, Ann Arbor, Michigan





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