



# BEACHES

## SUMMERTIME CRUISIN'

### Celebrating 22 years rockin' & rollin'!

SUMMER 2017

### WELCOME TO ANOTHER SUMMER OF CRUISIN' FUN!

WOW, it's a hard to believe it's been 22 years. The Cruisin' will be opening on June 7th for another season of cool rides, fun in the sun, and friends. It seems like the show gets better each year because of all the people we meet, the participants, and of course, the money we ALL raise for Charity. We think this makes Beaches Summertime Cruisin' a very unique community event...You give back to those in need just by showing up!

Our show will continue to provide all kinds of entertainment each week. The live music, drag racing, kids activities, door prizes, 50/50 raffle, show winners, BBQ, and YOU. We know that your participation each and every week continues to make this show one of the biggest weekly shows in the nation. We are now headed into our 22nd season and look forward to seeing all of you again.

We'd like to thank our Board of Directors Marc, Susan, Joyce, Vern & Ali; the team at PIR; Ovations Concessions; the Beach Team; Multnomah Hot Rod Council volunteers; and all our Sponsors. We couldn't do this without the help of each of you. So, get that cool ride revved up, think Sun, and be ready for Fun!



*Mark aei*

*They just keep rollin' in....one BIG Show!*

### BEACHES SUMMERTIME CRUISIN' HAS QUITE THE HISTORY!

It was 1996 and I invited Bruce Russell from the Slo Poks to meet me at the restaurant one morning. We sat down by the window looking at the river and I asked him, "If we did a little BBQ out by the Volleyball court on Wednesdays, do you think any of the Hot Rod folks would show up?" Bruce schooled me for awhile & we came up with a plan for a Wednesday Night Cruisin' at Beaches Restaurant. You couldn't get much better than the Columbia River, Sunshine, Volleyball, a BBQ & friends. The plan was set, and the Wednesday night Cruisin' was launched!

That first year turned out to be wildly successful in our minds....averaged 20 Hot Rods a week...WOW. With the help of my 'consultants' Velve, Jack, Phil, Marilyn, Tom, Betty & a few others, we kept doubling the size of the show. In 1998 we added Thursday nights with Corvettes, Vipers, Harleys & Exotics. By 1999, both Wednesday & Thursday nights consumed the neighborhood, so we were politely asked to move. Pearson Air Museum began in 2000 where the criteria became Pre-73 with the addition of any year Vettes, Vipers, Bikes & Exotics. We combined the two shows into one- it seemed only fair to grandfather in those folks who helped us in the early years. And, we decided to make the entire event a fundraiser for local kids in need... Cool! In 2004, we moved to Portland International Raceway with the help & persuasion of Mark Wiggington. Yea, he was right, this be a cool venue for the show! In 2011 we evolved the show once again by adding specialty nights where some of those rides that don't meet the typical 'Show criteria' can come in and showcase their vehicles, i.e. Modern Muscle, Tricked out Trucks, etc...And, on each night we showcase a 'Club' who may just bring multiple years of a specific model of car. You the Guests asked for it, so we made it happen. That brings us to today where it averages over 1000 cool rides each week.



Bart Hansen accepts \$10,000 check for Children's Justice Center. One of many, many, many checks!!

So..... this little marketing gimmick in 1996 lead to a cool Community event that raises money for Charity- pretty nice evolution of a crazy idea!

*Mark*



WareHouse '23 is the latest addition to the Choose Fun family. Located on the Vancouver Waterfront, WareHouse '23 is a restaurant and event space. Come down for lunch, dinner or Sunday brunch. Live music is featured Tuesday-Saturday nights. The Event Space can handle parties up to 500; Corporate Meetings; Weddings; Reunions; etc.. And stay tuned for a potential Sunday Breakfast Cruisin' this Summer.

**Beaches  
Summertime  
Cruisin' Concert  
Series**  
*live music &  
entertainment each  
week....*

|         |                        |
|---------|------------------------|
| June 7  | Flexor T               |
| June 14 | Britnee Kellog Band    |
| June 21 | Return Flight          |
| June 28 | Nu Wavers              |
| July 5  | Flexor T               |
| July 12 | Hit Machine            |
| July 19 | 5 Guys Named Moe       |
| July 26 | Britnee Kellog Band    |
| Aug 2   | Easy Rider Brotherhood |
| Aug 9   | Nu Wavers              |
| Aug 16  | Britnee Kellog Band    |
| Aug 23  | Return Flight          |
| Aug 30  | Hit Machine            |
| Sept 6  | Flexor T               |
| Sept 13 | Nu Wavers              |
| Sept 20 | Britnee Kellog Band    |
| Sept 27 | 5 Guys Named Moe       |

**BEACHES SUMMERTIME SHOW**

**FACTS/RULES:**

- Wednesday Nights: June 7 to September 27; 4:00pm to Dusk.
- Have Fun...this is a Must...Grouches go Home!
- Food & Beverage is sold at the show...It's a source of funds for charity, so please eat & drink our products!
- NO Alcohol can be brought in... it's illegal!**
- Show Rides:
  - Pre-73 Classics, Hot Rods & Customs.
  - Specialized Rides- All Vettes, Vipers, High end Exotics.
  - Bikes, Trikes, Hoppers & bizarre stuff.
  - Specialty nights--see calendar. Limited to first 50 cars.
- Drag Racing- PIR Team will check you in.
- DJ each week; Kids activities--see schedule.
- Cool New Entertainment; Door Prizes; 50/50 raffle; Show Winners.
- \$5 per show ride with one passenger. Each additional passenger is \$9.
- \$9 general public entry; Kids 12 & under free.
- Gates open at 3:00pm for Show Rides--The Early Birds!
- General Public & Bar opens at 4:00pm; Drags & BBQ at 5:00pm

**FOR MORE INFORMATION: Call Ali at 360-699-1592**

**VANCOUVER BEACHES ON THE RIVER**

Come in and enjoy an eclectic menu from our exhibition kitchen. Yes, it has great food, a lively atmosphere, and oh yes, it has this little thing called the Columbia River, which isn't a bad view. But the best part of this experience is a Team that just plain makes ya feel good. Join us for Lunch, Dinner or Happy Hour. And when the sun is out, there's nothing like sitting on the patio watching the boats go by. In addition, we do full-service catering for those large parties you'd like to do in your home, or the location of your choice.



**BEACHES PDX**

Next time you can't figure out where to go, come on out to the Portland Airport & take a vacation without leaving town. It is a great place for Breakfast, Lunch or Dinner for a great experience with our Team. It's a cool tropical setting, and if you have a large group where you're trying to do something different, let us take care of all the details. You'll also enjoy our Hot Rod display where we feature local cars. Pictured is Greg Meyer's 33' Roadster which spent the winter with us--thanks!

# THANKS TO OUR 2017 SPONSORS...Please Thank our Community Partners!



## BEACHES CHARITY FUND

*Raising Money for those in Need*

**Mission: Provide a fun, entertaining community event that allows us to raise money for local kids in need.**

Our criteria for giving comes down to a simple premise- It must have a positive effect on a local need with 100% of the monies committed to a specific cause/program. We work closely with organizations like the Foundation for Vancouver Public Schools, the Boys & Girls Club of SW Washington, Share, the Free Clinic, POIC Rosemary Anderson Alternative School, the YWCA, Children's Justice Center, NW Association of Blind Athletes, as well as many other organizations. It is our intent to be an ongoing source of funds for those who need a little help. We have been lucky to have such a great following all these years, i.e. it just feels good to have fun and give back all at the same time!

Our charity fund is a Non-Profit company with 503(c)3 status. To date, the Beaches Charity Fund has donated \$2 Million to local programs. It took 15 years to hit our first million- we hit \$2 Million the end of 2015 & we're cruisin' toward \$3 Million by 2020. We couldn't do it without the support of our friends in the community... Thanks!



*The only thing missing... Yellow Show Winner Shirt!*

*Cruisin Photos Credit: Lori Opoka*

**Les Schwab** has been a sponsor of Beaches Cruisin's since 2005, 13 years. They're not just any tire store, they truly take pride in giving the best in service & quality since 1952. They are just a great community partner!

**The Columbian** is also a long-time sponsor, 13 years. The Columbian has been an independent and locally owned newspaper since 1890. Jody and Scott Campbell are third-generation owners, and they are committed to making a difference in our community.

**Maletis Beverage** has been with us for 11 years, and is a locally owned business & a distributor of quality beers like Anheuser Busch, and Widmer Brothers Brewing Company. Rob Maletis is a proud distributor on both sides of the river. He is also committed to giving back to those in need- thanks for being a partner with us.

**Riverview Community Bank** is on their 7th year. Founded on a desire to see success in our community, Riverview has been providing sound financial support for more than 92 years. They are the largest community bank in the Metro area; the only one headquartered in Clark County; and they truly make a difference through all of their donations & volunteer efforts.

**Dick Hannah Dealerships** is going on 7 years. Family owned since 1949, Dick Hannah Dealerships believe in superior customer service & supporting our community, i.e. their motto of Believe in Nice. Dick, his family, and their team truly put on a nice display each week at the Cruisin' to support our efforts.

**Cost Less Auto Parts** is on their 4th year with us. It is your local source for quality auto parts & accessories. Pat & his team do a great job at our Cruisin' each week, and we also appreciate what else they do in the community.

**Garage Motorsports** has been an in-kind sponsor for 11 years. This is a full service restoration shop that can do anything around your hot rods & classics. We also appreciate their willingness to be involved in giving back to those in need. Thanks Scotty & Sue.

**Multnomah Hot Rod Council** has been helping us at the event for several years with volunteers. We are continuing, and expanding that partnership, as we look to the future in getting better each and every year.

**Interstate Rentals** is on their 3rd year with the Cruisin'. They have everything you need for rentals- plus they do event planning. This local company provides great service with both of their companies. We know because Beaches uses them exclusively for our Catering!

**New this Year! Easy Rider Spirits**--a local company that produces small batch craft bourbon whiskey. Currently available in Washington, Oregon and Arizona, Easy Rider will be expanding during 2017. We are excited to work with Easy Rider, thanks for your community involvement.