

ALFANATIC



Next Event

The 27th Annual

ICAMS

The AROC-Wisconsin Italian Car and Motorcycle Show

Sunday, July 27
10:00 a.m.- 3:00 p.m

Sussex Village Park, Sussex, Wisconsin

Proceeds to benefit the Alzheimer's Association

All Italian vehicles are welcome

Dash Plaques

Peer voting

Door prizes

Food and Beverage for Purchase

See pages 2 and 3 for more details and sign-up



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Join Us for ICAMS!

VP and Events coordinator Bob Ludwigson has organized this year's Italian Car and Motorcycle Show (ICAMS). The show, AROC-Wisconsin's 27th annual event, will kick off at 10:00 a.m., Sunday morning, July 27, at Sussex Village Park in Sussex, Wisconsin.

All Italian vehicles are welcome—cars, motorcycles, SUVs, trucks, bring them all! Whether concours entrants, drivers, or projects, they are welcome. No fussy judging and no judgment, just car conversations and fun in the sun. Entrants will have the opportunity to vote for their favorite cars and certificates will be issued to the winners. There will also be door prizes.

Hungry? Thirsty? We will be joined by the Cabana Cortez food truck, serving delicious Mexican food.

This is a charity event and the proceeds will be for the benefit of the [Alzheimer's Association](#).

“The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.” Volunteers from the organization will be on hand to answer your questions.

One caution: Avoid the main, Weaver Drive, park entrance, as maintenance activity is scheduled for that area. Instead navigate to Sunset Drive and follow it to the show site. [Google Maps link](#).

The sign-up sheet is on the next page. Sign up now, and feel free to copy and distribute it to your friends.

Between cars? Come out anyway. Spectators are free.



Local, Regional, and International Events Calendar, 2025 - 2026

Something missing? Send the dates for your events and we'll include them in the next calendar. email: rabhalter@att.net

2025

July 9-13	Fiat FreakOut , Wisconsin Dells, WI
July 17-20	WeatherTech Vintage Weekend with Brian Redman, Road America
July 22-27	2025 Kenosha Homecoming Car Show, Kenosha Lakefront
July 25-27	Gridlife Summer Apex Music & Motorsports Festival, Road America
July 27	ICAMS, the AROC-Wisconsin Italian Car and Motorcycle Show
July 27	Italian Happening, Rochester Municipal Park, Rochester, MI
July 31 - Aug 3	SportsCar Weekend with IMSA, Road America
August 15-17	GT World Challenge America, Road America
August 17	Pebble Beach Concours d'Elegance
August 24	Geneva Concours d'Elegance , Geneva, Illinois
August 30	Kenosha Classic Cruise-In, Kenosha, WI
September 12-14	Ariens Art on Wheels Vintage Weekend with VSCDA, Road America
Sept 15-21	AROC National Convention, Crystal Lake, Illinois
October 3-5	SCCA National Championship Runoffs, Road America

2026

Feb 28-Mar 1	Moda Miami. Biltmore Hotel, Coral Gables, Florida
Mar 5-8	The Amelia, Amelia Island, Florida
May 1-2	AROC-WI Das Kurze Klausenrennen, New Glarus, Wisconsin

Twenty-seventh Annual!

Italian Car & Motorcycle Show

Help celebrate the uniqueness & excitement of Italian design!

LA DOLCE VITA!!!



Sunday, July 27, 2025

Sussex Village Park

10:00 a.m. – 3:00 p.m.

Rain or Shine

All Italian vehicles are welcome, whether daily drivers or show cars.

- Dash plaques
- Awards (participant judging) & door prizes
- Food & beverage available for purchase
- Low key & FUN
- Spectators - free, but a goodwill offering to the designated charity is appreciated
- Sponsor: Alfa Romeo Owners Club of WI

info: Bob at rludwigson@aol.com or Gary at alfaman@wi.rr.com

Important Driving Directions:

Due to planned construction, avoid using the park's main (Weaver Drive) entrance.

Instead, enter the park from the east via Maple Avenue and Sunset Drive.

From Main St./Silver Spring Dr./County VV, turn south onto Maple Ave. Turn right onto Sunset Drive and follow it into the park.

Otherwise, you can navigate to this link in Google Maps: <https://maps.app.goo.gl/a4mektJXcqpMvJSj8>

Proceeds to benefit

ALZHEIMER'S ASSOCIATION®

Pre-registration by July 23rd: \$25 per vehicle or \$40 / two

After July 23rd: \$30 per vehicle

Make checks payable to: AROC - Wisconsin

Randy Swanson – ICAMS

N66 W6684 Cleveland Street

Cedarburg, WI 53012

Name _____ Phone (____) _____

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Make _____ Year _____ Model _____

Cars in the Rain at the Heinrich's Annual Solstice Party

By Bob Ludwigson

It was a rainy and coldish Wednesday evening, but lights were on at Tom Heinrich's Lift Incorporated facilities as friends and family started to arrive. Most arrived in their more utilitarian modern vehicles, but I braved the elements in my Giulietta Spider. Tables were laid out for food, tables and chairs were arranged, and the grill was started. We met each other, talked car talk, and enjoyed the food.

Tom's automotive interests stretch beyond Alfas, thus his guests included friends from British and German car clubs as well from our Alfa club. The Alfisti in attendance included our president, Randy Swanson, and the Abhalters, as well as myself. We enjoyed viewing the cars on display inside, especially a very nice Ferrari. All in all, it was a fine evening. 🍀



One of these is not like the others. Cars of friends and family in the soggy parking lot.



The indoor environment was warmer and drier.



Our hosts, Pam and Tom


The Alfa contingent:
Chrystal, Randy, and Bob
Ludwigson



Randy Swanson with
Chrystal and Bob
Abhalter



Not Alfas-only—Pam's Boxter and Tom's 360




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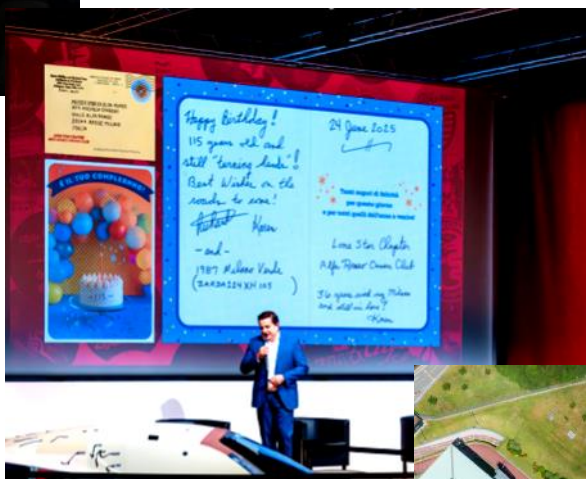
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Happy 115th Birthday Alfa Romeo

June 24 marked the 115th anniversary of the incorporation of A.L.F.A. (*Anomina Lombarda Fabbrica Automobili*). We hope you drove your Alfa in celebration!

On the Sunday prior, The *Museo Storico Alfa Romeo* in Arese hosted a grand birthday party. Over 1,300 *Alfisti* and 350 cars attended the all day event which featured driving events, speakers, and presentations on Alfa Romeo's history and future.



Unable to attend in person, long-time Lone Star AROC chapter members Karen Philips and Richard Cross sent a birthday card. It became a part of the celebra-

tion, shown to the attendees at the opening of the festivities. Karen and Richard say AROC-USA now has a new friend among the staff of the *Museo*, one Michela Cangemi, who wrote:

*Dear Karen & Richard,
We really wish to thank you for your message and for the greeting card you sent us! We appreciated it so much and we thought it would be nice to open our Club Meeting with that image to wish Alfa Romeo a happy 115th Birthday (You will find attached the picture). (See above.)*

Facebook users can find photos from the event posted on the [Museo Alfa Romeo](#) page. 🍀

Alfa's U.S. Sales Volume Shrinks Again

On July 1, FCA U.S. released its Q2 sales results. Overall volume declined by 10%, vs. the same quarter last year. The only bright spots were RAM, which improved sales by 5%, and Jeep, up 1%. Fiat's introduction of the 500e provided a bump of 25%, year over year. (394 units vs. 316 units in Q2 2024)

Alfa Romeo moved 1,212 units in the quarter, fully 51% fewer than last year's second quarter. For the year to date, Alfas sales were 3,164, a 34% reduction from the first half of 2024. The trend will no doubt continue for the rest of the year. 🍀



Thanks to John Chowaniak

They Travel the World—and Cheat Death—for License Plates

Collectors trek to all corners of the globe for rare finds: from diplomatic tags to the devilish 666; the Vatican City holy grail.

By Robert P. Walzer
From *The Wall Street Journal*, June 9, 2025



Ethan Craft collecting license plates in a Welkom, South Africa, junkyard in April
Photo: Ethan Craft

Some people dream of scaling a peak or writing a novel. Ethan Craft wants to collect at least one license plate from 500 global jurisdictions. The quest has taken the 27-year-old across the world in search of junkyards, antique stores, and other collectors willing to trade plates.

It also nearly killed him.

The Phoenix native and freelance journalist was recently driving through South Africa's rural Eastern Cape in a rickety Renault Kwid hatchback when he swerved to avoid debris, slammed into a rock wall and flipped over. Craft avoided major injury. As important, he was able to recover the dozens of plates that spilled onto the road—along with the tag on his rental car.



Craft avoided major injury and was able to recover the dozens of plates that spilled onto the road.
Photo: Ethan Craft

"I'm going to save that one for my will," said Craft.

Stamp collectors are called philatelists. People who save coins are numismatists. License plate collecting is so arcane that there isn't a word for it. But there are thousands of people who so covet tags that they are willing to travel to remote corners of the globe—sometimes at great expense and personal risk—to score a rare find.

Some collectors focus on geographic regions. Others target tags based on design or color. Numbers are big draws, too, namely low ones, birth dates, the devilish 666, and the code for marijuana, 420. Some seek out diplomatic tags or presidential inaugural ones. Others pursue early porcelain plates or those from countries at war.

Tags from Vatican City are a holy grail for plate collectors. For enthusiasts of early American plates, it doesn't get much better than a 1921 Alaska tag, one of which is rumored to have changed hands for \$60,000.

There is a market for humorous plates that call to mind the "Assman" tag meant for a proctologist that instead went to Kramer in an episode of "Seinfeld." In Maine, where vulgar plates were outlawed in 2021, bidding wars erupt when a good one comes up for sale.

The Super Bowl of plate collecting takes place in July at the annual convention of the 3,000-member Automobile License Plate Collectors Association. This year's event, in Tulsa, Okla., marks the gathering's 70th anniversary.

Craft's obsession began at age four on road trips with his dad. He would peer out the back seat window to see how many different state tags he could identify. He later used a disposable camera to shoot out-of-state plates at the airport and malls, collecting them in a scrap book. Craft's parents took note. "One year, the tooth fairy left me a license plate instead of a couple of bucks," he said.



Top: Craft with license plates he purchased from a gift shop in Vancouver, Canada, in 2005. Bottom: A portion of his international collection
Ethan Craft

Craft memorialized his South Africa mishap on his TikTok account, where he treats his 526,000 followers to lessons on why European plates have no mounting holes, the historical differences between tags from Zimbabwe and Zambia, and what features reveal a Sri Lankan plate's age.

Craft has traveled to about 70 countries, collecting plates from 181 of the 193 U.N. member nations and about 400 global jurisdictions. He has about 2,000 plates in his core collection and another few thousand for trading.

He isn't the only extreme plate collector.

During his four-decade collecting career, Dave Stratton has gone to extraordinary lengths to acquire rare tags.

Stratton, 74, a retired international flight crew scheduler at FedEx who lives in Mississippi, at one time was enthralled by plates from tiny, hard-to-reach islands in the Bahamas. A pilot friend with a homemade single-engine aircraft made him an offer.

"He said, 'I've got this plane,'" Stratton said. "If you buy the gas, I'll fly it. I thought he was joking at first but over the course of two years planning it got more serious."

The duo eventually flew 1,300 miles in a Bushby Mustang II two-seater aircraft from Olive Branch, Miss., to Mayaguana, Bahamas, population 208. They braved thunderstorms, narrow dirt runways and rocky Caribbean bureaucracy over the four-day journey there and back. "Thank goodness for fax machines," Stratton blogged after the 2001 trip.

Larry Luxner, a Florida-born freelance journalist based in Israel, has been acquiring plates since the age of 5. In 1994, he was driving in Nicaragua on a highway between Managua and Matagalpa when he came upon the aftermath of a head-on collision. The car's front was totaled, but the back was preserved. "So I asked the policeman there if I could take the plate because I'm a collector," Luxner said. "He produced a screwdriver and handed it to me."

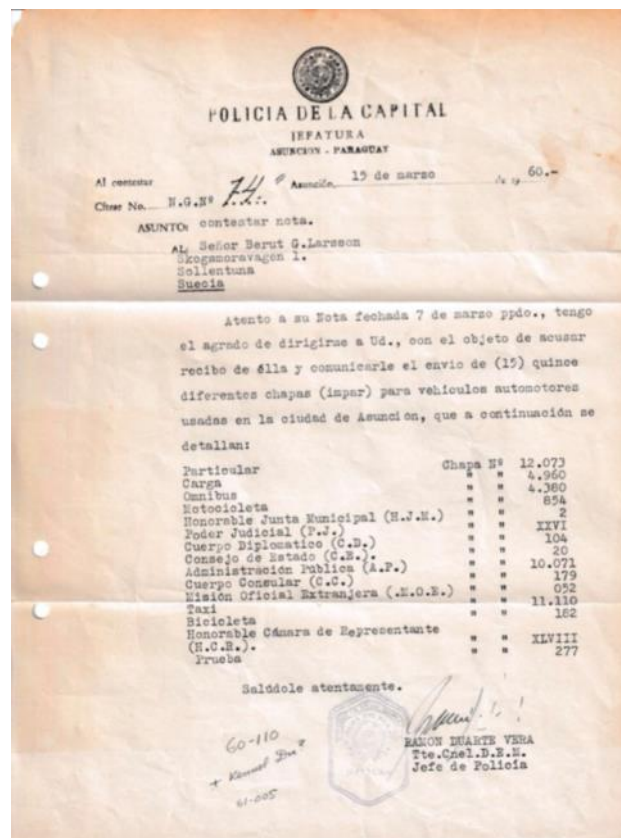
Luxner still esteems the plate in his nearly 700-piece collection—"Nicaragua Libre MV 1899."



Larry Luxner's Nicaragua plate.
Photo: Larry Luxner

Bernt Larsson, an 89-year-old Swedish economist who lives in Barcelona, said his 1,000-plate collection began in 1952 with a letter to the AAA from Stockholm.

"They sent me 10 or 12 plates from cars, trucks, from a bus, and



A letter and license plate Bernt Larsson received from police authorities in Asunción, Paraguay, in 1960.
Bernt Larsson

then sent me a telegram telling me they had mailed the plates. I was so happy," said Larsson.

"I received a very kind letter from the secretary with a license plate from D.C. with a very low number, 1087," said Larsson, who was first inspired to collect by his father, a member of the Royal Automobile Club of Sweden. "I thought, 'how nice.'"

Larsson followed that up with letters to other countries. He got a surprising response from police authorities in Asunción, Paraguay, in 1960 when the country was under a military dictatorship.

Craft is trying to persuade two friends to travel with him to locations with rare plates such as Nunavut in Canada's northern Arctic region. His pitch: They can sell tags they acquire to fund the trip's cost.

"They said, 'How about we go to Miami? Or England?' I said, 'How about Nunavut? Or Turks & Caicos? Or Anguilla?'" he said. "We're in that stage now of making the math work."



Classifieds

Alfanatic will post brief non-commercial classifieds for members and friends at no charge. Email the [editors](#) to make a submission.

Wanted

Your classified ads! Posted free! Let us know.

For Sale

1991 Alfa Romeo Spider Veloce



60K miles, new tires. Needs new top and seat covers. Garaged in Eagle River, WI, Asking \$6,500. I only drive it about 20 miles a year in the summer. It's a good easy resto project for someone.

Bill Marshall, bmarsh68@gmail.com
713.252.0423

Three 164s For Sale

I have three 1991 164s I'm looking to dispose of.

1. 1991 164L which was a daily driver until the front head gasket blew externally (no coolant in the oil or chambers) just shy of 200k miles.
2. 1991 164 Base parts car missing injectors, HVAC units and hood (it's on the L)
3. 1991 164 Sport with manual transmission It was driven here and left. The owner was murdered. I'm told the rear suspension was rusted out. General condition "rough".

All three have tires. The first two hold air, I'm not sure about the Sport.

No offer will be refused. They're worth very little as scrap and I'd rather see them go to someone who cares. Especially the L

The L and Sport are at my shop at:

501A S Nine Mound Rd, Verona, WI 53593

The Base is at my home at W6008 Pioneer Rd.,
New Glarus, WI 53574

Pat Slattery martski43@gmail.com 608 347-5741

1969 Alfa Romeo 1750 GT Veloce

USA specification. Very original and complete. Most documentation from new. An unrestored gem, that presents, runs, and drives well. \$46,800. Located in West Michigan. Contact: gerryalbers@yahoo.com

1958 Alfa Romeo Giulietta Spider Veloce 750F



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Garage Cleanout

Gary Tree is still trying to clean out his garage. He is parting a **1980 Spider** and has many other parts to sell, too numerous to list. A Series 2 Windshield, fiberglass bumpers, engine, transmission, door latches, etc. Just ask! Contact Gary at 608-209-2352, or gitreehouse@gmail.com

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Position Open - Volunteer Needed
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SUBMISSIONS

Do you have a story you'd like to share? Have a restoration in progress or finished? Taken a memorable road trip or have a funny car story? Pictures, lessons learned, maintenance tips? Whatever. The *Alfanatic* is always looking for material to publish. Email your submissions to the editor at rabhalter@att.net and share with your fellow Alfisti.

SCAM WARNING

No one legitimately representing AROC-WI will ever contact you to request you purchase gift cards or otherwise loan money on behalf of the club or its officers. Any such request should be presumed to be fraudulent.

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CLUB MEMBERSHIP is \$68 per year and includes both national and local memberships. Renewals or new memberships may be sent directly to the National Office or visit aroc-usa.clubexpress.com/.

