



# Buick Heritage Alliance Award

*BHA announces recipient of prestigious service award*

By David M. Landow, Director and Past President (2017-2019) Buick Heritage Alliance

Almost two decades have passed since the day seven Buick enthusiasts gathered in Detroit to share their common vision of establishing a nonprofit organization that would protect and preserve the history and heritage of Buick. On that notable day in February 2004, the Buick Heritage Alliance (BHA) was formed. Throughout its 18 years of devotion to preserving and making historically significant Buick literature, technical manuals, and documents available to all, others with the same commitment as the BHA's founders have joined its ranks. Now led by a dedicated nine-member board of directors and a 14-member board of governors, the BHA's growth has been nothing short of momentous. Its archive, which is housed at the new state-of-the-

art AACA Library & Research Center in Hershey, Pennsylvania, and is curated under the careful supervision of professional librarians, is one of the world's largest and most significant repositories of original Buick documents and rare artifacts.

In order to recognize those who have made substantial contributions to the preservation of Buick's heritage, in 2011 the BHA created the Buick Heritage Alliance Award. Presented at the Buick Club of America's national meet to only one recipient annually, the spectacular 100-year BHA trophy, which commemorates the award, is designed to display 100 names, and now bears the names of its first ten recipients.

Designed by BHA Vice President Bill Anderson, who was inspired by the imposing size and grandeur of the Indy Borg-Warner and Daytona 500 Harley Earl trophies, the BHA trophy incorporates elements of Buick's past, including northern white ash at its base in tribute to the wood body structures of early Buicks, and flowing dual arches exemplifying Buick styling excellence, all topped off by an exact replica of the 1920s Buick script logo bronze casting that adorned the Manufacturer's Trophy (awarded by Buick Motor Division management at the 1971 through 1974 BCA national meets). In addition to having their name and accomplishment permanently inscribed on the BHA Award, each winner also receives a shadow box award incorporating a bronze casting identical to that which tops the trophy.

The BHA is proud to announce this year's recipient of the Buick Heritage Alliance Award. William E. "Bill" McLaughlin was chosen "For fostering greater understanding of 1929 Buicks by operation of the 1929 Silver Anniversary Buick Club and publication of its newsletter for more than 35 years." A descendant of the family that founded Oshawa Carriage Works—succeeded by the McLaughlin Motor Car Co.—Bill is best known for forming the 1929 Silver Anniversary Buick Club, dedicated to fostering worldwide greater understanding, knowledge, and appreciation of 1929 Buicks, 1929 McLaughlin-Buicks, and 1929 Holden-bodied Buicks, and to providing information about the history and restoration of these cars. Started in 1986 with fewer than 100 members, Bill's Silver Anniversary Buick Club—which he owns and operates himself—has swelled to more than 1,000 members who own 1929 Buicks in more than 30 countries!



**BHA Vice President William C. Anderson, P.E. personally designed the BHA Trophy and unveiled it in 2012. Bill's unique design work was inspired by the imposing size and grandeur of the Indy Borg-Warner and Daytona 500 Harley Earl trophies.**



**Bill McLaughlin**—with a contagious smile that reveals his enthusiasm for 1929 Buicks—arrives triumphantly at the 2013 Arthritis Foundation show after logging 427 miles in his 1929 McLaughlin-Buick Series 121 Model 29-44 sport roadster.

Ever since Bill’s formation of the Silver Anniversary Buick Club, he has served as publisher and editor of the Club’s quarterly newsletter, *The Silver Anniversary Buick Newsletter*, continuously published on a quarterly basis for 36 years. Contents include restoration tips and information, contacts for suppliers of parts, listings of parts for sale, and editorial content about various 1929 Buicks. Bill also operates two websites dedicated to 1929 Buicks.

Throughout the 1990s, Bill traveled throughout the world to see and document 1929 Buicks. So far, he has visited with 1929 Buick owners in Spain, the United Kingdom, Peru, Chile, Uruguay, Argentina, South Africa, Australia, New Zealand, Sweden, Norway, Denmark, and Portugal. But Bill and his lovely wife Marlene are best known for their extensive travels and exploits in their own 1929 McLaughlin-Buick Series 121 Model 29-44 sport roadster. From 1978 to 2019, Bill and Marlene attended 28 BCA national meets, 25 of which by traveling in their trusty '29 roadster. So far, they’ve driven the car 72,000 miles, during which time they have gone through four sets of tires.

My favorite story of Bill’s driving tenacity goes back ten years to 2012, when he endured two carburetor fires en route to the Arthritis Foundation show in Columbus, Ohio. Bill, Marlene, and the roadster didn’t make it to Columbus that year, but they went on to win the prestigious “Brashares Family Foundation Best Buick Award” after a successful trip there the following year. Please join the BHA’s board of directors in congratulating Bill McLaughlin (and his intrepid co-pilot, Marlene), this year’s recipient of the coveted Buick Heritage Alliance Award.

After missing the 2012 Arthritis Foundation show with his 1929 roadster due to mechanical problems while driving it from Toronto to Columbus, Ohio (an 854-mile round trip), Bill McLaughlin celebrates arriving at the show successfully the following year. From left to right: Bob Bollinger, BHA Director John Fields, and Bill McLaughlin.



**Buick’s 1920s script logo bronze casting**—identical to that used by the Buick Motor Division for its Manufacturer’s Trophy—adorns the top of the BHA Award as well as the shadow box (above) presented to each recipient.

Buick Heritage Alliance Award Recipients		
Year	Recipient	Contribution
2012	Lawrence R. Gustin	For multiple contributions to the preservation of Buick heritage over four decades
2013	Terry B. Dunham	For significant contributions to the preservation of Buick heritage for more than four decades
2014	Dennis M. Manner	For significant contributions to the performance heritage of Buick automobiles and its preservation
2015	McClellan G. “Mac” Blair	For significant contributions to maintaining the authenticity of Buicks in their as-manufactured condition by restoration and preservation of originals
2016	Nicola Bulgari	For significant contributions to maintaining the authenticity of Buicks in their as-manufactured condition by restoration and preservation of originals
2017	Dean Tryon	For significant contributions to the development of Buick fuel delivery systems at GM’s Rochester Products Division and 20 years devoted to the preservation of 1915-1918 Buicks
2018	Timothy E. Okenka	For significant contributions to ensuring that the Buicks of tomorrow stay true to their heritage “It’s what makes a Buick, BUICK!”
2019	Keith & Wendy Horsfall	For more than 30 years of dedicated service in compiling, disseminating, and preserving McLaughlin-Buick history
2020	Ray Knott	For significant contributions to the preservation of 1963 to 1999 Buick Riviervas and their heritage
2021	Larry Beatty	For the preservation of a 1916 D-Six-45 Touring Car in original condition. For widely sharing it and its history to increase awareness of early Buicks.
2022	William E. McLaughlin	For fostering greater understanding of 1929 Buicks by operation of the 1929 Silver Anniversary Buick Club and publication of its Newsletter for over 30 years