

MONTEREY HISTORICS WEEKEND

The annual Monterey “weekend” is a highlight for many Alfisti. As in year’s past, Delta Sierra and the Alfa Romeo Association have arranged hotel accommodations, dinner at Gino’s Restaurant, wine tasting at West and Maggie Clark’s, and tickets and corral passes for the Historic Races at Laguna Seca (please see the ordering information elsewhere in this issue.) **However, the choices for where to go on Friday, August 14, 2009 have gone through some major changes.** The result is **we now have two competing Italian car events to choose from for Friday: Concorso Italiano and the new La Dolce Vita event.** This article will give background and information on both events and the changes. We’ll also talk about the reasons we, along **with ARA and Delta Sierra have chosen to endorse the La Dolce Vita event for 2009.**

Many were unhappy last year with Concorso Italiano being held at the Marina Airport. The airport venue, while unique, was definitely not very Italian car friendly. However, the possibility of a 2009 return to a golf course setting seemed unlikely since the Concorso organizers had a multi-year contract with the airport. Rumors and hopes of a change percolated over the winter, but nothing materialized.

Over the winter our club was contacted (along with the other Italian car clubs) by a different group of event organizers who were looking to start **a new Italian car event back at Blackhorse Golf Course**, where the Concorso event used to be held. Ironically, these organizers are affiliated with same Maserati group (MIE and Maserati Club International) that started the original Concorso Italiano in the 1980s. The new organizers were eager for feedback from our club and the others on what we’d like in an Italian car show. **The goal was to get the Friday Italian car event in Monterey back to the event’s roots when Concorso was fun, and back to the Blackhorse golf course location.** In February the new organizers announced their event “La Dolce Vita – Automobili at Blackhorse” (www.montereybayconcours.com).

Following the announcement about the new La Dolce Vita event, word came out the Concorso Italiano event had new owners who vowed to return the Concorso event to a golf course as well. **Two weeks later the new location for CI was announced: Laguna Seca Golf Ranch.** Event details for Concorso are available at www.concorso.com.

Faced with the two competing events, we contacted the Alfa Romeo Association in the Bay Area, and other AROC Chapters on the west coast. This led to much discussion and even a multi-club conference call to weigh all of the options. As many of you know, beyond attending the shows, our Alfa groups also work with the event organizers to help plan and coordinate the Alfa displays, exhibitor parking, etc. Rather than split up our resources, the clubs felt that picking one event for our participation was best. After considering everything, the **Alfa clubs were unanimous in choosing the La Dolce Vita event for 2009.**

The decision to choose La Dolce Vita over Concorso Italiano was not easy, and was based on multiple factors. By all appearances, the new event should be outstanding. Our research indicates that the organizers are Italian “car people” who have really done their homework. They are also aware of the value of having Alfa Romeo cars at the event, and have provided us with prime car positioning. The extensive preliminary work and event layout already completed by the La Dolce Vita organizers was important as well. In fact, it is likely that the new La Dolce Vita event may have been a key factor in the recent changes announced for the Concorso event.

We realize, of course, that everyone can make their own decisions, and can certainly choose to attend Concorso Italiano. We just felt it important to let everyone know that AROSC, ARA, & Delta have chosen the 2009 La Dolce Vita event at Blackhorse for our official presence.

P.S. Be sure to check all the deadlines and early bird pricing information, and get your event and hotel registrations in soon. Some deadlines are coming up fast!

THE EVENT 2009 Features:

- Alfa Romeo and Maserati Race Cars, Celebrating the 50 Year Anniversary of De Tomaso
- Larry Crane (who has been a AROSC guest speaker) to MC at event