



2023 NIELLO CONCOURS AT SERRANO ADVISORY BOARD

T ABRAHAM EVENT DAY COORDINATOR



T Abraham has served on this Advisory Board since the very first Niello Concours at Serrano. Having traveled far and wide to attend many concours events, including the Pebble Beach Concours d'Elegance, Goodwood Festival of Speed, Belgian Grand Prix and several other world class car experiences. He feels fortunate to have such a first-class concours as this in his hometown. When not watching Formula 1 or pondering a bid on Bring a Trailer, T serves as the Regional Vice President for Hospital Council of Northern & Central California.

JESSE A. BRAVO PHOTOGRAPHER - CONSULTANT



Jesse A. Bravo has been racing automobiles since the early 1960's when he campaigned a 1957 MGA on SCCA courses. Bravo has been involved with SCCA's Concours d'Elegance division serving as both its Chief Judge and Chief of Concours. He coauthored the SCCA Judging Guidelines used at this time on the field. A graduate of Brooks Institute of Photographic Arts and Science in Santa Barbara, he was class valedictorian, and worked as a commercial advertising photographer and photojournalist. He also served as President and General Manager for TRW's Imaging Systems Division until his retirement in the 90's. Not one to sit idle, he is currently enjoying yet another career as a digital photographer and archivist for the Crocker Art Museum in Sacramento.

JUDYTH BRAVO CONSULTANT



Judyth Bravo finds it difficult to pinpoint the source of her life-long enthusiasm for motor vehicles. Is it the result of her growing up next door to a car dealer who kept a steady stream of new Cadillac's, Chevrolets and Corvettes

parading past her window? Whatever the reason, Judyth's enthusiasm to ride in a 1963 XKE Jaguar convertible roadster precipitated her introduction to her husband of over thirty years, Jesse Bravo, former SCCA Chief of Concours. A former high school art teacher by trade, Bravo sees the great importance of the Concours d'Elegance lying not in its chances for competition but for its opportunity for education.

JIM BRENNAN LOWER FIELD, ENTRY CHECK-IN



Jim Brennan retired from the United States Air Force after twenty years of flying jets. While on active duty he also served as a military aide to President Ronald Reagan and Inspector General for Aircrew Training. He was also an Adjunct Professor at Embry Riddle Aeronautical University and served as Vice President of Mothers Against Drunk Driving.

If you know Jim you will understand how he was a standup comedy competition winner and Toastmasters International Champion...an all-around funny guy who is a great conversationalist.

He is retired now after thirty years as a real estate broker specializing in estate settlement. His philosophy in life is that tough issues aren't so tough when you focus on the few things in life that truly matter. Determining what matters is your challenge! And his life motto is—"Passion for few, Compassion for all."

TIFFANY COLATO MARKETING MANAGER THE NIELLO COMPANY



With over twenty-four years of automotive experience, Tiffany's tenure at The Niello Company has equipped her with a unique perspective on both the art and science of automotive marketing in the ever-evolving landscape of this industry. Crafting and executing campaign strategies that not only showcase vehicles, but also capture the essence of

the brand and The Niello Company, is what Tiffany is most passionate about. When she's not in the office, she loves hosting dinner parties with her husband Charlie and game nights with their two children, family and friends.

WAYNE CRAIG MASTER OF CEREMONIES



We welcome Wayne Craig as our new Master of Ceremonies of the Niello Concours at Serrano. Wayne is the President and CEO of the Lodi Memorial Hospital Foundation. During Car Week in Monterey, you will find him serving as Head Docent of the Pebble Beach Concours d'Elegance.

CAROLYN DELGADO ENTRANT REGISTRAR



Carolyn Delgado is the one person who keeps all of the concours entries organized and helps the entrants with any questions they might have about their paperwork. When not inputting information into a spreadsheet, she enjoys spending time with her three daughters and four grandchildren.

DIANA EVANSON NEW CAR DEALER CONCIERGE



Diana grew up around many cars that were always in some phase of restoration. She brings her love of classic cars and her program management skills together to assist the advisory board in planning, setup and event day activities to help make the Concours a seamless event. Her "can-do" attitude helps all the teams get the job done while always having a smile on her face. With thirty-five years in the hospital pharmacy field and deep caring for all people's well-being she is motivated to ensure that all attendees enjoy the show.

MCKINLEY C.M. FERDIG EVENT DAY ASSISTANT / TICKET BOOTH ADMINISTRATOR



McKinley, Brian and Michele's youngest and only daughter, spent time at "the shop." Brian D. Moore Restorations, as well as the Concours Office while growing up. Going to the shop meant seeing which car Brian would choose to drive them to the Father Daughter Dance in, as it was always something classy. McKinley learned to address anyone with two infamous words in the Moore household, "Concours Office!" when she answered the phone at a young age helping Michele in the office. Helping in the office or at the shop always meant a day she was able to spend with her mom and dad and that was very important to her.

McKinley is a graduate of the University of California, Irvine with a Bachelor of Science in political science and a minor in management. McKinley is Manager for Irvine Company Office Properties and lives in Southern California with her husband Scott. The couple is expecting their first baby in February 2024.

SCOTT FERDIG CONCOURS FIELD ASSISTANT



Scott Ferdig officially joined the Moore family in October of 2021 when he married Brian and Michele's daughter, McKinley. From the beginning of their relationship Scott was able to experience the amount of time and work that goes into the concours as he assisted the team with the event. He enjoys seeing all of the entered motor cars on event day as he assists the field crew in placing the cars in the morning and then guiding the winners to the award ceremony in the afternoon.

Scott grew up playing baseball and was always encouraged by his parents to be involved in the community. He was a Boy Scout for many years and achieved the rank of Eagle Scout shortly before graduating high school. He graduated from California State University, Fullerton with a Bachelor of Arts in communications and minor in print journalism. He has been a Firefighter with the Orange County Fire Authority for over eight years and has been a Firefighter Paramedic with the Fire Department for more than three years. During his free time, he enjoys traveling with McKinley, mountain biking and being on the water. Scott and McKinley are expecting their first baby in February 2024.

BOB FINKBEINER EVENT LOGISTICS



Bob was raised by a car crazy dad who loved and restored antique automobiles. One event that spurred his passion was when their dad asked Bob & his brother if they would rather have him accompany them to Cub Scouts or stay home with him and work on the old cars. Their response was instant and unanimous. Working with and learning from their dad about cars would lead to a lifelong bond and passion.

Bob grew up loving not only antiques but anything with a gas pedal and a brake. He was not old enough to drive (legally) when he bought a 1929 Model A Coupe which he still has. And not many high school seniors owned a 1960 Corvette, but Bob did and was happy to drive the Homecoming Queen in a parade.

One of Bob's favorite pastimes is hunting for "vintage tin." He and his father spent many fun filled days in the backlands of South Dakota looking for that elusive antique car someone left beside an old barn and forgot about. When not playing with his cars or looking for a barn find, Bob works as a project manager for 5 Star Services, he also owns Capitol Kirby in Sacramento. His wife Sally shares his passion for the motorcar; they own antiques, classics and exotics.

SALLY FINKBEINER HONORARY JUDGES LIAISON



Sally Finkbeiner has been a lifelong fan of the automobile due to early influences by her big brother Bill. While she was in elementary school Bill restored a 1929 Model A and allowed her and her girlfriends to ride in the rumble seat. A few years later he purchased a 1956 Corvette and her love for a fast car was off and running. So it just seemed natural to marry Bob Finkbeiner, also an avid car enthusiast. In fact she's pretty sure Bob married her for her brother, Bill.

This year Sally retired from commercial property management and is enjoying spending much more time with her grandsons. She held three weeks of "Camp Nana" this summer and will be moving on to be "Uber Nana" once school starts.

She is involved heavily with her church where she plays the piano wherever she is needed and helps out weekly with the church's food pantry. Family time revolves around car events, two grown sons and their families.

THOMAS GOETTE OFFICIAL PHOTOGRAPHER



For as long as Thomas Goette can remember, cars were a part of his life. As a child, he would drive Hot Wheels through his self made Lincoln Log race track. He enjoyed attending car shows like Hot August Nights as well as many others. In his senior year of high school he took an Intro to Photography class. Instantly, he fell in love with photography and combined it with his passion for cars.

During his freshman year of college, his work was recognized and posted by BMW and multiple performance parts companies on social media. Thomas is currently working towards his BA in Photography at Sacramento State University while pursuing his goal to bring together car enthusiasts and local businesses through media production and community involvement. He also created and runs an automotive page called DailyDreamerAuto on TikTok which has a combined viewership of over nine million views and 130k+ followers.

ROSIE KESELL- KRACHER DIRECTOR PUBLIC RELATIONS



Rosie has served on the Niello Concours Advisory Board for the last 17 years, where she has grown to appreciate the fine art of the automobile and getting to know the car owners. Having retired from a twenty-eight year law enforcement career, Rosie and her husband Jon, husband Jon enjoy traveling, outdoor activities and spending time with their one-year-old grandson.

JOHN MANBY EVENT LOGISTICS



From early childhood anything mechanical held John's interest, especially cars. Upon leaving for college in his first car, a 1965 Corvair (a car nobody wanted), lead to a sponsorship at the GM training center in Oakland, California. After graduating, top in his class, John received numerous offers from local Chevrolet dealers to work for them as he reached Master Mechanic status. Having entered the USAF after high school he trained in aircraft maintenance. Leaving active duty, he continued his military association with the Air Force reserves. Military promotions opened doors which lead to the USAFR Numbered Air Force which asked him to serve full time as Deputy Director of Transportation. Here he provided day to day management for air cargo/vehicle



maintenance units geographically located from the Far East to Chicago, Illinois.

John retired from the officer core after twenty-eight years of service. Since he has always been interested in volunteering for automotive events he has been active in Concourses from Lake Tahoe to the Bay Area. Eleven years ago SCCA Concours, San Francisco Division, asked him to judge in their sanctioned events. This participation opened other doors to judging events and he has since become a certified judge for the Mercedes Benz Club of America. Maintaining a high level of interest in the preservation of automotive history, John has continued to pursue a goal of originality in numerous automotive restorations so that the next generation of car enthusiasts will experience automobiles as they actually were.

ALLAN MCCRARY ENTRY COMMITTEE ADVISOR



Allan McCrary has been a member of the Auburn Cord Duesenberg Club since 1974 serving on its Board of Directors, as President, and is currently the National Chief Judge where he is involved in the development and implementation of newly revised judging standards that focus on the authenticity of these Marques.

He has owned a number of award winning Cords all through his adult life and maintains an eclectic collection of automobiles covering a wide spectrum of interests; Classics, Post War English and German Sports cars and American Luxury/Muscle.

In addition to ACD, he is an active member of the CCCA, 356 Registry and the American Bugatti Club. He holds a current SCCA Full Competition License.

JOHN MCNAMEE CHAIRMAN CONCOURS BRANDING



John McNamee has been in the apparel business for over thirty years. As owner of one of the largest silk screen printing and embroidery shops in the Sacramento area, he is an important asset in keeping the standards of the Niello Concours at Serrano brand.

John's company supplies to various corporate accounts and has been involved in many large events in Sacramento including both Olympic

Trials, the Sacramento Music Festival, the Pig Bowl as well as countless fun runs. Being a car guy, owning a Porsche twin turbo, a 458 Ferrari and a DeTomaso Pantera, he is very excited to be associated with the Niello Concours in producing the souvenir apparel. He feels that being at this event every year and selling merchandise while surrounded by so many incredible cars, life simply doesn't get any better.

ADDISON T. MOORE EVENT LOGISTICS



Addison, the second oldest son of event owners Brian and Michele Moore, started going to the "shop" at a very young age to work at his dad's auto restoration business; organizing nuts and bolts, detailing cars or doing clerical work. That was his introduction to the car world.

When he's not working, you can find Addison at Giants and Rivercats games with his wife Amanda. The couple wed last year and welcomed their new daughter Adelynn into the world this last March. While daughters Alexis and Adelynn enjoy being at the ballgame with them, the family also enjoys concerts and trying new restaurants in town

BRANDON T. MOORE CONCOURS FIELD, CREW CHIEF



Brandon, son of event organizers Brian and Michele Moore, has been comfortably stuck in the world of cars since birth. Growing up working at "the shop", Brian D. Moore Restorations, with his father, Brandon experienced rare automobiles firsthand and has cultivated his own passion for unique vehicles. Taught by Brian, he has not only mastered the art of wet sanding, but has learned lifelong lessons along the way.

Brandon and wife Kate live in Roseville where they're raising their two sons, Jack and Luke. In his spare time, you'll find Brandon at the golf course or coaching the boys on various youth sports teams. Exploring the outdoors and maintaining meaningful relationships with his family and friends are priorities and a value he hopes to instill in his sons as they grow.

BROOKES T. MOORE ADMISSION SUPERVISOR



Brookes is Brian and Michele's youngest son. He has always loved assisting his parents with anything and everything for the Niello Concours at Serrano. From stuffing envelopes at the table as a child, to greeting each and every guest as they arrive at the event, he always enjoys being a part of the action.

Brookes is a graduate of University of California, Santa Barbara. He is now a Project Scheduler & Data Analyst for a national railroad engineering firm. In his free time, he enjoys getting out to the beach, traveling and spending time with family and friends.

KATE MOORE AWARDS COORDINATOR



Kate discovered her love for cars when she met and fell in love with Brandon Moore, son of Brian and Michele. The couple wed in 2012 and have two sons, Jack and Luke.

A University of Nevada, Reno alum, Kate ensures that the Moore house is always rooting for The Pack! She is currently a Development Project Manager for Buzz Oates, one of the largest privately held commercial real estate investment management companies in the country. In her free time, Kate enjoys the company of friends and family, travel, and making memories with Brandon, Jack and Luke.

DAVE MUELLER VOLUNTEER COORDINATOR



A great guy who gets the job done, Dave always has a smile on his face. Representing the Solid Rock Faith Center he finds the right person to do each task making the concours run smoothly.

CAROLYN OLIVEIRA NIELLO CONCOURS AT SERRANO COORDINATOR, THE NIELLO COMPANY



Carolyn Oliveira, having over twenty years of experience working in all aspects of the events industry, has the expertise, connections and memorable and exceed expectations. Carolyn's gifts of organization, attention to detail, creative imagination, concept design and her contagious enthusiasm have earned her a reputation for unparalleled excellence as an event planner and designer. She is able to execute concepts flawlessly while maintaining a pleasant, calm and helpful demeanor to ensure an amazing experience for all guests. Carolyn believes strongly in giving back to the community through volunteerism and is a proud El Dorado Hills Rotarian, on the Board of the CERT (Community Emergency Response Team) Program, the National Charity League and a strong voice for the advocacy, safety and protection of the elder population. She is thrilled and honored to work with The Niello Company team on the 2023 Niello Concours at Serrano!

PATTI PLANT VENDOR CONCIERGE



Patti's love of cars began as a little girl in her dad's Dodge dealership showroom, where she used to pose in the new 1969 Challenger, with aspirations of growing up and becoming the next Dodge Girl.

Her love of cars continues today and that's why she has volunteered in various capacities at the Concours over the past 13 years. She is a retired elementary school specialist who now spends her time working on her golf game at North Ridge Country Club. She also enjoys volunteering at the AT&T National Pro-Am - Pebble Beach and at Salvation Army's holiday events.

STEVE RUDY UPPER FIELD, ENTRY CHECK-IN



Steve Rudy's passion for cars began in the 1960's with drag racing and the muscle cars he owned. His first car was a 1966 GTO that he had to sell when he went into his four years of service in the U.S. Air Force. He followed up with 427 Chevy's and a 1970 Plymouth GTX 440.

ADVISORY BOARD

VANESSA SHELDON VIP CONCIERGE



Vanessa Sheldon has been involved with the Niello Concours at Serrano; since the inaugural event. She grew up as an honorary member of the Moore family and has been so since she was eleven years old, having lived in the same neighborhood. Vanessa works full time as an office manager in the steel industry. She is a busy and involved mother in the lives of her children, Isabella and Bryton. In her spare time she enjoys doing anything outdoors with her family.

FRANK SIMPSON EARLY PLACEMENT SUPERVISOR JUDGES LIAISON



Frank Simpson is an award-winning news anchor and correspondent whose career began at KHIS FM in Los Angeles and eventually brought him to KOVR 13 in Sacramento. Frank was also Public Affairs Director for CalRecycle, the State's premier recycling and conservation department. Now, six years into retirement, Frank and his wife Mardel enjoy travel, golf, and quality time with friends.

DON WIBERG OFFICIAL DIRECTOR OF PARKING LOGISTICS



Don Wiberg, retired Metropolitan Fire Captain, has tinkered with everything from bicycles to boats and then cars since the age of ten. After graduating from Mira Loma High School, Don was offered a position with Chrysler Corporation following placement in their Trouble Shooting Contest. After six months with the company, Uncle Sam called him into service where he served three tours in Vietnam in the US Army.

Following his military service, Don had a successful thirty-four year career in the Fire Service. Don's various experience dealing with emergencies and logistics enables him to assist with planning for events while allowing him to spend time around beautiful automobiles and great people

After his military service, Steve began college in the Bay area. College costs and gas prices moved Steve out of his muscle cars over to more affordable British cars, which he still pursues today. He and his family have all owned British automobiles, from Triumph's to Austin Healey's.

Steve moved to Sacramento in 1973 to complete college and graduated from Sacramento State University with a degree in Business and Economics. He then began a twenty-five year career with AT&T, retiring in 2003. After his retirement, Steve started a business negotiating cell tower sites. Steve has since retired from everything except his love for golf, British cars, music, and his wife, Teri.

BEN SALERNO UPPER CONCOURS FIELD, CREW CHIEF



Ben Salerno's interest in motor cars can be traced back to the nights he spent holding the light for his dad while they worked on the family car. By the age of sixteen Ben had the three essentials every teenager needs: a driver's license, a car (Triumph Stag) and a job (working on imports at a local Shell station). Three years later he purchased a 1970 Porsche 911 S, which he still owns today, and the one that sparked a life-long passion for European sports cars in Ben. After working at various shops through the 80's Ben and his wife, Janet, decided to open their own business, Salerno Motorsports. After twenty-five years as a business owner and over thirty-five years in the car industry, Ben is still as enthusiastic as ever. Today he takes great pride in sharing that enthusiasm with his sons, Chuck and Tim.

ERIC SCHWARZ PROJECT MANAGER



Eric has always had an appreciation and love of cars. He brings that passion, together with his twenty-five years of project and program management expertise, to the Niello Concours at Serrano to help organize and manage the volunteer team. His experience in the healthcare, finance and automotive industries ensures that the volunteer team will be well organized and ready for any task. Eric's goal is that all attendees will have an enjoyable day at the concours.

**FRANCIS
"FRANK" X.
WEISMANTEL**
CONTRIBUTING WRITER



Frank is a lifelong automobile enthusiast and dreamer. Born in Miami Beach, Frank's passion for cars started with his first love, a 1970 Dodge Challenger 383 Magnum SE RT hot rod.

Originally intending to be an English/Literature teacher, instead Frank chose to join the Air Force and learned a trade, Electronics Technology. Unable to find a local supplier and dealer of B-52 Bombers, Frank went into the Telecommunications Industry and now has over thirty-four years experience building, maintaining and upgrading today's cellular and radio based communications networks.

His passions are automobiles, cooking and whenever possible writing and editing automobile themed articles for a variety of charitable events. Frank now lives in Elverta, California, on a small

ranch property with his wife of over twenty-five years, Claudette along with a dog, two horses and three cats. Life has never been so sweet.

**JESSICA
YOUNG**
ADMINISTRATIVE
ASSISTANT



Jessica has been Michele Moore's assistant at the Concours since 2010; she is truly her "Girl Friday!" Passionate about the process of the Concours, Jessica has had the opportunity to oversee every detail of planning and execution of the event and has delighted in the beautiful classic cars displayed on the green.

Jessica majored in Child Development with a focus on family and community as her passion has always been helping families and children. In March 2021 Jessica had her first daughter Chloe, who she absolutely adores. Hopefully Chloe will soon join the concours team!

JILL YOUNG
ART DIRECTION



Jill has been working with the Concours on their design work for the past five years. She loves the passion owners have for their cars and has come to appreciate these beautiful machines as true pieces of art.

Jill has been working in the marketing and advertising field for over 18 years. Since graduating from California State University, Chico with a Bachelors of Arts in Journalism and Public Relations, she has worked for advertising agencies in San Francisco and Reno, as well as in the marketing department of the McCombs School of Business at University of Texas, Austin. In 2016, she decided to open her own freelance graphic design business so that she could spend more time with her son, Henry.

Currently based in Reno, you can usually find her hiking, relaxing at Lake Tahoe or running Henry to and from his many activities!