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MICHELE and BRIAN MOORE |

The driving force behind the Niello Concours at Serrano

By Jan Heenan

BRIAN MOORE FELL IN LOVE WITH CARS in high school; Michele fell in love with Brian. Both events would prove serendipitous for the Serrano community.

The couple is the driving force behind the Niello Concours at Serrano, the upscale classic automobile affair that takes place this year on Oct. 5. The event is in its 5th year, and is dedicated to the 100th anniversary of General Motors and the 60th anniversary of Porsche.

"Every year is more successful," says Sacramento area car dealer Rick Niello, whose company is the title sponsor.

Much credit for that success goes to Concours owners Michele and Brian Moore, who secure sponsors and organize the annual Friday night gala, and Saturday's "Ultimate Driving Tour" for owners of the 200-plus cars that go on display the next day at the Serrano Village Green during the actual Concours (French for "competition").

Brian Moore's favorite vintage car is the 1937 Packard, but his first set of wheels was a 1963 Buick Skylark. He and his high school friends took it for a joy ride "and disintegrated the mechanicals," he recalls. His dad responded by bringing home a pile of tools and telling his son, "You know how to blow them up. Now you're going to learn to fix them."

That sparked Moore's interest in detailing and restoration. He worked on cars, then on small planes at Sacramento Executive Airport. Several of the pilots asked him to work on their luxury-mobiles. He opened Brian D. Moore Restoration in Gold River and has maintained the business ever since.

Michele's association is more succinct: "I married into this." She and Brian were newlyweds when he took her to her first concours,



which he describes as “a lifestyle event”. Many more followed and, in 1994, the couple showed a client’s 1944 Maserati at the famed Pebble Beach Concours d’Elegance.

In the meantime, the Moores raised four children, and Michele — self-titled “PTA Queen” — discovered she had a knack for fundraising. She was hired by the Sacramento Shriners to help organize events, including the gala for their own annual car event.

“Several times, we thought, ‘We ought to bring one of the highest quality (events) to this area,’” Brian says. When the Raley’s Gold Rush Classic golf tournament left Serrano, the Moores approached Parker Development Co. The consensus was that the Village Green would be the ideal backdrop. “We also knew that it would take our events to a grand new level,” says Parker’s marketing rep, Janet Scherr.

The Moores pulled off the first year with “confidence and class,” Scherr says. Niello has also been pleased. This is the car dealer’s biggest outside event, he says, and is a “nice demographic fit” for the company, founded by his immigrant grandfather in the 1920s and now boasting some nine separate franchises.

Serrano resident Larry Crossan, general manager of Folsom Chevrolet, is a longtime customer of Brian Moore. He praises the two for putting Serrano on the luxury-mobile map. “(They get) people from all over the country” to show their cars, he says, “and it’s brought people here to show them what a great area it is.”



Michele and Brian Moore are the driving force behind the Niello Concours at Serrano. Shown here with Brian’s favorite vintage 1937 Packard, the Moore’s eagerly await this year’s grand event on October 5 at Serrano’s Village Green.

The Serrano Concours is an extensive affair, kicked off each summer with a series of “radunos” at Masque Ristorante. The receptions serve as a public preview to the main event. The full Concours weekend kicks off Friday night with the Gala at the Serrano Country Club. Proceeds go to the newly established Concours Foundation, which provides grants to a variety of Sacramento area charities.

On Saturday, entrants take part in the Niello BMW Ultimate Driving Tour. This year’s route starts at Bistro 33, leads to Bogle Vineyards in Clarksburg and concludes at Restau-

rant 55 Degrees in Sacramento, with the cars displayed on Capitol Mall. Sunday’s Concours, which has drawn upward of 5,000 people in past years, includes home tours of Serrano and a fashion show.

None of the festivities could be pulled off without their board members and an army of volunteers, many from Lord’s Gym of El Dorado County, the Moores say. “It’s really satisfying and rewarding to see all of their hard work pay off,” Brian says.

Visit www.nielloconcoursatserrano.com or call 916-635-2445 for more information. ■