

THE EVOLUTION

EVOLUTION JEEP ALLIANCE'S NEWSLETTER

February 2022

Volume 3



Contents

President's Update	1
Member Spotlight	1
Sponsor Highlight	2
EJA Events	2
Newsletter Team	2
Event Calendar	3
Tech Talk	3
Recovery for a Cause Updates	4
EJA Merchandise	5



IF YOU'RE NOT EVOLVING, YOU'RE STANDING STILL

Member Spotlight



The member spotlight for February is Rebecka Reinecke, owner of a 2012 Jeep Wrangler Sport. Rebecka first became a Jeep owner in June 2019 and joined Evolution Jeep Alliance in December of 2020. Rebecka has yet to have found the perfect name for her Jeep. Some of Rebecka's mods include an exhaust, side steps, and Tactik wheels wrapped in Kendra Klever AT2 tires that still look almost brand new even after over 20,000 miles on them. Rebecka says they're great in the snow and mud as well as everyday driving. These 90 lb. wheels and tires give Rebecka a bit of a struggle when she has to put the spare on, since she only weighs in at 104 pounds herself, she still highly recommends them! Additionally, Rebecka has added Barricade Trail Force bumpers, front and back, flat fender flares and a skid plate. She also has a list of future modifications including a lift kit. She plans on going off-roading with Evolution Jeep Alliance more. Rebecka has loved Jeeps ever since she was a little girl and says she has learned that the Jeep family is probably the best thing you could be a part of. "Everyone is so nice and has helped me feel so welcomed since I first joined."

President's Update

Happy February Evolution Jeep Alliance members! As we start looking towards the end of winter, I wanted to take a moment and update all of you on where we stand as a club. Since the inception of our club, it has been our goal to be more than just a Facebook or Off-Road group, we wanted to stand out among the Jeep community. We decided it was best to set up a strategic plan to grow EJA and to become a 501(c)(3) non-profit organization focused on giving back to our local communities that we serve. In the infant stages of our club, we focused on our member base and growing to a manageable size to be able to support our goals for the future. As we began to see our following grow and our member engagement increase, we started to focus more of our attention and efforts on fundraising for various charities and individuals in need. As that effort grew and we were able to raise a large chunk of the capital necessary to file the paperwork with the IRS, we decided it was time to follow through on our original goal. Just a few weeks ago, we received our final determination letter from the IRS fully certifying us as 501(c)(3) organization. This amazing news opens a world of possibilities for us an organization.

What does all of this mean for EJA members? Well for starters, you can feel confident that the money you are donating to us is going to go further in benefitting the communities we serve and that donation, in most cases, is 100% tax deductible. This certification will also enable EJA to apply for various grants ranging from community support, outreach efforts, environmental clean-up, and many more. With the establishment of a non-profit organization, arose the need for a Board of Directors who oversee the operations and decision-making process. Establishing a Board of Directors means that the organization will have oversight and will not leave the decisions up to one individual. The Evolution Jeep Alliance Board of Directors is made up of eight members who are actively involved in the club and want to ensure the success of the club for many years to come. As we begin to navigate our way through the opportunities that this status brings us, we will be sure to bring all our members along for the ride.

As always, I want to personally thank all of our members for making EJA what it is today and look forward to meeting all of you out at our events!

Sponsor Highlight

KEYSTONE 4X4

FREE Shipping On Orders of \$100.00 or more!

Here at Keystone 4x4 we're a true one stop shop. Starting in 2007, our main focus was outfitting vehicles in the competitive rock crawling scene. From initially building chassis and roll cages we grew the business and created a product line of bumpers and body armor. Over the years we expanded our shop to meet the growing needs of our customers while always making it a priority to do all of our work in house.



Now one of the areas most equipped shops, with a large network of parts suppliers and a warehouse of in-stock items. One of the many things we offer our customers is a large showroom to view products along with services like general repairs, window tinting,

vinyl wraps, lift kits, wheels, tires, steps, truck bed covers, fabrication work and much more.

Keystone 4x4 is a valuable Evolution Jeep Alliance Sponsor. They provide a discount to members. Go to www.evolutionjeepalliance.com, sign up for a free account, then navigate to the Group Sponsor section for our



exclusive Keystone 4x4 discount information. Keystone 4x4 is also a big sponsor/participant for our annual Recovery for a Cause Event. Stop by and say hello to Mike and his team.



Evolution Jeep Alliance Events

That seems like a pretty boring heading, but this is in fact where you would typically find a quick write up about an Evolution event. I thought this time I would try something a little different.

I am Austin, part of the admin team for Evolution Jeep Alliance, and the writer for the events section of the Evolution newsletter. Most of you don't know me, I tend to hide in the back, in fact only a small handful of EJA members have met me. I have never been to an official EJA event, I have limited experience off-road, and I live in Illinois. By now I am sure a lot of you are asking, who the heck put this guy in charge of the event section, and some of you may be asking how the heck I got on the admin team. Hey, some days I ask myself the same question. Trust me, I too question the sanity of the EJA founders! Haha! Let me explain a little...

I attended an off-road event in June of 2020, before Evolution Jeep Alliance was more than just a distant thought in the mind of a few people. I drove halfway across the country to meet a bunch of Jeepers I had never met, and that was the beginning of an amazing journey. From the moment I rolled into town, I knew this group of strangers, were my people. Over the course of that weekend, they saved my butt, taught me about off roading, pissed me off, and showed me the kind of people they were. More importantly, they showed me what I could expect, and rely on every time I hung out with them. Over the last 18 months that same group of people have founded Evolution Jeep Alliance, welcomed me to the team, helped me grow, saved my butt, pissed me off, and showed me time and time again the type of people they strive to be.

Whether it's the Prom events of the past, Recovery for a Cause, food drives, adopt-a-family, pediatric cancer convoys, or Toys for Tots, Evolution Jeep Alliance is a group of Jeepers who strive to be the best versions of themselves. EJA admin work hard every day to bring happiness and compassion to their community through Jeeping. One common theme you will find across all EJA events is the desire to make the day fun, the community better, and EJA bigger. If you have not been to an EJA event, off-road or not, you are missing out on lifelong friendships, a family of like-minded people, and an opportunity to make your community better. What makes these events even better, is there is a guarantee that there will be some of the baddest Jeeps in the area, within drooling and touching distance! A word of warning though, do not drool on Matt Hutt's Jeep! That guy is a little obsessive in the clean and shiny department. HAHAAAAH

So, do me a favor, take a look at this month's calendar and find an event near you. Come out and visit, have a good time, and I promise your life will be changed for the better! If you happen to be in the northern Illinois or southern Wisconsin area, send me a message and we will get together. If you have an idea for an event, send the admin team a message, we love new ideas and fun ways to play in our Jeeps.

Spread the word about Evolution Jeep Alliance and Recovery for a Cause for Project Sanctuary.

Thank you for being part of the Evolution!

EJA Newsletter Team

Stephen Ellis
Scott Behlert
Austin Engquist
Brennan McMahon
Shaun McMahon
Jake Hayden
Jay Suever
Gary Swogger



2022 EVENT CALENDAR

Date	Event	Location
2/26/2022	EJA at AOAA	AOAA
3/11-13/22	Great American Crawl	K2, Texas
3/18-20/22	2ND Annual Georgia Jeep Invasion	TBD
3/26/2022	EJA at AOAA	AOAA
4/2/2022	EJA Supporting GSJ Spring Fling	AOAA
4/9/2022	Bearwallow Badge Of honor	Logan, WV
4/10/2022	Peter Mills Run	Fort Valley, VA
4/23/2022	EJA Meet/Greet and Bowling	Harvest Moon BA, Linden PA
4/24-1/22	Jeep Beach	Daytona, FL
4/30/2022	EJA at AOAA	AOAA
5/14/2022	RECOVERY FOR A CAUSE	AOAA
5/20-5/22	Great American Crawl	Hot Springs, AZ
5/21/2022	Cruisin' 4 Cops	TBD
5/27-28/22	EJA To New Hampshire BOH	New Hampshire
6/5/2022	Pennhurst Fuel and Fire Auto Show	Pennhurst Asylum
6/11/2022	EJA at AOAA	AOAA
6/12/2022	Bantam Jeep festival	Butler, PA
6/16-19/22	TN Trail Jam 2022	Loretta Lynn's Ranch Hurricane Mills, TN
6/24-6/26	Great American Crawl	Good Evening Ranch, WV
7/1-4/22	EJA To Uwharrie For BOH	Uwharrie, NC
7/8-10/22	Great Lakes Jeep Jam	Wattsburg, PA
7/15-17/22	Wildwood, NJ Jeep Invasion	Wildwood CC, NJ
7/15-7/17	Great American Crawl	Black Hills, SD
7/23-24/22	All breeds jeep show	Carlisle Fairgrounds, PA
7/28-30/22	Jeep Jamboree	AOAA
8/5-8/7	Great American Crawl	Browns Camp, OR
8/6/2022	EJA at AOAA	AOAA
8/25-27/22	Ocean City Jeep Week	Ocean City, MD
8/25-27/22	Great Smoky Mt Jeep Invasion	Pigeon Forge, TN
9/2-5/22	EJA Morris Mountain event	Delta, AL
9/24/2022	EJA at AOAA	AOAA
10/14-15/22	Krawlin' 4 K9's	Rausch Creek
10/29/2022	EJA To Field of screams	Montville, PA
11/11-11/13	Great American Crawl	Big Bear, CA
11/12/2022	Wheel2Heal	AOAA
12/10/2022	EJA at AOAA	AOAA
TBD	Axe Throwing	TBD

Tech Talk

Chalk Test—Getting the most life out of your tires!

On your factory stock vehicle there is a placard giving important information about your tires.

One of them being tire pressure. This tire pressure is what is recommend for that specific vehicle in its factory condition. When changing tire size or wheels, you want to make sure you get the most lift out of your tires as they are not a cheap item to replace.

Proper alignment is very important as well as air pressure. One of the best ways to check how much tire is in contact with the ground (proper air pressure) is a chalk test.

What is the chalk test? The chalk test is a visual aid to understand how much tire is contacting the road. It is a very simple and easy test with only one item needed, chalk!

Here's how it done! Take a piece of sidewalk chalk and color in a patch of tire from edge to edge about 2-3 inches wide.

Next, drive your vehicle around the block and check the chalk area on your tire. If there is only Chalk on the edges of your tire, your tire is over inflated (to much air pressure).



Over Inflated

If there is chalk only in the center, your tire is under inflated (too little air pressure).



Under Inflated

If the chalk is worn off completely then your air pressure is spot on!

This may take a few tries to get right. Make your adjustment in air pressure and try again!

RECOVERY FOR A CAUSE UPDATES

Tickets are still available for Recovery for a Cause. A few of the Trail groups are full and sold out, but there are still a good variety of groups with available tickets for your difficulty level. Head over to www.evolutionjeepalliance.com and get yours today. When you register you will need to select which level trails you want to take part in as well as which guide you prefer.

There is information on requirements for the trail colors on the website if you have questions. If you are an AOAA season pass holder or a military member, retiree, or veteran there are discounts to the registration fees. Please email info@evolutionjeepalliance.com for your codes to use at checkout. If you want lunch please remember to add that to your cart. Also if you want to purchase extra t-shirts, raffle tickets, or give any extra donation amount there are cart options for those as well.

Event Itinerary:

8:00am - Meet at The Pavilion and pull in behind your trail group

8:00-9:00am - Air down, disconnect, check-in at Registration Tent and complete waiver*

9:00-9:30am - Recovery Seminar at The Pavilion Presented By Jeep Budget Build

9:30-10:00am - Drivers Meeting

10:00am - Roll-out on the trails

12:30-2:30pm - Lunch available

5:00-5:30pm - RTI Competition sponsored by HQ Off-Road

5:30pm - Raffle Drawing**

Things to know before you go:

*Everyone must sign the waiver either online or in person. Go to www.aoaatrails.com to find the online waiver.

**Participants must be present to win.

Each group will return to The Pavilion for lunch. Please note: Lunch tickets must be purchased in advance.

Please arrive at the facility with a full tank of gas and have basic recovery gear.

We our Sponsors

EVOLUTION SPONSORS



EVOLUTION MERCHANDISE



Purchasing some Evolution Merchandise is a great way to our mission to build, grow and help not only the Jeep community, but our local communities. All proceeds of our merchandise goes to funding events for our members as well as supporting local charities and fundraising efforts to better our communities. Check out our website www.evolutionjeepallianc.com to browse all of our available merchandise from T-Shirts to Beanies and Phone Cases. Your support is greatly appreciated!



ALWAYS EVOLVING