



Western Reserve Section

CRIER

Mercedes-Benz Club of America

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Winter, 2009

Officer-of-the year and Member-of-the-year goes to...

By Frank Cozza

Officer-of-the-year

As Great Lakes Regional Director, it is my pleasure each year to choose one officer from the seven sections in our region who has shown exemplary performance and commitment to the club. This year's winner is from the Western Reserve Section and is one of those people who "give their all" to make a section successful. Who other than **Sue Morrison**.



Sue Morrison graciously receives well deserved award from Frank Cozza

Sue is always there for the section helping at all events, without expecting anything in return. She is co-editor, *THE CRIER*, and served several years as Secretary of this section. You will always find Sue at our driving events behind the timer's table. Sue is the one responsible for the lovely invitations, name cards, name tags, etc. that you received at the Holiday party. As a mentor to many members of the club, Sue greets you with a smile, kind words, and

makes you feel welcome. And do not forget all those delicious cookies that often show up unannounced at events.

Memo from the Executive Director of MBCA

"Sue Morrison is no stranger to those outside her region. She has been involved with national event assistance and registration. One of her most recent events was Registrar for StarFest '08. Congratulations, Sue, on receiving your well deserved award as the Officer-of-the-Year for the Great Lakes Region."

Respectfully,

David Cummings, Executive Director MBCA

Member-of-the -year

Dick Gortz was named the member of the year at the holiday party. Dick is a past president, has served on almost every committee and donates his home for the Old Car Fun Days.



Dick Gortz and Gary Goodman

He planned the rallye this year as well as doing the fall leaf tour for many years. He is also responsible for all of the event flyers.

Officer-of-the-year and Member-of-the year Award programs were established to recognize some of the outstanding talent in our Region and Section. Congratulations, Sue and Dick, and thank you for all you do!

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News from National....

Once again MBUSA is rewarding MBCA members for their loyalty to the brand and to the club. After being a member in good standing for 1 year, MBCA members are eligible for a gift card which can be used for service, parts or accessories at any authorized Mercedes-Benz dealer. With proper documentation, a \$1500 gift card will be issued when a member purchases or leases a new vehicle from an authorized Mercedes-Benz dealer or a \$750 gift card for a pre-owned Mercedes-Benz. Members purchasing a Mercedes-Benz from a licensed independent dealer will receive a \$250 gift card. See THE STAR for specific information. Thank you MBUSA for your loyalty to MBCA.



Frank Cozza,
National Events Chairman
Great Lakes Regional Director

Election of Officers

At the October board meeting, the following people were nominated as board members for 2009: **Frank Cozza, Mary Alice Cozza, Brian DiPasquale, Tracy DiPasquale, Don French, Gary Goodman, Fred Gesell, Dick Gortz, Ted Gottfried, Fred Gwinn, John Morrison, Sue Morrison, John Tuck, and Bill VerDuin.** Those nominees were approved by vote at the November meeting.

The following officers were nominated and elected: President-Gary Goodman, Vice President-Mary Alice Cozza, Secretary-John Tuck, and Treasurer-John Morrison.

If you have any ideas, concerns, or wish to volunteer to help on any task, you will find the information on contacting all board members and officers on page 2 of each *Crier*. We are here to make your club all that it can be and welcome any input from you.

Again, we remind you that you are always welcomed at and encouraged to attend the meetings held the first Tuesday of each month at D'Angelo's restaurant on Route 91 in Twinsburg. Check the website to make sure a change has not been made.

Save the Date

The Western Reserve Section is proud to host the third annual Defensive Driving and Autocross at Sandusky High School on May 17. This important event will again be sponsored by Coppus Motors of Tiffin. During the morning, instructors will teach the defensive driving course. The cones will be rearranged and an autocross will occur after lunch. Our emphasis is on safe driving and improvement of driving skills. Therefore, teens that come with a member will be free. Last year, we doubled the participants from the year before. We are setting the goal of another double in 2009. Please plan to attend.

Message from the President - Gary Goodman



Gary Goodman,
President

Happy New Year! As we begin a new year, it is a time for both reflection on the past and planning for the future. Our section has the good fortune to be one of the better sections in the club, and it would be easy to operate under the theory that “If it is not broken, do not fix it”. While we are certainly not “broken,” as your board has begun our planning for 2009 and our 50th anniversary year in 2010, it has become apparent that we need to take a close look at our spending. Over the past few years, our section treasury has grown due to our hosting Starfest and other national events. We have always considered our treasury to be the section members’ money and have used the funds to subsidize the cost of events to make them more affordable to the members. The section rebates and raffle income has traditionally been sufficient to cover the cost of our newsletter and event flyers. However, as our section membership has declined from a high of almost 400 a few years ago to just under 300 today, the amount of our rebates has dropped accordingly and the amount generated is not sufficient to cover our printing & postage costs. As a result, we have depleted our treasury by over \$7000 in the last year to cover these expenses. We are not in dire straits financially, but if we continue to subsidize at the same level, we will eventually run out of money. In order to maintain our financial stability, there are several avenues that we can pursue.

From an expense standpoint, the most obvious opportunity for savings is to communicate more frequently by email instead of using U.S. Mail. At this time about a third of our members have signed up on our section email list and about half have provided email addresses to our national office. I encourage everyone to sign up for both lists as soon as possible as we would like to begin emailing our newsletter and event flyers to as many members as possible in the second quarter of this year.

We also need to work on increasing section revenue as well. The first step is to increase membership—a topic that every section is faced with. If every section member encouraged one fellow Mercedes-Benz enthusiast to join MBCA, our membership

would double. The second—opportunity is to secure sponsorship for our local section events. We have been extremely fortunate to have tremendous support from our local dealers, but we need to reach beyond that to other small businesses that would benefit from contact with our membership. A third solution is to sell advertising space in our newsletter and to also include a link on our section website for our advertisers. A part of that strategy includes an overhaul and updating of our current website to make it a more vital part of our section. We are looking into ways to improve our site; if any of our members has an expertise in this area and is willing to volunteer some time and effort, it would be a big asset to our members.

In summary, there are 3 things that I would ask you to do:

1. **Update your email address** on our section website www.benzclub.org using the subscribe link on our home page and on the national website at www.mbca.org using the join link on the homepage.
2. **Recruit a new member this year.**
3. **Communicate your thoughts and ideas to us.** Your board is always looking for event ideas and ways to improve the section. If you have some time and skills that you can volunteer, we encourage that as well.

Best wishes for a healthy and happy 2009. I look forward to seeing you at our section events!

Cleveland Auto Show

One of our best attended events is the annual Cleveland Auto Show. Mercedes Benz of North Olmsted will be sponsoring this event for us and providing the tickets. When you register for the event, please include a self addressed stamped envelope. The tickets will then be mailed to you. That way, you can go to the show any time during the day. At a predetermined time, we will gather at the Mercedes display and go together to a meeting room downstairs for dinner and a short program. Mark your calendar for March 7. A flyer will be sent with specific information soon. We hope you will attend.

Recognizing their efforts



Judy Brehm – Marblehead weekend

At this year's Holiday Party, Gary Goodman awarded certificates to three members for contributing their time and talents to the club.



Joy Comey – Crawford Museum evening



Priscilla Gwinn – work on the newsletter

Welcome new members

New Members November and December:

Chad Belaney
Stephanie Mosely
Nathan Yancey II

Peggy Mosely
Willeasa Orha
Nick Szabo

Renewals November and December:

Pall Barrett
Robert Eckley
T Neal Garland
Nicholas George
Klaus Kitzler
Kevin Mizer
Thomas Rousher
Fareed Siddiq
Robert Starr
Frank Varga
Nicholas Wanchik

James Haas
Hugh Kroehle
Clay Mock
Sam Poole
Patrick Rice
Vassie Scott
Ralph Swegan
Jerry Vanaskey
Charles Wilder

Thank you for renewing your MBCA membership

Reminder: As you saw in Gary's article, we'd like you to register your email address so we can email your CRIER to you. This can be done by logging onto our website at www.benzclub.org. Your help is greatly appreciated.

We're Proud of You!

Western Reserve Member **David Goodman** (son of Gary and Jocelyn Goodman) is presently serving with the US Army in Afghanistan. Thank you, David, and Godspeed for your safe return!



Can you believe it has been five years already?

Anniversary pins were presented to 4 members of the Western Reserve Section at the annual Holiday party on Jan. 10. The following received pins for their continued commitment to MBCA and the Western Reserve Section.

Rudi Kamper – 5 years

Dick Gortz – 15 years

Eric Goodrich – 25 years
Member of Cincinnati and
Western Reserve Section

Peter Lesler – 30 years

Thank you for your continued support to MBCA.

Anniversary pins are presented to members reaching a 5 year anniversary with the club at the Spread Eagle Tavern Event in July and at the Holiday Party in January. The member must be in attendance to receive a pin.



Congratulations Rudi Kamper, Dick Gortz, Eric Goodrich, and Peter Lesler

MBCA 2009 Schedule of Events

Feb. 3 @ 7:00	Monthly Membership Meeting	D'Angelo's-Twinsburg
March 3 @7:00	Monthly Membership Meeting	D'Angelo's-Twinsburg
March 7	Cleveland Auto Show Sponsored by MB North Olmstead	IX Center
April 7@7:00	Monthly Membership Meeting	D'Angelo's-Twinsburg
April TBA	New Member Party	TBA
May 1-2	StarTech—National Event	Indianapolis
May 5@7:00	Monthly Membership Meeting	D'Angelo's-Twinsburg
May 17	Coppus Motors Defensive Driving and Autocross (Regional event)	Sandusky HS
May 28-June 1	Driving Event & Concours	Alabama
June 2@7:00	Monthly Membership Meeting	D'Angelo's-Twinsburg
June 21	Stan Hywet Car Show	Non club event

Flyers will be sent for specific club events. Check the website www.benzclub.org for more information. National events will be advertised in the STAR and on the www.MBCA.org website.

Western Reserve Open House at Mercedes-Benz of North Olmsted

by John Tuck

The Western Reserve Section combined its November meeting with a dealership open house held at Mercedes-Benz of North Olmsted. About 65 members and guests were in attendance. This newly refurbished dealership is the first in the United States to meet MB standards. **Bernie Moreno** and some of his staff

(**Jeanne Palmer**, Service Director **Joe Arno**, **Sean Clark**, **Ted Oldfield**, **Aaron McIlwain**, and **Rob Friend**) graciously hosted the club for an after hours tour. Jeanne highlighted the new show room, sales area, customer waiting area, AMG center, and Mercedes Benz

Boutique. The facility is state of the art with flat panel touch screen TVs. She also pointed out the SLR in the corner of the show room which got the attention of all Mercedes-Benz enthusiasts.

Joe and his maintenance staff had several demonstrations ready to show. The suspension of an SL was tested by moving the hydraulics cylinders of each wheel. It was a cool site to see the wheels remain stationary as the body of the vehicle danced around.



Bill VerDuin and Peter Lesler examine engine of the SLR

Another demo displayed the state of the art laser wheel alignment system. A mechanic had an SL AMG hooked up to a computer to illustrate some of its engine's systems. MBCA member **Mike Yeagley** stated "I was amazed at the amount of information that was received."

Rob showed the group some of the latest electronic features on new Mercedes-Benzenes. He even had instructions for synchronizing blue tooth cell phones to the cars.

The evening concluded in the conference room of the dealership where the group enjoyed refreshments and Subway sandwiches while partaking in

Western Reserve's monthly meeting. National MBCA President, **Peter Lesler**, attended the open house and encouraged all members to stay active in the club because it is truly the people that make this organization function. As Mercedes-Benz of North Olmstead closed for the night, everyone walked away with a little more appreciation of the sophistication of Mercedes-Benz vehicles and smiles from new and old friends.

The snow did not damper this event

The annual Western Reserve Holiday Party was held January 10 at the Aurora Inn. This comfortable, rustic lodge was a welcoming destination on the snowiest day of the winter. Although our friends from the Toledo section were snowed in, our Buffalo residents, **Beverly Deinhart** and **Ed Yungbluth**, were able to come in on Friday and beat the mess. **Eric Goodrich** mushed up from Cincinnati, and the Youngstown, Cleveland, and Salem people also succeeded in making the trip. Those of us used to these snowstorms were still concerned about the amount of snow piling up in front of our eyes, but all arrived safely and enjoyed a great time together.

Because dancing was not a high priority with our members, the committee opted out of hiring a DJ or band. Instead, President **Gary Goodman** prepared a multi-page trivia contest. Tables worked together compiling the answers about the history of the car, the history of the club, and other information. What good

mixing at the tables as we collaborated on answers. Often a question would spark a story from one of the people at the table adding to the enjoyment.

It has become our practice to have our membership meeting the following morning at breakfast. The club treasury subsidizes this breakfast buffet, and members have a chance to add to the decisions being made by the board. Members are always invited to join the meetings held the first Tuesday of each month at D'Angelo's in Twinsburg. It was especially nice to have the extra input at this yearly gathering. Several ideas for events were presented and discussions of how to gain new members and retain current ones were beneficial to those involved. Gary reviewed the tentative upcoming calendar, summarized events from 2008, and **Ted Gottfried** gave his technical report as well as fielded questions. Again, the visiting continued long after the meeting was adjourned, and many of us had to hustle to make the checkout time.

It is all about saving teen lives

TIRE RACK STREET SURVIVAL...

Mary Alice Cozza, V.P. MBCA Educational Foundation

Teenage highway fatalities across our nation are staggering. Teenagers are not poor drivers; they just need more experience behind the wheel and more education on the seriousness of driving a motor vehicle. Street Survival is a safe teen program designed to go beyond today's required drivers education and gives teens the driving tools and hands-on experience to become safer, smarter drivers.

Tire Rack Street Survival Schools are hosted by BMW CCA, Educational Foundation, and SCCA sections across the country. Last year, 75 survival schools were held throughout the U.S.

MBCA Educational Foundation would like to help increase the number of schools for 2009. Last year, many MBCA members across the country volunteered for a day at the various schools. We still need volunteers across the country, but also in our

own section. This year, the Western Reserve Section is planning to host a Street Survival School, possibly in April. To do this, a lot of volunteer help will be needed from the section.

First, we must find an appropriate lot where this event can be held. If you are aware of a large parking lot that could possibly be used, we are interested in hearing from you. If you are willing to help in any capacity from soliciting for donations, registration, recruiting students, setting up pylons at the event, instructing, etc., please contact **Mary Alice** or **Gary Goodman**. (contact information page 2 of *THE CRIER*)

Check out StreetSurvival.org website for more information. Thank you for your interest in this worthwhile project.

It is not just about cars but about friendships



Members gather at Mercedes-Benz of North Olmstead for the November Meeting



Friends gather in the lounge before the Holiday Party. Eric Goodrich, Bev Deinhart, Ed Yunbluth, and John Morrison



Ed Yunbluth, Jocelyn and Gary Goodman, and Bev Deinhart at the Holiday Party.

Why K and N filters are a no no!

by Ted Gottfried, Technical advisor

This past summer, a member of our club asked me to check his installation of a new K & N air filter. I asked him why he wanted to install a K & N filter and he answered that he saw the car magazine ads that promised more power and better performance for the engine in his SLK. However, after reviewing the fundamentals, we went back to a new Mercedes-Benz Original Equipment (M.B. OE) air filter.

In the Jan-Feb 2009 issue of the Star Magazine, **George Murphy** has a good article on filters and filtering, page 84. The air filter has the toughest job of all M.B. filters. To burn one gallon of gasoline requires the filter to handle 10,000 gallons of air. All of this air must be filtered before entering the engine. Only an M.B. filter can effectively remove dust, pollutants, tire particles and particulate matter.

Compared to an M.B. OE filter, a K & N filter has the following main disadvantages: oiled filtering surfaces, less filtering surface and greater filter paper porosity so that more dirt can enter your engine and reduce its life.

The K & N oiling system allows particles of oil to pass through and foul the mass air flow sensor on

modern M.B. cars. I have had this happen on my son Philippe's 2000 C-230 Kompressor. We put in a K & N filter and less than a year later the mass air flow sensor had to be replaced. The car ran very rough at idle and had lost power. With a new M.B. OE air filter it ran fine again.

Barry Norman, M.B. technician at Ganley Mercedes in Akron, tells me that he has seen this problem all too frequently. K & N has good ads and marketing, but the filters themselves do not clean your engine air.

Larry Solak, owner of Solak Automotive in Mantua, analyzed two filters by cutting apart a K & N filter and a M.B. OE filter of the same exterior dimensions. He found ten times as much filter paper, hence filtering surface, in the OE filter. Held up against a light, the K & N filter let in a lot more light. It is a lot more porous and does not filter out foreign material as effectively.

In a nutshell, follow George Murphy's advice and stick with M.B. OE filters for your Mercedes Benz. This means air filters, oil filters, fuel filters and HVAC cabin filters.

Behind the Wheel, Winter Driving Tips

Gary Goodman, President Western Reserve MBCA

As we are once again enjoying (!) the winter season in Northeast Ohio, a few tips and reminders can help make your travels easier and safer.

1. Make sure your car is ready for winter. Proper car care is beyond the scope of this article, but it is the foundation of safe winter driving.
2. Adjust your brain for winter. Be prepared to leave earlier than normal to allow extra time for each trip to adjust for the slower speeds you will be going. This will reduce stress and result in a more comfortable, safer trip. **SLOW DOWN!!** Once you have slowed to a speed that you think is comfortable and safe, it is not a bad idea to slow down an additional 5 mph. You should allow as much as 3 times more space for stopping than you would on a dry road.
3. Be **SMOOOTH** with all the controls. It sounds like a cliché, but drive as if you had an egg between your foot and the accelerator (no fair using a hard-boiled egg either). Use small and gentle steering movements. Except in an emergency situation, you should never do anything with any of the controls that you must immediately undo. For example, do not floor the accelerator only to need to immediately slam on the brakes.
4. Get your eyes up and **LOOK WHERE YOU WANT TO GO**. Look as far ahead as possible to anticipate trouble and always expect the worst. If the

car does start to skid, turn in the direction you want the car to go using small, slow wheel movements.

5. Get familiar with the characteristics of your car by practicing on a snowy, empty parking lot. This is also a good time to get the feel of your ABS brakes, if you have never experienced the normal pulsing in the brake pedal that occurs when the ABS system is functioning.

6. Do not get overconfident in your car's technology. Modern all-wheel-drive & front-wheel-drive vehicles can give a false sense of security because they accelerate so well. Unfortunately, the additional traction does not help the car to stop which can create a situation where you are driving at a higher speed than you can control under heavy braking or in an emergency situation.

7. If your car has traction and stability control, leave it on. The only exception is that sometimes in deep snow some additional wheelspin can help get you unstuck so turning it off in these conditions can help. The systems are only as good as the amount of traction that you have available—if you are going too fast on ice, don't expect the technology to save you!

8. Last but not least, attend our Coppus Motors defensive driving school in May. It won't help you this winter, but it will have your skills sharpened for next year.

Check out the Western Reserve Section website at benzclub.org

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