



MBCA Ozark Section Newsletter

The Star of the Ozarks

Local Events

Regional Events

Articles of Interest

October Rally over the Boston Mountains

Joel and Kathy Menold will host an October 15th rally over the scenic Boston Mountains. The meeting place is in Fayetteville at the Sam's Club parking lot located on Hwy 112 right off I-540. Meeting time is 9:00 AM. We will make several stops along the way with a final stop in Alma, AR at the Cracker Barrel for lunch. A "human" navigator is required for each car in addition to the driver to help answer trivia questions en route. Kathy will email or mail the details within the next few weeks. The Boston Mountains are spectacular in October and the old Highway 71 is a great challenge with little traffic anymore.

Oct 15, 2011

9:00 AM

When

Where

Sam's Club Parking Lot
3081 N. Highway 112
Fayetteville, AR
(exit Hwy 112 off 540)

RSVP

Kathy Menold
Menold1@cox.net
479.756.6798

Tech Session at MB NWA

Don and Mary Baker will host the November 12th event at the new Mercedes-Benz Dealership in Bentonville. This will be a Tech Session and Service Facility Tour at the new dealership from 9:00 am to noon. Join us for fellowship and technical tidbits, while general manager Jonathan McMichael and service manager Lane Florquist show off the brand new Superior Auto Group's state of the art Mercedes Benz store.

November 12, 2011

9:00 AM

When

Where

Mercedes Benz NWA
Bentonville, AR

RSVP

Don Baker
479.203.0900
dq.baker@cox.net

MBCA Ozark Section Magnetic Signs

Thanks to Joel Menold, our section now has available magnetic signs to be used at club events. Thanks for pulling these together, Joel. Look for more from David Jones in his "On the Road Ahead" column in this issue.



Interested in joining MBCA?

1.800.637.2360

www.mbca.org

2011 Loyalty Rewards Program

This is to remind you about the **2011 Loyalty Rewards Program**. Get \$1,000 off the price of your next Mercedes-Benz. Being and staying a member of the Mercedes-Benz Club of America has its privileges. Members of the Club who have enjoyed 12 consecutive months of membership or longer without lapse, and who are current members today, qualify for the NEW Loyalty Rewards Program offered by Mercedes-Benz USA to Mercedes-Benz Club of America members only. Go to www.mbca.org for details.

MBCA Ozark Section Newsletter – published every two months, is the official newsletter of the Ozark Section of the Mercedes-Benz Club of America.

Opinions – Opinions expressed are those of the authors and not necessarily those of either MBCA or the Ozark Section. Neither MBCA nor the Ozark Section endorses products or services but may, as part of our informational activities, allow them to be cited in articles and notices.

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Advertising – We welcome advertisers whose subject matter is relevant to MBCA or of interest to members of the Ozark Section. Advertising runs for one year (six issues) starting with the March /April issue. MBCA members may place a classified ad for free providing that ad is Mercedes specific. No inference should be made that products or services advertised herein have been approved by the MBCA/Ozark Section board of directors or this newsletter editor.

Articles and Submissions – Copy should be emailed to the editor by the 10th of the month prior to the next issue. For example, submissions for the July/August issue should be received by the editor by June 10th. The editor reserves the right to edit all material; submission of material constitutes permission to edit and publish that material. No assumption should be made that the editor has authenticated any information in materials submitted.



Welcome New Members

Bobby Hayes
Lynn Knight

Maumelle
Bella Vista

Ozark Section Anniversaries

Joel and Kathy Menold Sep 24
Paul and Penny Springmann Oct 26

Ozark Section Birthdays

Ruth Shafer Sep 5
Mary Baker Sep 14
Lori Lee Sep 30
Oleatha Sutter Oct 6
Linda Concoby Oct 9
Paul W Springmann Oct 20
Lois Zimmerman Oct 27

Who's Who?

Ozark Section MBCA, Inc.

2007 Oak Hill Dr
Springdale, AR 72762

Officers, Directors and Committee Chairs

President	David Jones	479.756.6943 joneshafer@sbcglobal.net
Vice-President	Kathy Menold	479.756.6798 menold1@att.net
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Secretary	Jim Deitz	479.756.2149 rhjd@att.net
Treasurer	Charles L. Boyd	580.255.4040 cl.boyd@sbcglobal.net
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President Emeritus	Larry Altman	479.530.3019 larwan@cox.net
Membership Chair	Roger Shuler	479.521.8383
Technical Chair	Paul Springmann	407.721.7184 Paul_Springmann@hotmail.com
Director, Newsletter Editor	Joel Menold	479.756.6798 menold1@cox.net
Director-at-Large	Don Baker	479.203.0900 dq.baker@cox.net
Director, Advertising Chair	Becky Deitz	479.756.2149 bhdid@att.net
Hospitality Chair		



On the Road Ahead

Submitted by David Jones, Section President

In our Jul/Aug newsletter I focused on an initiative our Board of Directors is discussing and is very serious about implementing. I'll call it a succession plan. Why, you may ask, do we need that when our section's humming along nicely? Well, imagine what will happen if our present board members and committee chairs become unable to, or choose not to, continue in their positions and no replacements appear. Clearly, the Ozark section would fold! Your board is initiating this action so Ozark can remain healthy and strong.

Much as we'd like to, we can't draft the leaders-to-be. Therefore, it's essential that we find and train volunteers. I'm disappointed that no one responded to my call in the Jul/Aug issue. While researching what might prompt people to respond, I read an MBCA article that said some of the things that motivate people to volunteer for unpaid positions are *"to gain leadership skills, to keep busy, for recognition, for fun, to gain status, to get out of the house, to become an insider, etc."* To that list I'd add one I know many retired and underemployed folks feel acutely: *Finding an exciting new purpose in life.* I know most of you fit at least one of these descriptions, so I'm asking YOU to please take a bold step forward. Your friends need you.

The MBCA article also said "Advertising research shows that people need two or three exposures to [a matter] before they think to act on it." This is your second exposure to the present matter, so it's high time for you not only to think about it but also to take action. We need at least one person to assist on each of our nine committees. If not enough volunteers step up, I intend to repeat this request until they do.

All we're asking for is that you assist on a committee (Advertising, Events, Hospitality, Membership, Newsletter, Nominating, Technical, Special, and recently Webmaster). For example, you might assist the Newsletter committee as an event photographer. Your reward will not only be that you responded to whatever motivation or interest pushes your personal button but also that you will be able to feel the gratitude of our family of loyal members, who are—after all—your friends. If you need proof of how rewarding that can be, remember that at least twice now I've quoted our

bubbly Vice President, Kathy Menold, as saying: ***"The more I do, the more fun I have!"*** If you're ready to get that feeling too, contact any board member and tell us which committee you want to assist. You can quit any time you choose.

You don't even need to live near our board or come to its quarterly meetings. In this era of electronic communications, it's easy to assist from anywhere. Your committee chair will tell you how, and the demands on your time will be minimal. Later, if you like, you could choose to be a candidate for a position as an appointed committee chair or as an elected director or officer. You will have been prepared for that.

Now let's peek at an example of a special project our board recently approved. It's intended to give us a new way to let the public know who it is that's having so much fun. Our artist-in-residence, Joel Menold, has finalized a magnetic sign that shows our colorful Club and Section logos and says *"Ozark Section, Mercedes-Benz Club of America."* It also shows MBCA's 800 number and its Web site address.

We'll display the signs on our vehicle doors, but only when we caravan to events or park in exhibits—not day-to-day. Their first use will be in September for the Eureka Springs Antique Car Parade and Festival. Even if you weren't there you should've seen them by now in an email graphic that offered you an opportunity to buy your very own set and told you how much they cost (which will depend on how many we order). They're not only a distinctive identifier and a psychological unifier, but also a recruiting device. That's important because the more members we attract the more we can do and the more fun our events are. After all, having fun is what we do best while we proudly pilot our starships on the road ahead.



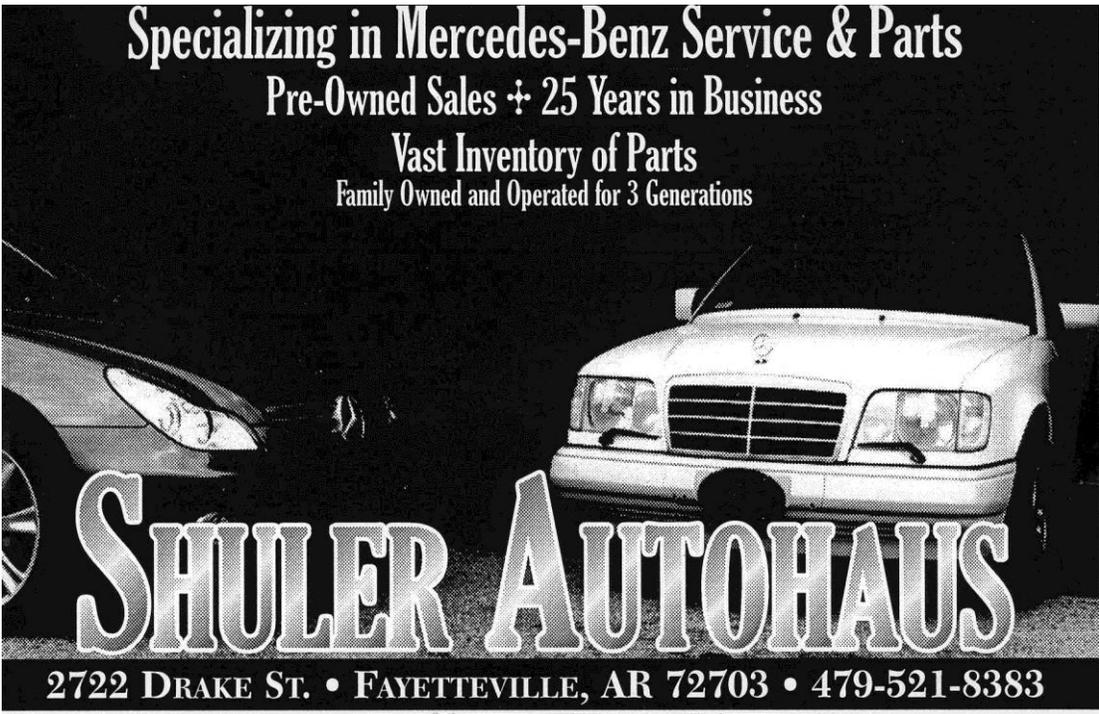
2011 SCHEDULE OF EVENTS**National MBCA**

<u>Date</u>	<u>Event</u>	<u>Location</u>	<u>Contact</u>	<u>Phone</u>
Sep 24-30, 2011	2011 Lake Huron Mille Driving Tour	St. Claire, MI	Ron Harshman	312.337.5186
Nov 3, 2011	Fall 2011 National Board Meeting	Dearborn, MI	Cindy Tumblesom	800-637.2360
Jul 29, 2012	MBCA Concours of America St. Johns	Plymouth, MI	Adam Lundsen	248.505.4832

Ozark Section MBCA

<u>Date</u>	<u>Event</u>	<u>Location</u>	<u>Contact</u>	<u>Phone</u>
Oct 15, 2011	Boston Mountain Rally and Elections	"Old" Highway 71	Joel and Kathy Menold	479.756.6798 menold1@cox.net
Nov 12, 2011	Tech Session	MB of NWA	Don Baker	479.203.0900 dq.baker@cox.net
Dec 3, 2011	Christmas Party	Bentonville, AR	Mickey and Beth Hickman	479-254-0826 mickbeth@cox.net

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MEMBERSHIP RECOGNITION EVENT

Submitted by Dave Jones

Our dog-days-of-summer event was held July 16th in Bella Vista at Al and Mary Marks' home (aka Marks' Fishin' Hole) on a scenic cove of Lake Lomond. Twenty convivial section members spent the afternoon swimming, boating, fishing, laughing, and in general being—as always—interested in the details of each other's lives and vehicles.

Our hosts provided delicious hors d'oeuvres and a variety of beverages to sustain us until dinnertime, when an array of delectable potluck dishes appeared. The diversity was well-balanced, thanks to Kathy Menold's coordination. We were especially grateful to Gary and Linn Reusswig, who brought enough gourmet franks, buns, and condiments to feed a multitude. Gary cooked on Al's grill and kept 'em comin' until everyone was satisfied.

Following dinner, I made announcements and presented two types of awards. The first was a Certificate of Appreciation to Porfirio Gutierrez for his service as Membership Chair from 2008–2011. I noted he continues to be creative on our behalf and cited as examples his recent contact with a business that renewed an ad previously discontinued in our newsletter and his negotiations with another to initiate an ad. I said I hope more members will rise to the challenge by soliciting advertisers because the more revenue we have the more good we can do for worthy causes and the better our events will be.



I told the group that the Myeloma Institute is an example of a cause we donated to recently. Our board did so as a memorial to Tom McCullough, who worked at Mercedes-Benz of Northwest Arkansas. His family sent a gracious thank-you note, which I read to the group. I said our gesture may've been a factor in establishing warmer relations with the dealership.

Turning to Membership Recognition, I told the group 18 people would receive a certificate and an enameled MBCA pin this year because of their sustained enrollment in our Club. I said to qualify a member must have been on the rolls at least five years and not have received the award previously and that subsequent awards are made after each five-year increment. Receiving for the 5-year point were Jim Deitz, Watson

James, Don Baker, Jeff Klepac, Axel Wulff, Monika McCurdy, Dennis Anderson, Michael Maraziti, Harry Weissenstein, and Charles Konzelman. At 10 were Al McClain, Dane Paulsen, Jose Penagaricano, and Roger Shuler. At 15 were Frank Shuler, Marion Burton, and Louella Terrell. Alone at 20 was Justice David Newbern. (Three members are approaching the 25-year point and one the 30. Associate members are also named on the certificates.)

Next, Joel and Kathy Menold showed us a framed letter of appreciation and certificate from the manager of the Coleman Theater in Miami, Oklahoma. Joel said it states a plaque will be placed on a seat to acknowledge our section's role in donating, jointly with the Kansas City section, \$350 to the facility's restoration fund. Joel said several members of the two sections told him seeing the ornate, classic, old-time theater and hearing its Wurlitzer organ during a 2-hour guided tour was the highlight of the June event, a trip on the Mother Road, Route 66.

Joel also showed a prototype magnetic sign we're proposing for use during caravans and other public events. He said it would go on the front doors of each vehicle and be easily removed for safe-keeping. (By now, members who have an email account should've received a message portraying the sign and asking for input about its design. We hope to have it available for the September antique car parade and car show in Eureka Springs.)

After summarizing the schedule for 2011's remaining events, I emphasized that my *On the Road* column in the July/August issue of our newsletter asked that people who are willing to assist us in a larger capacity step up to be members of our committees. (We need at least one per and will praise you in the newsletter. Interested? [Please](#) see that column.)

As we ended the meeting, many sincere personal expressions of thanks and a rich round of applause went to Al and Mary for hosting such a fun event again this year. (Wanna' feel that warmth as a host too? Contact Kathy Menold via menold1@att.net.)

TAKING US OUT TO THE BALLGAME

Submitted by Ruth Shafer

Never let it be said that the Ozark Section of MBCA doesn't know how to have a really hot time! Friday, August 5, brought 24 Mercedes Benz enthusiasts to join Ruth Shafer and Dave Jones at their home in Springdale for a pre-party; six others joined the group for the main event at Arvest Ballpark to watch the Northwest Arkansas Naturals play the Arkansas Travelers of North Little Rock.

Spirits were high even as the temperature hovered near 100° for much of the evening. At the pre-party, the heat couldn't keep people from drifting outdoors to admire each other's vehicles, especially a CLS 600 driven by Terry and Lori Lee's guests (and potential new members), Catherine and Jeff Connors. Ruth and Dave provided a buffet of healthy cold items including green salad, veggies with dip, fresh fruit, and cold drinks. They also offered souvenir baseballs and drink "cuzies" for carrying bottled water to the game. Dinner continued at the ballpark with traditional game fare. Hot dogs, nachos, French fries, hamburgers, and beer all made an appearance, but nothing surpassed the popularity of the sno-cones, the ice cream, and the frozen lemonade.

The evening was full of action. To start, it was "Pink in the Park" night as the Naturals showed their support for breast cancer awareness and research by sporting pink jerseys instead of the usual blue. Both teams put out great effort despite the heat. There was plenty of hitting and scoring, so we were up and down for much of the game, either cheering for all the excitement in the game or finding our way to and from the food stands. The between-innings entertainment saw the Menold's grandson and his friend compete against each other in a foot-race in which they ran from first base to third base collecting "ingredients" to build a giant "hamburger" near the third base-home plate line. And, as always, the fifth-inning dirt sweepers, the

“Drag Diggities,” entertained the crowd with a little dance. The seventh-inning stretch saw us singing “Take Me Out to the Ballgame” and grabbing for souvenir balls thrown by the ushers. Best of all, we got a little club publicity when we were featured briefly on the group-cam and our name was listed on the big screen. The Naturals won the game, but we were having such a good time it didn’t really matter.

The post-game fireworks treat was cancelled, unfortunately, because of fire danger. However, the good news is the ballpark rescheduled the fireworks for the September 1 game and offered free tickets for everyone attending the game.

We were hot, hot, hot but had fun, fun, fun!



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MBCA EVENT TERMS OF PARTICIPATION

This agreement pertains to driving events of the Mercedes-Benz Club of America, Inc (MBCA) in which I desire to participate, whether as a driver, passenger, official, volunteer or to attend as a spectator or visitor. In consideration for permitting me to participate in or observe driving events, which may consist of time trials, autocross, acceleration runs, defensive driving, road rally and/or tours or to attend the event as a spectator or visitor, I knowingly and voluntarily agree as follows:

1. I CERTIFY, UNDERSTAND AND AGREE that if I am driving, a passenger or otherwise participating in the events:
 - a. The vehicle I am driving or in which I am a passenger in the events is insured with at least \$100,000.00 per person bodily injury and property damage insurance that will be in effect for the entire duration of the events
 - b. Any participant violating the competition and event rules may be expelled from the event and forfeit all competition privileges.
2. I UNDERSTAND AND AGREE that excessive consumption of alcohol or possession or consumption of illegal drugs is strictly prohibited.
3. I HEREBY GRANT TO MBCA and the event organizer the irrevocable and unrestricted right to use and publish photographs and video images of me, or in which I may appear, for editorial, trade, advertising and any other bona fide purposes, in any manner and medium. I hereby release MBCA, the event organizer, the photographer and videographer from all claims and liability relating thereto.
4. MBCA cannot be held liable for cancellation, delays or other lack of performance with respect to the event under any “force majeure” circumstances (including, but not limited to, wars, riots, insurrection, terrorism, acts of god, strikes or labor stoppages).
5. I authorize and consent to treatment, hospitalization and other care rendered to me in the event of my illness, injury or other emergent circumstances that may occur while participating in the event and assume full responsibility to pay for all costs and expenses for any such treatment, hospitalization and care (therefore agreeing to hold harmless and indemnify MBCA and the event organizers therefore).

HAVING READ THIS TERMS OF PARTICIPATION AGREEMENT, I HEREBY BIND MYSELF AND PERSONAL REPRESENTATIVES, HEIRS AND NEXT OF KIN BY THIS AGREEMENT.



Ozark Section Newsletter

Paul Springmann, Editor
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Change of Address?

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