



Mercedes-Benz Club of America

# Hudson Mohawk Section

SPRING NEWSLETTER JANUARY 2010

First Quarter

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## CAN YOU AFFORD A MERCEDES?

For many people buying a new Mercedes is a dream, a bridge too far, actually too darn far. So we just dream about it and never really investigate what is involved. Well I've been dreaming and I went to Keeler Motor Car in Latham New York to find out. I learned a great deal and was pleasantly surprised. But, most importantly, I found that you are buying a lifelong relationship with a group of people who are dedicated to helping you get the most value and happiness from your purchase.

The first person you are likely to see is a salesperson. This meeting sets the tone and may guide you to an eventual purchase or send you to another dealership. Dominic Lombardo, one of the most successful salespersons at Keeler and an employee for eighteen years, said "Greeting potential customers as soon as possible, making them feel welcome, and assessing their needs is the most important aspect of matching clients with a vehicle and

eventually making a sale." He also said that, "Many of them have done their homework and have a good idea from internet searches what the cars are worth and what the manufacturer's suggested retail prices (MSRP) are, and he welcomes it because most unrealistic expectations have been cast aside." Kelly Blue Book, ([www.kbb.com](http://www.kbb.com)), NADA, ([www.nada.com](http://www.nada.com)) and Carfax, ([www.carfax.com](http://www.carfax.com)) are good places to research. Dominic believes that once the price mountain has been climbed, a discussion of new or used, what model, what features, and the true value of what a "BENZ" purchase means can begin.

There are too many reasons to recount all of them here (for getting a BENZ), but here are the most popular, the fulfillment of a lifelong dream, a reward for success, safety, space-age technology, tradition, business or simply because you want the best and bragging rights. Which one are you?

*Continued on page 3*



## PRESIDENT'S MESSAGE

Spring is here and it is about time. It's also about time to polish up your favorite Mercedes and get ready for some great events with the Hudson-Mohawk Section.

Starting on April 9, 2011, we will host our annual Tech Session at Keeler Motor Cars in Latham. This event has grown each year and the presentation by highly trained technicians is always helpful and informative, please plan to join us. Event begins a 9:30 AM with coffee and donuts.

Next we move to the Holiday Inn Turf in Colonie for a repeat of last year's sellout of the New Members luncheon. The date is April 16, and will begin at 11:30 AM with an informal car show in a reserved section of the parking lot. The event is free to new members and \$20.00 per person for existing members. Details are being mailed and e-mailed to every member.

On May 1, we will gather for a tour to Utica, NY, to visit the Allen's Garage automobile collection. This collection of over 100 cars has different makes and models from around the world. This is a rare opportunity as the "garage" is typically not open to the public. More details to follow.

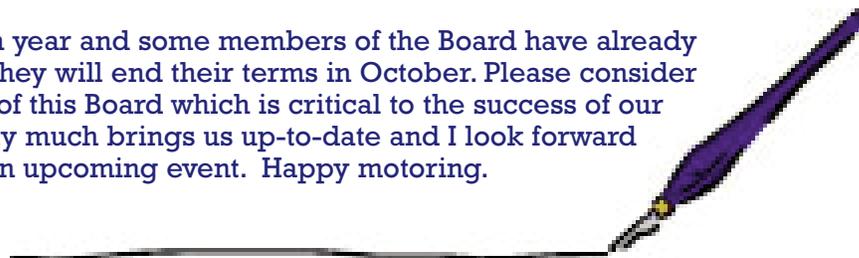
In June we will be showing off our cars at Keeler's Sidewalk Sale. More details to follow, however, the date is set for June 4, 2011. A visit to the Northern New Jersey June Jamboree which is always a great show will be held at the Mercedes-Benz USA headquarters. Our annual Section Car Show will take place in July. August is open but we will entertain any members' suggestion for an event or activity.

September the Hudson-Mohawk Section will sponsor and host a Fall Foliage Tour and Rally. This is the first time our Section has planned a Regional activity and we are excited to bring all members in the Northeast Region a two night event in the beautiful Adirondack Mountains. The dates are September 23, 24, 25. We will leave from Saratoga Springs and rally to Lake Placid, "the Olympic Village". There will be a reception with cash bar on Friday evening. On Saturday we will tour the Olympic venues and the upper east side of the mountains. On Saturday evening we will gather for a beautiful sit down dinner at our host hotel, the Holiday Inn Crown Plaza. The cost will be \$100.00 per person and include both evening affairs. Please reserve the dates. You will receive more details shortly. If you would like to help with this event please, contact me as we still have a lot of planning to do.

We will conclude the 2011 driving event with a wine tour, details to follow.

This is an election year and some members of the Board have already informed us that they will end their terms in October. Please consider being a member of this Board which is critical to the success of our Section. This pretty much brings us up-to-date and I look forward to seeing you at an upcoming event. Happy motoring.

Ron Tanner  
President



*Continued from page 1*

So if you're not going to make the dealership lose money, (THEY NEVER DO.), and get the car for the same price as he sells it to his uncle, other family members, and bargain myths that everyone gets except you, ...WHAT ARE YOU BUYING? Well lets see according to Dominic;

First, you are making a long-term investment in the positive historical record of the dealership. Past difficulties are usually well-known or can be easily found out.

Second, you are obtaining one of the most technologically advanced and safest cars in the world.

Third, Mercedes has the most qualified technicians in the industry who are known worldwide for their competency and pride in their work.

Fourth, Keeler sales and service work together to insure that you have the best possible ownership experience. An example of this was a customer had a flat on his way to work to perform a surgery. Keeler came got the car, repaired the tire and brought the car to the hospital where he worked so it would be there when he completed his shift. Now that's service. Wouldn't you want that if you had a breakdown on the way to surgery. In fact if you're stuck in an out of warranty Mercedes that you don't own, Mercedes Service will arrange to come and help you.

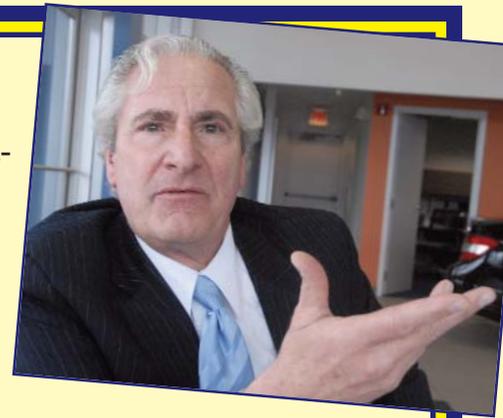
Fifth, you are buying a "benchmark", a Mercedes-Benz in good condition will hold its value longer than any other production car. Just ask any owners of vintage Mercedes. They treat them like family members and drive them with great pride many, many years after they have left the showroom floor. They have a design that only gets better with time.

Sixth, Service, Service, Service. Mike Severino, the assistant service manager, (ASM), for Keeler who worked his way up from washing cars nine years ago through a series of jobs and learned the importance of customer satisfaction at every level, says, " Coming in for service the very first time is like your first visit to the dentist. You're apprehensive and don't know what to expect. It's my job to allay your fears and let you know that you won't need a root canal if you keep coming in for regular checkups and teeth cleanings." He explains complicated terminology, fixes anything that's simple immediately and gets you transportation if your car cannot be repaired in a waiting time that is not convenient for you.

Although Mike understands all aspects of the "service experience" he says, "My most effective tool is customer confidence which is derived from being a good listener. Proving to the car owner that I am aware of his or her needs and will do whatever I can to resolve their issues, most often paves the way to trust, bonding and a satisfied customer." We, in the Keeler Service Department, know our customers and they know us. We even know the nicknames they have for their cars. They know when they come to Keeler they will be treated as special as the cars they purchased."

So, what have I learned? There are four levels of Benz's: (1) "no imprints on the drivers' seat" (New), (2) Lease, (3) "loved a little by a previous owner" (Used) and (4) retired after a long reliable journey (Keeler doesn't sell these but private owners do and they are usually well cared for.)

There are different classes which I have listed at the end of this article. The entry level or most affordable is the "C" class and the most expensive ego extending, self-actualizing are "S", "SLS" and "AMG". You can buy a safe reliable affordable family car or a "Rocket ship" that will accelerate to 60 mph in less than 5 seconds. You can have the world's classiest seven passenger "SUV" that will go anywhere. I was told that currently "Cs" and "Es" are the most popular. Mercedes-Benz are priced from "if you have to ask" to "I didn't know I could afford it."



Who buys these cars? It could be anyone. It could be you. It goes without saying that affluent, influential people, governments and businesses have owned Mercedes for years, but now the secret is out - you can own one too. Where you want to enter is up to you. Maybe you want to lease one and limit your equity exposure. I mean let your cash work for you while you drive around in the lap of luxury. It has been reported to me that when most customers buy a Benz they just keep on buying them. It turns out that you don't have to be old or fabulously wealthy, you just have to want it badly enough to find out what you can afford. There are many buyer incentive programs including a \$1500. discount on new cars for Mercedes Benz Club Members. Check with your dealer and Mercedes Benz USA.

Once you buy one you become part of the Benz family and you can join our club. The Hudson-Mohawk Mercedes-Benz Club of America. ([HUDSONMOHAWKMBCA@gmail.com](mailto:HUDSONMOHAWKMBCA@gmail.com) <http://www.mbca-hudmo.org/> If you don't live in my area New York State Hudson Valley, there are many clubs in every state. We have great fun and you will too.

CLASS	MODEL	FUEL ECONOMY		MSRP
G-CLASS	C300 SPORT/LUXURY	18 mpg	26 mpg	\$33,990/\$35,900
	C300 SPORT/LUXURY 4MATIC	17 mpg	24 mpg	\$37,490/\$37,900
	C350 SPORT	17 mpg	25 mpg	\$39,990
	C63 AMG	13 mpg	19 mpg	\$58,200
CL-CLASS	CL550 4MATIC	15 mpg	22mpt	\$113,150
	CL600	12 mpg	18 mpg	\$157,000
	CL63 AMG	15 mpg	21 mpg	\$149,250
	CL65 AMG	12 mpg	18 mpg	209,300
CLS-CLASS	CLS550	14 mpg	21 mpg	\$74,000
	CLS63 AMG	12 mpg	18 mpg	\$99,000
E-CLASS SEDAN	E350 BlueTEC	22 mpg	33 mpg	\$50,900
	E350 SPORT/LUXURY	17 mpg	24 mpg	\$49,400
	E350 4MATIC SPORT/LUXURY	16 mpg	24 mpg	\$51,900
	E550 SPORT/LUXURY	15 mpg	23 mpg	\$57,100
	E550 4MATIC SPORT/LUXURY	15 mpg	23 mpg	\$59,600
	E63 AMG	13 mpg	20 mpg	\$87,600
E-CLASS WAGON	E350 4MATIC	16mpg	23 mpg	\$56,200
E-CLASS COUPE	E350 COUPE	17 mpg	26 mpg	\$48,850
	E550 COUPE	15 mpg	23 mpg	\$55,450
E-CLASS CABRIOLET	E350 CABRIOLET	17 mpg	25 mpg	\$56,850
	E550 CABRIOLET	15 mpg	22 mpg	\$64,800
G-CLASS	G550 4MATIC	11 mpg	15 mpg	\$105,750
	G AMG 4MATIC	11 mpg	13 mpg	\$124,450
GL-CLASS	GL350 Blue TEC	17 mpg	21 mpg	\$60,950
	GL450 4MATIC	13 mpg	18 mpg	\$61,950
	GL550 4MATIC	12 mpg	17 mpg	\$84,450
GLK-CLASS	GLK350 2WD	16 mpg	23 mpg	\$35,500
	GLK350 4MATIC	16 mpg	21 mpg	\$37,500
M-CLASS	ML350 BlueTEC	18 mpg	25 mpg	\$50,490
	ML350 4MATIC	15 mpg	20 mpg	\$48,990
	ML350 2WD	16 mpg	20 mpg	\$46,490
	ML450 HYBRID	20 mpg	24 mpg	Lease Only
	ML550 4MATIC	13 mpg	18 mpg	\$57,590
	ML63 AMG 4MATIC	11 mpg	15 mpg	\$92,590
R-CLASS	R350 BlueTEC	18 mpg	24 mpg	\$51,740

## Hudson-Mohawk Section Mercedes-Benz Club of America 2011 SCHEDULE OF EVENTS

Many events are still in the planning stage as we try to find appropriate dates and locations for some events, but we want members to begin their plans to attend and perhaps to lend a hand in making all activities a success. Details on all events will be posted soon.

**April 9, 2011** - Tech session, Keeler Motors, Latham, NY, hosted by George and Tim van der Wouden. 12 point inspection fee \$27.00 per car, all monies go to the Keeler Technicians who give up their Saturday to support our Section, starts 9:30 am, refreshments included.  
518-372-4933 [thevanderwoudenfamily@yahoo.com](mailto:thevanderwoudenfamily@yahoo.com)

**April 16, 2011** - New member luncheon, open to all members, hosted by Jim Watkinson, no charge for new members, \$20.00 per person for existing members. Starts with informal car show in Holiday Inn Turf, Wolf Rd., Colonie, NY. Contact Jim Watkinson (518) 432-5077

**May 1, 2011** - Tour to Allen's Garage in Utica, NY. See one of the country's most outstanding automobile collections, hosted by Steve Kamen.

**June 4, 2011** - Participate in Keeler Motor's annual Sidewalk Sale. Bring your car all shined up and help support this dealership that does so much to support our Section.

**June 18, 2011** - Attend June Jamboree, the oldest MBCA event at Mercedes-Benz USA headquarters in Montvale, NJ

**July 17, 2011** - Section's Annual Car Show, 10:00 AM, location to follow, hosted by Jim Wright, Carlene Thusgaard, Sandra Griffin and Ron Tanner. Contact Jim (518) 281-3406

**August** - Trip to an area resort or fine restaurant similar to last year's very successful luncheon at Mohonk Mountain House.

**September 5, 2011** - Labor Day Lunch Buffet at the Saratoga Race Track. \$30.00 includes the buffet, tax and gratuity, admission to the Club House, racing program, private betting area, wait staff, cash bar and private rest rooms. Make checks payable to Hudson Mohawk Mercedes Benz Club by 4/25/11 and mail to Sandra Griffin, 1045 Palmer Avenue, Niskayuna N.Y. 12309.

**September 23, 24, & 25, 2011** - Fall Foliage Tour, two nights in Lake Placid with a rally starting at the Saratoga Auto Museum and making its way to the heart of the Adirondack Mountains. Sit down dinner on Saturday evening included in the cost of entry. This is a Regional event so it will get national advertising in the STAR as well as online at [www.mbca.org](http://www.mbca.org). Details will be provided soon. We must book rooms early. Hosted by Ron Tanner. Visit this famous Olympic Village and see where history was made in 1980's Miracle on Ice.

**October** - West of the Hudson Wine Tour. Details to follow.

*We are still looking for suggestions for the resort or fine restaurant event as well as a location for our annual show; if you have some special spot where you would like to see these activities happen, please let any Board member know.*

## New Member Luncheon April 16, 2001

Hello Everyone,

Well, another winter has come and gone!!! It's time to shine up the car and take it out for a ride in the Spring sunshine. What better time than now to have our New Members Luncheon?

This year's luncheon will be held at the Holiday Inn on Wolf Road, Saturday, April 16th, from noon to 2:00 pm. The menu will feature your choice of: Petite Sirloin Steak, Breast of Chicken Picatta, Boston Baked Scrod or Eggplant Rollatini. The cost is \$20.00 per person. Adult beverages are extra. Members will begin arriving at 11:30 for a group photo in the parking lot.

As with all of our events, you will meet many delightful members, have a fun time and behold some splendid cars. We'll take the opportunity to inform you about the events planned for this year, benefits of being a club member, and how your local club helps support charitable organizations. There will also be sign up sheets for members who are interested in joining one of our event planning committees.

This year looks to be a great year. One that is full of exciting events! So why not come to lunch, meet the new members and make this the year to become involved?

On behalf of the Hudson-Mohawk Section Board of Directors and the New Members Luncheon Committee I'd like to invite you and your guest to join us in a fun afternoon. I promise you won't be disappointed!!

Please RSVP by April 12th via any of the e-mail addresses below or by calling Jim Watkinson's office @ 518-432-5077. We look forward to seeing you there !

Cordially,  
Jim Watkinson  
Club Secretary  
Hudson-Mohawk Chapter MBCA  
jim.watkinson@rbc.com  
Phone: (518) 432-5077  
Toll Free: (877) 481-2654  
Fax: (518) 432-5089  
www.jimwatkinson.com  
www.rbcwm-usa.com

## 2011 Tech Session at Keeler April 9, 2001

Friends,

This year's spring Tech Session is nearly here. We hope you are looking forward to finding out new information about the vehicles we so treasure. By taking advantage of the insight and availability of Service Manager, Rick Walker, and his team, we are sure to be fascinated with the latest technology and designs that Mercedes-Benz has and will be using in our vehicles. Please consider how great of an opportunity we have to have our vehicles inspected by the best Mercedes Certified Technicians in the area. Whether your vehicles are new or older, the northeast climate and related potholes may have caused wear and tear on them. This year the cost for the inspection is \$27.00.

The Tech Session kicks off at 9:30 AM with a complimentary continental breakfast and is available for all attendees. Doughnuts, bagels, coffee, etc. will be served.

There will be a presentation on the factory service products used in Mercedes vehicles, a presentation on pairing Bluetooth with your vehicle, the function of the mbrace emergency call system, and a presentation of the Star Diagnosis System (SDS) in conjunction with the various systems in the late model vehicles. A car care kit and other auto related items will be raffled off. At 12:00 PM the session is scheduled to end.

As with last year's event we will to have an on-site display of our vehicles.

Reservations are required. If you plan to attend, please let me know no later than April 3, 2011. Those of you who wish to take advantage of the "Twelve point inspection" must send a check for \$27.00 made out to Keeler Motor Car together with the following information to George van der Wouden, the Year, Model, VIN #, and Actual Mileage.

Respectfully,  
George van der Wouden Treasurer  
Hudson-Mohawk Mercedes-Benz Club  
230 Central Ave  
Schenectady, NY 12304  
518-372-4933  
thevanderwoudenfamily@yahoo.com

## Attention all Sports Car Racing Fans in the MBCA Hudson Valley Region

I would like to share my racing passion with members of the club. I have been involved with sports car racing since the late 70's. My favorite place in the world is the hill overlooking Big Ben in Lime Rock, Conn. I sit there in the sun with my favorite foods and beverages, that I bring in with me. I sit in a fold up chair and watch cars come down the straightaway and then around four turns until they disappear only to return in less than a minute.

When I get restless I can walk the perimeter of the mile plus track encountering friendly fans along the way or I can freely walk into the pits and hang out with the drivers and teams as they prepare their race cars for the day.

If you too think this could be a great way to spend the day, lets form a sub group of race fans and drive through the farmlands of Columbia County 90 minutes from Albany to the Conn. track and watch some races. The schedule is @ [www.limerockpark.com](http://www.limerockpark.com) .

The first big events are on June 27,28,30, (no racing on Sundays). This will be the Rolex Grand Prix. There are other good events 7/8-9 American Lemans, 7/30 Ferrari day, my favorite 9/2,3,5 vintage racing where the parking lot is a car show (each day with good racing happening also). For the weekend of 9/2,3,5 I am contacting the other clubs around and perhaps getting a large MB presence and getting a parking area just for our clubs. Other auto clubs do that and it is a great way to meet other enthusiasts.

Along with Lime Rock there are two other tracks that are close but will require overnights, Watkins Glen [www.theglen.com](http://www.theglen.com), and New Hampshire Motor Speedway [www.nhms.com](http://www.nhms.com) in Loudon. Both of these tracks have sports car racing and the Glen has a take your car on the track day 3 laps \$25 a few times over the summer.

If you like the other kind of racing all 3 tracks have a NASCAR event and there is always drag racing your car on Sundays at Lebanon Valley Speedway. There are time trials in parking lots locally and some great Go- Cart racing in Mount Kisco, NY. I am sure there is more so let's get together and start enjoying racing and speed.

You can contact me at [DDL2103@aol.com](mailto:DDL2103@aol.com), or 518-257-6761, or see me at the board meetings on the last Thursday of the month at 6:30 in the Albany Holiday Turf Inn on Wolf Road. I will come early or stay late to talk about speed.

Thanks, looking forward to the racing season!  
Don Finelli

## MBCA – Northern New England Star Section

Dear MBCA member,

While it's still only March, it's time, right now, to plan to join your club at the Manchester, Vermont, Antique and Classic Car Show, which will take place June 11 and 12. It's urgent that if you plan to show your fine Mercedes, you register through the club as soon as possible, as you will see below. Already registered? Please let Dick know so that he can count you as a participant.

This year's show will highlight Mercedes and Corvette as the primary marquees. Our proud beauties will be displayed in the front row, right near the show entrance. The cars of the featured marquees will be judged by professional judges, not the general public, so any awards will be more meaningful. There'll be 5 different classes to compete in, so your special vehicle(s) won't be competing against all of the superstars we hope to bring out of storage for this event.

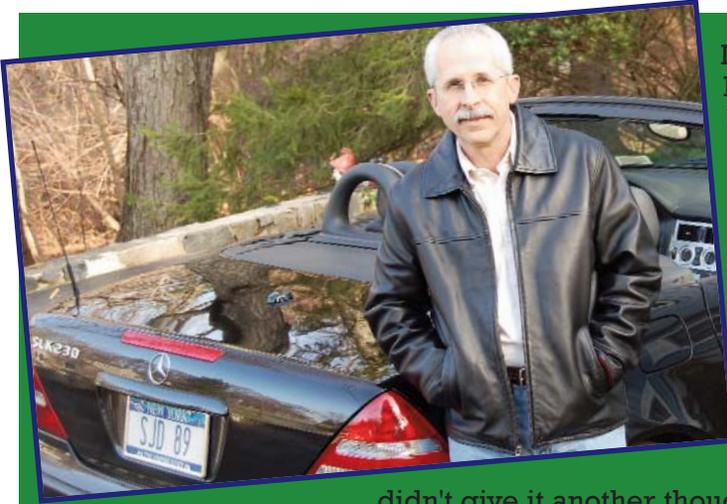
It's important that we register as a club in order to take advantage of being featured: our cars will be together, and our club displays will be prominently placed along with the cars. You'll get a special club rate for this, \$20 per car vs. \$25 or even \$35 for late-comers. The show's planners need to know how much room to set aside for us. Our numbers at the show have been growing, and this is a prime opportunity to display those special cars you may have locked away. Don't miss this special chance to show your "stuff".

We plan to have one or more member events at the show in order to make this a really special occasion, and make the event even more enjoyable for our members.

ASAP, if you plan to show a car(s) at Manchester: Go to the show's website,

<http://www.manchestercarshow.com>, click on the registration button, then click where it says in red "PRINTABLE REGISTRATION FORM". Print out that form and fill it out with the pertinent information, and send it with your check for \$20 made out to NNESTAR -MBCA to Dick Diefenbach, 1515 Bruce Badger Memorial Highway, Danville, VT 05828-9471. If you intend to register but can't get a check to Dick right away, call or email Dick with the information for the registration form so he can fill it out and send it with the club check. Dick's email is [diefenbach@kingcon.com](mailto:diefenbach@kingcon.com) His phone number is (802) 684-3378.

Let's make this a spectacular show!



I have been a member of the Mercedes club since I bought my first (used) 1989 SL; thus the vanity plate which I keep on my 2003 SLK.

I am amateur an photographer and have recently taken an interest in bird photography. I drive a 2003 SLK. I combine my two hobbies into one by driving to bird locations and taking photographs. I live in the Hudson Valley and have taken a few pictures of the migrating bald eagles. But my best picture is of the hawk. "One morning while going out on a hunt (with camera) I pulled out of my driveway and a few houses down the street an unfortunate raccoon took on a car and lost that fight. He was off to the side of the road and other than feeling a bit sad that he got hit I didn't give it another thought. My venture out that day did not yield any eagle pic-

tures. I found where they roost but could not get close enough for good pictures. Feeling a bit dejected I headed home . As I was driving back I came up the hill where the raccoon was and there a mere 20 or so feet in front of me was this magnificent hawk, lets just say ....having his lunch. He did not take flight and I was able to take this photo out the car window. The bad news for the raccoon was that he got hit by a car. But this was good news for the hawk as it provided him with lunch. I just happened to be in the right place at the right time and did not scare off the hawk before taking this picture. So after hunting for great pictures all day and coming up empty handed I managed to get this great shot on the street I live on! The key to great bird photos is to always be ready, patient and be in the right place at the right time. I got lucky with this shot!"

Sal DeFini



## **talent, Good Taste, & Great Cars Go Together**

I drive a white 2007 SLK280, and can't wait to take it out of its bubble for the spring/summer and get back on the road with it. I teach grant writing and grant searching to educators and anyone else who is interested in funding a project. I also work at keeping America beautiful by being a Mary Kay consultant. We have products for both men and women and we have a wonderful hand cleaner that any person working on his car can use to "spiff up" after mechanical adjustments or a cleaning.

Vickie Parker

My web site is:

<http://www.marykay.com/VickieParker/default.aspx>





I'm a freelance graphic designer and illustrator. I mainly specialize in automotive accounts. I work with a lot of smaller businesses that manufacture replacement parts or hot rod parts for street rods, muscle cars and race cars. I graduated from the Art Institute of Boston in 1972 and have been in the advertising art field ever since. I worked for myself for about 16 years, went back to work for a local ad agency for about six years and am now back on my own again. It's a pretty scary environment to be self-employed in now though.

I do any form of advertising art such as magazine ads, catalog design and printing, brochures, vehicle graphics design, any type of illustration such as catalog covers, posters, technical illustrations for instructions, and car concepts for builders etc. I also have been doing web-site design. You can visit my web sites (sorely in need of updating) to get an idea of what I do. I also do automotive fine art and sell limited edition prints through the web site to dealers around the country.

My hobbies include anything to do with hot rods and racing. I've been too busy lately with moving, building a garage and starting my business over again to do much racing. We have a 1967 Rambler American convert street machine, a magazine feature car (401 AMC AMX V8), a 1966 Rambler American Hardtop project car (290 AMC 4 speed), a 1953 Nash Rambler project car, a 1993 Mercedes-Benz 300CE (daily driver) and a 1968 280SL pretty decent project car. The 67 Rambler convert, we have had over 30 years now. It has been restored twice (three engines). (it's kind of Mercedes related - Chrysler bought AMC just to get Jeep and MBZ bought Chrysler...) We've driven it to shows all over the country, and Hot Rod Power tour to Florida, GoodGuys car shows in North Carolina, Detroit, and Columbus OH, and Nebraska. As you can see, we love to drive!

I also took the 300CE, when we first got it, to the StarFest at Indy and Pittsburg and participated in the track events. It was about the most fun we've ever had! It's got about 175,000 miles on it now, so I'm hesitant to use it for track events anymore, which we really miss. My hope is to get it off the road soon, so I can go through the suspension and drive train so we can "abuse" it again. I also hope to get the 280SL on the road again and use it for track events.

We live in Jonesville, NY, have a grown son who works for the NYS Court of Appeals and live with two West Highland scotty dogs.

My web is:

[www.kaiserillustration.com](http://www.kaiserillustration.com)

[www.kaisercarart.com](http://www.kaisercarart.com)

Bruce Kaiser

Kris Roglieri

Business Owner: After graduating collage I passed up a job of a lifetime at the age of 21 at a fortune 500 company to start my own business with only \$500 bucks to my name. 16 years later and two businesses, I would not have changed a thing!

Prime Commercial Lending is a specialized commercial finance company lending nationally and internationally. Commercial Capital Training Group is a training organization for finance professionals and entrepreneurs.

Interesting Facts: Played the Hammond B3 organ with the great Jimmy Smith at the age of 12 at a Jazz Summit in Newark, NJ. I'm a jazz "B3" player. If I never made in the world of finance, Jazz would be my primary job!

Car: CL 65 AMG.



## Gemutlichkeit 2011



*Concours – Track – Rallye*

Featuring the... **SPORTLEICHT**

**Mercedes-Benz enthusiasts from across the country** will be gathering in Mansfield, Ohio this May for *Gemutlichkeit 2011*, an MBCA National Event, with four days of fun and action, plus track and driving events. It all begins on Saturday May 21 with the Concours d'Elegance celebrating the 125<sup>th</sup> anniversary of the Automobile and also honoring all six generations of the SL. Driving events begin on Sunday, May 22 with defensive driving practice, autocross, and a road rallye. Our evening concludes with the Concours Banquet.

On Monday and Tuesday, May 23 and 24, attend the MBCA performance driving school at the world-famous Mid-Ohio Sports Car Course. You may choose to participate in the time trials and acceleration runs in your favorite Mercedes-Benz, new or old. Never driven on a track before? No problem – our experienced MBCA instructors will be with you every step of the way.

If you've never been to an MBCA National Event, *Gemutlichkeit 2011* is the one to attend, with dynamic and interesting activities that appeal to both veterans and first-timers alike. We expect a great turnout of SLs and a diverse cross-section of Mercedes-Benz models taking part in the Concours d'Elegance, with both judged and display-only classes (all years and models, including yours). In addition, there is the MBCA Road Rallye, covering the back roads and rolling hills of Ohio farm country. Many other gatherings, receptions, local tours and activities ensure time to mingle with friends and enjoy the sites. Your hosts are the Western Reserve Section which celebrates their 50<sup>th</sup> anniversary this year.

**And what about that word?** "Gemutlichkeit" is the name of one of the oldest MBCA National Events, with a history dating back to 1958. The word was used to describe those early events, roughly translated from German as "good times with friends". And so it has been ever since.

For registration and more information go to:

<http://benzclub.org/info/gemutlichkeit-2011/gemutlichkeit-2011-registration/>





### StarTrails 2011

Ouray, CO



**August 17 - 21, 2011**

Join the Pikes Peak Section for a national special driving event in the beautiful Rocky Mountains of Colorado

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For more information, visit our website at <http://startrails.mbca.org>  
 Or call the Registrar at 719-576-9737; email at [startrails2011@aol.com](mailto:startrails2011@aol.com)



**You are invited to join fellow MBCA members in the  
Second Great Lakes Mille  
September 24 -30, 2011  
The Circle Lake Huron Tour**



Elk Viewing, Wine Tasting, Gourmet Dinner Thunder Bay Resort, Hillmand

Orientation to Manitoulin Island at Gordon's Lodge

Chi-Cheemaun Ferry to Manitoulin Island

Tour concludes with German Buffet in Frankenmuth

Reception Benmiller Lodge and Spa Visit Canada's "Prettiest Little Town"

Kick-off Dinner St Clair Inn View Great Lakes Freighters Visit the Wills-St Claire Museum

**INVITATION**

You are invited to join fellow MBCA members in the second Great Lake Mille, a tour around Lake Huron including the Bruce Peninsula and Georgian Bay. You may apply for participation with an interesting car of any marque as long as you are, or become, and MBCA member.

Registration fee of \$235 includes Kick-off Dinner, Reception at Benmiller, Ferry to Manitoulin Island, concluding German buffet, tour binder with driving suggestions, and commemorative vest.

**REGISTRATION DEADLINE  
AUGUST 15, 2011**

**REQUEST FOR REGISTRATION MATERIALS**

Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Car for tour: \_\_\_\_\_

Number participating: \_\_\_\_\_

Mail or Scan this form to :  
Ron Harshman, Tourmeister  
33 W Delaware Apt 10J  
Chicago, IL 60610  
r\_harshmen1234@msn.com  
218-213-4967

**DID YOU KNOW**

The origin of some company logos begin even before the dawn of the automobile. The Mercedes-Benz famous three pointed star is commonly know to symbolize the use of its company engines on land, sea and air. But the star first appeared on a personal note written in 1872 by company founder, Gottlieb Daimler, to his wife. Mr. Daimler used a three pointed star to mark the location of the family's new home in the town of Deutz, Germany. His sons adapted the emblem as the Mercedes-Benz logo from 1910 onwards.

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SPRING EDITION, FIRST QUARTER 2011