

JAN — FEB, 2011

BADGER

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Star

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Chicago Auto Show

Sunday, February 20, 2011
McCormick Place

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Auto Show Trip on Feb. 20th

This popular event has again sold out for this year, a few weeks earlier than it has in the past. We did it mostly with our members encouraging their friends to join us on this fun event. If you waited too long to sign up for this year's event, then we encourage you to sign up early next year when we do it again.

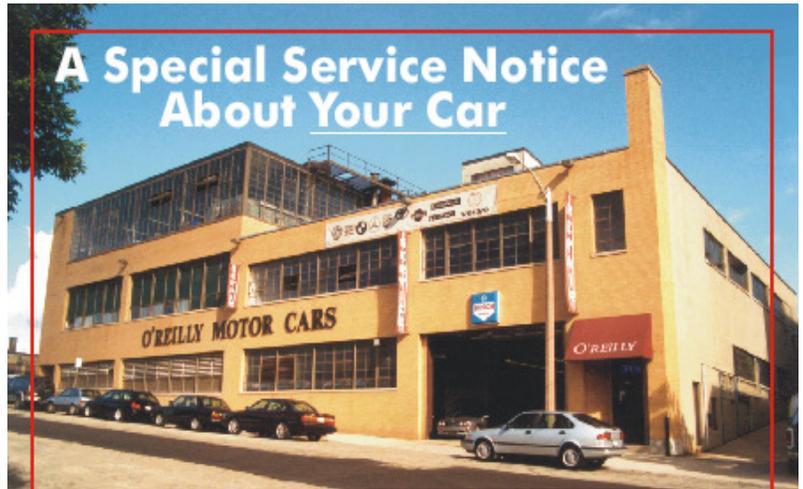
Bob Turznik

President's Report

I've written a rather long article on the year end survey we did a month ago, but it is all important information about the events that we put on each year. I hope you will read all of it, as it answers many questions that we got through the feedback section of the survey.

My Thanks to our Regional Director Bill Denton for awarding me the "Officer of the Year Award" for the Midwest Region for 2010. It is much appreciated, Bill.

Jerry Zajicek



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Submit newsletter items to: BadgerStar@gmail.com

Be Sure National & De Murr have your email address!



- *BadgerStar* is published bi-monthly on the odd months of the year.
- Submittal deadlines are the 15th of the even months.

Recent happenings...



December 11, 2010 Christmas Party

Our Christmas party at the Western Racquet Club in Elm Grove was thoroughly enjoyed by all who attended. Fortunately the weather in the Milwaukee area cooperated, and only a few people who had to travel a long distance were not able to make it. The food was outstanding and artfully presented, and the clubhouse setting was beautiful.

Our regional director, Bill Denton, and his wife Jeannie came from Chicago. He named Jerry Zajicek as "Officer of the Year" for our Midwest region, and gave him a beautiful plaque. Jerry has done a wonderful job as our President and is truly deserving of this award.

Our "Wisconsin Section Member of the Year Award" was given to Dean Pearson. Dean has been our newsletter editor for 3+ years, produced the Fall rally and has volunteered for several other events this past year.

Other club members were recognized as honorary members for their contributions to our club during the year. The following members were given "Honorable Mentions" (and a bottle of wine) for their service to the club:

- Bob Turznic, who has been hosting the Chicago Auto show trip and the Masterpiece show for two years now;
- Wim van den Berg, who has been making trophies for our rallies for several years;
- De Murr, who is maintaining our website and contact listings;
- Keith Powers, who provides vehicle safety inspections for the club members at each Autocross event;
- Bernd Kampe, who has hosted several Drive 'n' Dine events as well as a Fall road trip along the Mississippi River;

- Jim Loseke, who was the club treasurer for 3 years, and hosted several Green Bay area events;
- John Bell, who hosted two Fall tech sessions at International Autos;
- Mike McKinney, who has sponsored 36 new members for MBCA-WI in 2010;
- Nancy Pearson, who has hosted 2 Autocross events in 3 years, consistently attends board meetings as past President, consulting with the board, and assists Dean Pearson with the newsletter publishing and mailing, and helps with the rallies also;
- Bill Sirny, who has worked with Nancy with the production and planning of two Autocross events; and
- Bill Denton, our Midwest Region Director, for his faithful support of our board and our events.

Also getting recognition (and a bottle of wine) were the following officers and board members for their service in 2010 and 2009:

Andy Stockhausen, Vice President
Frank Lubinski, Treasurer
Dan Hellenberg, Secretary
Ron Sdun, Membership Chairman
JoAnne Peterson, Board Member
James Pittelkow, Board Member
Pete Samolinski, Board Member
Bill Sirny, Board Member
Wim van den Berg, Board Member

All members were given a beautiful hand- designed glass bottle stopper as a Christmas gift.

There was also a Christmas door prize giveaway where two monogrammed shirts, a Mercedes book, and several restaurant gift certificates were given away to lucky members.

JoAnne Peterson, Christmas Party Chairperson



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*Christmas
Party 2010*



Enjoying the Happy Hour
before dinner ...



Club President, Jerry Zajicek, announces
2010 Member of the Year ... Dean Pearson



Sasha McKinney shows off her evening gown
along with her dad, Michael McKinney

The Wisconsin Section of the Mercedes-Benz Club of America presents

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Milwaukee, Wisconsin

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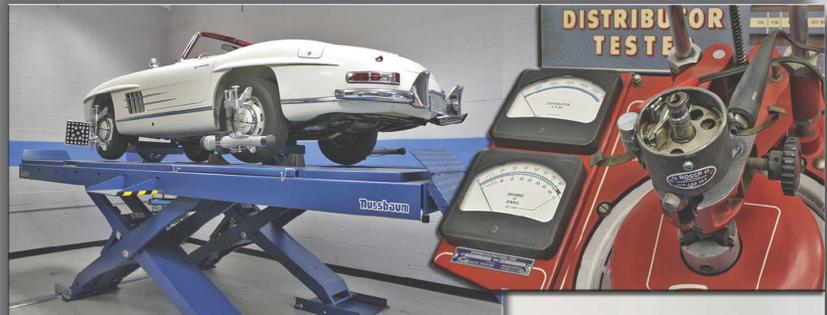
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www.startech2011.org

2010 Year End Summary ...

We have roughly 300 members of the Wisconsin section at this time. About 200 of our members are able to receive email from our iContact system. And within the iContact system, there is a capability to do surveys of our members, and get accurate detailed results tabulated by the system. We mailed out the short 11 question survey, and received only 53 responses. This survey was meant to give the Board members information about what the members of this club want to do for events in 2011, based on the members likes/dislikes of the 2010 events. And by doing this sort of survey every year, and even every 6 months, we (the board) can stay abreast of the trends that are occurring in our club.

The response of only 53 members is a bit disappointing, but several trends did become evident regarding events. If we look at the traditional events only (Auto show trip, tech sessions, Masterpiece car show, spring and fall rallies, and the Xmas party), the event which emerged as the least liked was the Xmas party. There is a core of members who like this event a lot, so it is not a question of scrapping the event. We enhanced the event this year with a nice prize giveaway for gift certificates to some popular stores and restaurants. And we recognized all the board members, officers, and event hosts with gifts for their participation in club activities. The Xmas Party will continue to be an event where the meal will be something special, as we end the MBCA event year.

The traditional events that scored the highest in 2010 were the Tech sessions. Next in popularity were the Drive 'n' Dine events, followed by the Masterpiece and the rallies. When asked what members would be likely to want for 2011, the results were tech sessions, drive 'n' dines, rallies and the Masterpiece show (a tie), and then the auto show trip, followed by the Xmas party and then the Autocross, all in that order. Last year's auto show trip only drew about half of the 55 person bus capacity from MBCA members, until we invited the Audi club to come along. They filled the rest of the bus for us, making this a break-even event financially. We passed around a simple survey, and the results were that all attendees were enthusiastic about doing this auto show trip every year, and we will do the event every year, especially since we can fill the bus (with members, friends, guests, whoever...), and not incur a financial penalty to do it.

When we asked what OTHER types of events the members wanted to do in 2011 (and we had a large list of alternative events to choose from), the winner was: view private car collections, 76% responding. Next were visit repair, restoration, or performance tuning shops at 52%, go to the Iola Old car show at 46%, visit car museums 41%, attend a festival (like German Fest) 41%, and do an event with another MBCA section 35%. We were unsuccessful in getting two car collec-

tions in Madison lined up for viewing due to scheduling problems, but we will try again this year, giving this event priority. And we are planning on a trip to the Iola Old car show (every car enthusiast should do this at least ONCE...), a visit to a Mercedes restorer, a visit to a car museum, and an event most likely with the Chicago section of the MBCA. We're also working with a member in Green Bay for a Drive 'n' Dine which should be entertaining for the kids.

If we had many more people participating in this survey, the results about where members live would be much more accurate. This question showed that 53% of the respondents live in the Milwaukee area, with a further 8% in the Sheboygan area, and another 8% in the Racine-Kenosha area. 20% were from the Madison area, and the remaining 11% were from the Oshkosh-Appleton, Green Bay, or Wausau-Stevens Point area. This is a fairly close distribution to the distribution of all of our members in the Wisconsin section (the last time we actually mapped out all the addresses in 2008).

We had 2 questions in the survey that asked for feedback from members on anything they wanted to comment on. Tell us what you liked/ didn't like about our events, and what other types of activities would you like to do ?

What was suggested that we could do as a club:

- a winery tour in a scenic area - Comment: the WI state tourism board has a "wine tour route" which exists north of Madison
- any events outside of Milwaukee - Comment: we've done this, but we will try to do more events outside Milwaukee this year, namely a rally, a visit to a restorer, some drive 'n' dines, some car collector visits, a race day event at Road America
- an auto detailing seminar - Comment: we may be able to work this into our schedule in 2011
- a member wrote "Tech, tech, tech, and more tech" - Comment: you'll get your wish because Star Tech will happen in Milwaukee this year (a national event).
- an activity with another club - Comment: we have a driving event ("Ice Driving School") with the Audi club this January and February, and there is a tentative event we're investigating with the Twin Cities Section of MBCA.

Continued on next page

2010 Year End Survey Summary Continued ...

- visit the Discovery World museum with an optional sailing trip on the ship Denis Sullivan.
- a wine tasting event – Comment: We could do this as part of a Drive ‘n’ Dine event.

Likes and Dislikes (of the members taking the survey):

- “Drive and dine events are great, but people don’t seem to linger much, once dinner is over.” - Comment: I guess everyone has a different schedule, and members don’t always participate in the post dinner activity, if one is planned along with the dinner. I would say that you will meet more people in this club by coming to more events, not necessarily trying to meet many people at one or two events.

- One member noted that we don’t have a Welcome event for new members, and the “Old Timers” in the club don’t bend over backwards to get to know the newbies. - Comment: Those who are part of the “in crowd” (to use a term from my high school days), are members who have been to many events over the years, members who have worked together on events planning and hosting, members who come to board meetings, and are just generally more active than others. The first year of membership is critical to whether one will stay in the club for later years, and we send new members a discount coupon to get them to do an event or two the first year. It’s sort of like you will get out of it what you put into it, so come to a few more events during the year, and you will get to know more people. We are working on a Welcome event, and hopefully we can do it this year.

- there was a comment on the seating problem with those who board the bus in Racine for the Auto show. - We will correct that this year with reserved seating at the front of the bus for those who get on at the Racine location.

- there was a comment regarding the unavailability of vegetarian meals at some of the events - we corrected that at the Xmas party, and will try to offer special meals at more events, but members have to make special requests known to the event host. We had a request for a Gluten-free meal at a rally, and we accommodated that member.

- there were several comments about not too many events outside Milwaukee, and the long distance that some members have to drive to get to events. In fact, of the people who had never done any events, conflicts with other activities was cited 75% of the time as the reason for not coming to our events. - Comment: we all have busy lives, and the number of alternative activities available to all of us is overwhelming. Attendance at our events is not good during June, July, and August due to the vast number of festivals, outdoor sports, etc that are going on. Since our core of members is located in a

large triangular area from Milwaukee to Madison to Green Bay, there will always be some members who will have to travel more than a few miles to do some of our activities. If you don’t want to travel more than a few miles, then you will be limiting yourself to only one or two events a year.

- there was a question about MBCA sections in Florida – Answer: Yes, there are 4 sections in Florida, contact the section closest to where you’ll be situated. You can find all the contact data in the back of the latest issue of Star magazine, and on the website www.mbca.org.

- there was a statement that we should only do “Mercedes related events” – Answer: I assume the writer meant let’s just all forget the social events, and do only car events. There are more women than ever buying Mercedes products right now, and I think many of our female members prefer some social events, as opposed to just all driving and technical events. There is a social component to all of our events, and many people enjoy the events more because their friends in this club will be participating with them also. The Great River Road Trip that we did a couple of years ago would have been a dud without the other members along to share the trip, exchange ideas, etc.

- Will we do the Golf event again ? – Answer: We lost the majority of our participants in the golf event due to retirements by some members, lifestyle changes, some moved away, and some did not participate due to scheduling and availability problems. We can definitely do an event again, but most likely on a smaller scale, possibly at different courses, and with some new golfers. If someone wants to host an event, we can publicize it given enough lead time to get a notice in the Badger Star.

- Driving events - Comment: Driving events were something we were told that our members wanted more of. We’ve done 2 Autocross events in the last three years, and the response was good, but not excellent. We could have used more participants each year, which would have allowed us to break even financially. Driving events take a long time and lots of efforts of several people to put on, so we don’t do them every year. When we heard that the Audi club was doing a winter driving event, we asked if our members could participate. By helping them to max out their attendance, it insures that they make out financially, and that makes it easier for them to do the event again.

This survey is something the national club would like us to do every six months, to gauge the likes/ dislikes of our members, which helps us put on events that are enjoyable and sought after for our members. I hope more of you will participate in the next survey, so we get a truer picture of what the club membership wants from this club.

Jerry Zajicek, President

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