

Feb/March 2015

# BADGER *Star*

Newsletter of the Wisconsin Section  
Mercedes-Benz Club of America

[www.mbca-wi.org](http://www.mbca-wi.org)



*2014 E-350 4MATIC Coupe*

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## *Upcoming Events*

- Chicago Auto Show - Feb 15
- Fish Fry Dining - Mar 20
- Spring Tech Session - April 11
- Defense Driving/Autocross - May 2
- German Fest - July 25
- Masterpiece Club Day - Aug 22
- Kemp Museum/St. Louis



## 2015 Officers & Board Members

<b>President</b>	<b>Bruce Hamilton</b> 608-754-6066 hamiltonCPA@sbcglobal.net
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<b>Past President</b>	Nancy Pearson 262-782-7960 npearson@wi.rr.com
<b>Regional Director Midwest Region</b>	John L. Ryan jlryan@kc.surewest.net

## Mercedes-Benz 2015 E-350

Mercedes-Benz's slogan for the 2015 E-Class is "Acts like a role model, looks like a supermodel". The E-Class in addition to its gorgeous styling offers the dependable 350 V-6, Blue-TEC clean diesel, Biturbo V-8 and a Gas-Electric HYBRID.

The 2015 E-Class sports many cutting edge standard and optional safety enhancements including DISTRONIC Plus adaptive cruise control, ATTENTION ASSIST®, active full LED headlamps (beam swivels as you steer), and PRE-SAFE PLUS (senses possible rear end collision).

The Insurance Institute for Highway Safety awarded the Mercedes Benz E-Class the 2014 "Top Safety Pick" among all German and US-built competitive sedans.

Suggested 2015 retail prices for the E-250 BlueTEC is \$51,800 and the E-350 4MATIC is \$54,800.

\*2014 E-Class Coupe is shown on the newsletter front page. Photo courtesy of Mercedes Benz Newsroom.

## Board Meetings

Board meetings are typically held in the Brookfield library on the second Thursday of every month starting at 7:00 pm. We encourage member attendance at these meetings and welcome any assistance that can be provided in the planning of club events. Recommendations for new activities or comments on prior events are always welcome.

## Advertiser Support

We appreciate the support of our advertisers and we ask our club members to support the advertisers in this publication. Please let these advertisers know that you are a club member when using their services. However, advertising in this newsletter does not imply approval of the products or services by this newsletter nor the officers or board members of this club.

## Benefits of Membership

Your MBCA membership entitles you to:

- Subscription to "The Star", a bimonthly magazine published by Mercedes-Benz Club of America
- \$500 off the best negotiated price of a New Mercedes-Benz
- Discounts on parts, service and accessories from participating Mercedes-Benz Dealerships
- 15% off parts from the Mercedes-Benz Classic Center
- Expert technical advice to help you maintain, service, condition, restore and repair your Mercedes-Benz
- And best of all, participation in the many events provided by your local Mercedes Club of America



## *President's Message*

I'd like to open these remarks by congratulating Frank Geracie on being named Member of the Year for our Section. Frank is our newsletter editor and a board member, and he has done an outstanding job of producing a top-quality newsletter on a regular schedule during the past year. Frank received his award at the Christmas Party and Annual Meeting December 7. Congratulations Frank!

Before we look ahead I'd like to take a minute and wind up 2014. It was a great year with a number of successful events, culminating in the Christmas Party and Annual meeting. Read about the party and annual meeting in Frank Geracie's article.

Along with all of our events in 2014, we revised and approved the Section's By-Laws, and thanks again to Jim Loseke for chairing the review & update. 2014 also saw the Section start using e-mail to announce upcoming events and we also began implementing online registration for events as an alternative to paper reservation forms.



Bruce Hamilton

It's been cold & snowy the past two months, and if you're like me your thoughts are already turning to spring and our great schedule of events coming up in 2015. Our 25<sup>th</sup> Annual Bus Trip to the Chicago Auto Show will be Sunday, February 15. Yes, the 25<sup>th</sup> anniversary of this very popular event and thank you to Bob Turzник for organizing it once again.

March 20 is the date of this year's Friday Fish Fry and you can check out the details elsewhere in the newsletter. The Spring Tech session at Black Forest is scheduled for April 11.

Our big event is the Regional Autocross & Defensive Driving course on Saturday, May 2, to be held at Elmbrook Church in Brookfield WI. Advertising is appearing in *The Star*, MBCA's national publication and we expect members from sections all around the Midwest to attend. We desperately need volunteers to help make this event a big success, so please consider helping that day. If you're interested in helping, please contact either Nancy Pearson or myself. If you don't live in the Greater Milwaukee area, your Section has reserved a block of rooms at the Midway Hotel & Suites in Brookfield, the same location as our recent Christmas party.

Other events already scheduled include German Fest, Masterpiece Club Day and the 2015 Fall Color Tour. We are also planning other events not yet on the calendar, including a D2D in conjunction with a visit to the Historic Auto Museum in Roscoe, IL, just across the border from Beloit WI.

Put all these upcoming events on your calendar NOW and stay tuned as more information follows.

We're still looking for other ideas or suggestions for additional 2015 events. Whether it be a Drive-2-Dine venue or other event, please don't hesitate to contact myself or any of the other board members.

Would you be interested in a weekend trip to St. Louis MO to visit the Kemp Auto Museum coupled with a visit to Busch Stadium for a Brewers/Cardinals baseball game? The Kemp Museum houses one of the finest collections of Mercedes-Benz vehicles in the world, and we're gathering information about such an event with help from the St. Louis Gateway Section. If you're interested in such a trip or would like to help in the planning, please let me know.

*Continued on page 4*



## President's Message *Continued from page 3*



Finally, I would like to recognize some membership milestones. Did you know that your Section has :

8 members with 15 years membership, including Jim Loseke

20 with 20 - 25 yrs, including Jerry Zajicek, Frank Lubinski & Dan Heltenberg, and Bernd Kampe is very close to 20

15 with 30+ years, including Nancy & Dean Pearson with 37 years, 3 with 39 yrs membership and James Stearns with almost 42 years

Wow! What a commitment to the Wisconsin Section!

I'd be remiss if I didn't also recognize our newer members, including our newest members Hannah Zimmerman & Dan Lauffer. The Section has 66 members with less than 2 years of membership, so we're well positioned for continued success.

THANK YOU to everyone for being a member of this Club. Your interest and participation is what makes this organization successful. I'd love to hear from you; your comments and suggestions are always welcome.

I look forward to seeing you at an upcoming Wisconsin Section event.

Bruce Hamilton



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## *Upcoming Events*

<i>Date</i>	<i>Event</i>	<i>Host</i>	<i>Telephone</i>	<i>Email</i>
Feb 15	Chicago Auto Show	Bob Turznic	262-251-2243	bobt@atpllc.com
March 20	Fish Fry Dining	Frank Lubinski	414-352-2912	frank_lubinski@sbcglobal.net
April 11	Spring Tech Session	Michael McKinney	414-228-4899	michael@blackforestllc.com
May 2	Defensive Driving/ Autocross	Nancy Pearson	262-782-7960	npearson@wi.rr.com
July 25	German Fest	Nancy Pearson	262-782-7960	npearson@wi.rr.com
Aug 22	Masterpiece Club Day	Frank Geracie	262-825-7496	fgeracie@wi.rr.com

*Additional events for 2015 include a D2D trip to the Illinois Auto Museum in Roscoe IL, a trip to the Kemp Auto Museum and Busch Stadium in St. Louis MO (Sept 26), Starry Nights Drive-N-Dine (July), Fall Tech Session and Fall Color Tour. Information on these events will be provided in future newsletters.*



# Club Christmas Party



Our club Christmas Party was held on December 7 at the Best Western Midway Hotel in Brookfield. The attendees, numbering over 35 enjoyed a delicious Champagne and Wine Brunch. After brunch, our Club President Bruce Hamilton combined a monthly board meeting with a discussion of events for the coming year. These events include the Chicago Auto Show, Spring Tech Session, Kemp Auto Museum in Chesterfield MO, Defensive Driving/Autocross, German Fest and Masterpiece Club Day, among others. After Bruce's review of upcoming events, board and club members discussed other topics of timely interest.

Jim Loseke discussed changes to our club by-laws. Jim mentioned that the changes are to make our club by-laws follow the national club by-laws. A vote was taken to accept the changes to our by-laws and it was accepted overwhelming by the club member attendees.

Bob Turznik discussed how our club can support our veterans at the VA Medical Center in Milwaukee. Bob talked about a Christmas tree in our dining room that was decorated with cards that members could select. Each card had a small gift that a club member could send to the VA Center. Members with an interest in participating were asked to select a card from the tree. Bob also discussed that our club is considering taking a group of veterans to a Bucks game.

Club finances were briefly reviewed by Frank Lubinski. Dean Pearson followed with a discussion on how club members can sponsor drive-to-dines. Dean mentioned that it is a way for members to provide an event that is easy to setup and enjoyable for the attendees.

Bruce Hamilton informed the club members that he has been in discussion with the St. Louis Gateway Mercedes-Benz Club about a possible trip for our club to the Kemp Auto Museum in Chesterfield Missouri in Sept. This museum focuses on the history of the European automobile. Bruce mentioned that he is trying to tie this event with a visit to Busch Stadium to attend a St. Louis Cardinals versus Milwaukee Brewers game.



*Club President Bruce Hamilton discusses upcoming events for 2015*



*Club VP Jim Loseke reviews club bylaw changes*



Bruce announced that board members Frank Lubinski and Frank Geracie have been reelected to the board. Bruce also announced that the board had voted Frank Geracie 2014 Member of the Year for his work on generating the club newsletter.

The Christmas event ended with Bruce Hamilton thanking Bryan Loser of Mercedes-Benz of Elmbrook for the Christmas Party gifts, Dean Pearson for the e-blasts he generated throughout 2014 and Nancy Pearson for the back scene support she has provided on so many club events.

*Frank Geracie*



# *Friday Fish Fry*

## **Wisconsin Machine Shed Restaurant**

**Friday, March 20, 2015**

**Social Hour 6:00pm**

**Dinner 6:30pm**

Hosted by: Frank & Cathy Lubinski

414-352-2912

Frank\_Lubinski@sbcglobal.net

Address: N14 W24145 Tower Place, Pewaukee WI

Directions: I-94 to Exit 294, Pewaukee Rd. Go north  
Turn left on Tower Place (Mobil station) to Wisconsin Machine Shed

*Featuring: Fried or baked cod, potato salad, vegetable,  
coleslaw, rolls & bread  
Served Family Style -- All You Can Eat  
Includes non-alcoholic beverage. Cash Bar Available*

### Friday Fish Fry Reservation Form

### Reservation Deadline - Tues March 17

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

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

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

Make Check Payable to: MBCA - Wisconsin Section Qty \_\_\_\_\_ Diners @ \$16.50 ea \_\_\_\_\_

Mail to: Frank Lubinski, 1007 E. Glenbrook Rd, Bayside WI 53217

Includes tax & tip



# 10<sup>TH</sup> ANNIVERSARY SPRING TECH SESSION

Saturday April 11 ♦ 10am - 3pm

**Register now for everyone's favorite annual event!**

Join us at Black Forest for our 10<sup>th</sup> consecutive Spring Tech Session. Enjoy a fun and informative day of car talk, presentations, food & drink, door prizes and plenty time to socialize.

**Starting time: 10:00 am**  
**Lunch served at 12:00**



**Our special guest:**

**JOHN R OLSON**

**Publisher of the SL Market Letter**  
**Author of The SL Experience**

John's presentation topics will include:

- 1) His thoughts on the recent big jump in collector car prices, with 10 "can't fail" picks for collectible Mercedes-Benz classics.
- 2) A detailed walk-around of the unthinkable: his dream car realized. Complete after years of development, John's one-off 1960s 300SE coupe features modern AMG power, multi-link suspension, ABS, SRS and more! Co-creator Chris Olsen of Performance ASC will be here as well to present their finished project.

# BLACK FOREST

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www.blackforestllc.com



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Name(s) \_\_\_\_\_

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City, ST, ZIP \_\_\_\_\_

Number of reservations \_\_\_\_\_ x \$15 = total enclosed: \$ \_\_\_\_\_

**Kindly observe our registration deadline of Monday April 6, 2015**



## Defensive Driving and Autocross

**Saturday, May 2nd, 2015**



Wisconsin Section—MBCA Regional Driving Event

NW Parking Lot of Elmbrook Church, 777 N. Barker Rd,  
Brookfield, WI 53045 (Exit 297south from I-94)

*Reservation Deadline:*

*April 19th, 2015*

**Make Yours  
NOW!**

### WHAT TO EXPECT...

*Many first time participants are understandably concerned about wear and tear on their vehicle or think this will be a race. It is not a race and everything is done in a controlled manner. The maneuvers you will learn are taught by qualified instructors and all within the capability of the vehicle. The idea is to make you aware of them. The speeds involved are quite low and no one will make you drive fast. **Teen Drivers are Encouraged to Attend.***

### SCHEDULE...

- 7:30AM On-Site Registration & Vehicle Inspection
- 8:00—11:30AM Defensive Driving
- Lunch: Buffet, On-Site
- 12:30—4:00 Autocross
- Wrap-Up: Issue Certificates

**Member FEES: Pre-registered Car & Driver \$50. 2nd Adult \$35, age 16-21 \$25  
Registration at Event add \$10 to above rates. Non-member Car & Driver \$100  
(includes 1-yr family membership to MBCA.)  
All Drivers must be your immediate family.**

Use Registration Form below via mail or On-Line Registration at web site: [www.mbca-wi.org](http://www.mbca-wi.org)

#### Wisconsin Section MBCA Regional Driving Event Registration Form

*Advance Deadline is April 19th, 2015*

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

MBCA # \_\_\_\_\_ Hm Phone: \_\_\_\_\_

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

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

City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ *Bring it along!*

Vehicle Make: \_\_\_\_\_ Yr \_\_\_\_\_ Model \_\_\_\_\_

2nd Vehicle Make: \_\_\_\_\_ Yr \_\_\_\_\_ Model \_\_\_\_\_

Assoc. Member: \_\_\_\_\_

**Checks payable to MBCA-WI Section can be mailed to:**

Other Driver(s)/age: \_\_\_\_\_

**N. Pearson, PO Box 650, Brookfield, WI 53008-0650**



# Defensive Driving and Autocross

Wisconsin Section—MBCA Regional Driving Event



## HOTEL ROOMS AVAILABLE...

MIDWAY Hotel and Suites, Brookfield, WI [www.midwayhotels.com](http://www.midwayhotels.com)  
 1005 S Moorland Road, Brookfield, WI 53005 262-786-9540  
 A Block of Double Rooms Reserved @ \$99/night mention MBCA  
 (All major hotel brands are in the area .)

**May 2nd, 2015**

## MORE ON THE DAY...

### 7:30AM ON-SITE REGISTRATION AND VEHICLE INSPECTION

### 8:00— 11:30 DEFENSIVE DRIVING

The purpose of this activity is to increase driver awareness and confidence in dealing with emergency situations. A brief classroom session will be conducted on the principles behind emergency maneuvers and driving techniques. After that, with one-on-one defensive driving instruction, we will use several mini courses to practice maintaining car control. Participants will use their own cars.

Frank and Mary Alice Cozza, MBCA's nationally acclaimed driving instructors, will direct this all-day event. Certificates will be issued upon completion. Members, Associate Members, and their families (including teenage drivers) are all encouraged to attend.

You won't be bored. There is a lot to see and do. There are many simple volunteer positions needed during the running of this event. All participants will be asked

to volunteer for track duties when they are not scheduled to be driving.

Teen Drivers are Encouraged to Attend

**LUNCH** A full buffet lunch is included with participant registration. Additional lunches for non-drivers can be ordered, as well. Bottled water, soda and cookies are included. This will be served indoors, right on the grounds so we can get the maximum driving time.

### 12:30 — 4:00 AUTOCROSS

An autocross is a low-speed event on a course designated with flexible pylons. The objective is to traverse the course as quickly as possible without striking any of the pylons. The design of the course greatly limits the speed. Instructors will be available for practice and timed runs. Prizes will be awarded for the best times in various classes of cars. Helmut use is

highly recommended, but not required for the event.

*Prepare your vehicle in advance.*

*Empty out the trunk and anything loose in the interior. Have tire pressures set (cold) to factory-specs and make sure lug nuts are correctly torqued. Obviously, you want your car in good condition. There will be a brief tech inspection to look for possible vehicle defects that may affect your safety. Keith Powers of Black-Forest will coordinate this for us.*

Please see this event on the web site: [www.mbca-wi.org](http://www.mbca-wi.org) and a link for On-Line Registration or contact Nancy Pearson via email: [npearson@wi.rr.com](mailto:npearson@wi.rr.com) or phone 262-782-2960 for addition information.

Wisconsin Section MBCA Regional Driving Event Registration Form

*Advance Deadline is April 19th, 2015*

**PAYMENT**

Qty \_\_\_ Car & Member @50 = \$ \_\_\_\_\_ (Lunch included for all drivers.)  
 Qty \_\_\_ Assoc Member @35 = \$ \_\_\_\_\_  
 Qty \_\_\_ Add'l Drivers @ 35 = \$ \_\_\_\_\_  
 Qty \_\_\_ Age 16-21 Drivers @ 35 = \$ \_\_\_\_\_  non-member add \$50 membership fee  
 Qty \_\_\_ Extra Lunches @ 12 = \$ \_\_\_\_\_  
 TOTAL \$ \_\_\_\_\_



## Chicago Auto Show - Feb 15

The 2015 Chicago Auto Show is the nation's largest and longest running auto show. The Club bus trip will be held on February 15. The bus trip is sold out. Boarding is from 8:40 to 9:00 am in Milwaukee and 9:30 am in Racine, regardless of weather. The pickup point in Milwaukee will be at the Hales Corners Park-n-Ride lot at the intersection of I-43 and Hwy 45. Pickup in Racine will be at the Park-n-Ride lot at the intersection of I-94 and Hwy 11. The return bus leaves Chicago at 3:45 pm and is expected in Milwaukee between 5:30 and 6:00 pm.

Host for this event is Bob Turznik  
262-251-2243/bobt@atpllc.com

## German Fest - July 25

The MBCA - Wisconsin Section is planning an event at German Fest this year. The event will be held on Saturday, July 25. Tentative plans include a catered noon luncheon in a VIP area, similar to last years successful event. Watch for more information in the next Badger Star or on the Club website.

Hosts for this event are Dean and Nancy Pearson  
262-782-7960/npearson@wi.rr.com

## Milwaukee Masterpiece Club Day - Aug 22

Milwaukee Masterpiece will continue its tradition of presenting Club Day on Saturday, Aug 22 and Masterpiece Concours d'Elegance on Sunday, Aug 23 at Veterans Park on Milwaukee's lakefront. On Club Day, local and regional car club members including our Wisconsin Section of MBCA will be displaying their favored marques.

Milwaukee Masterpiece announced that proceeds from the 2014 activities allowed the organization to donate \$37,500 to local charities. For 2015, the beneficiaries of the Masterpiece event will be the Autism Society of Southeastern Wisconsin, Boys & Girls Clubs of Greater Milwaukee and Meta House.

Additional information on MBCA - Wisconsin Section's participation in this event will be forthcoming in the next issues of the Badger Star.

Host for this event is Frank Geracie  
262-825-7496/fgeracie@wi.rr.com

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