



Mercedes- Benz Club of America

Star Bulletin

San Diego Section Newsletter

More than a Car Club. We're a Community. ™

May 2018

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Is your membership due for renewal?
Don't let it expire and miss out on the fun we have in the MBCA - San Diego Section

OUR WORLD, OUR HERITAGE

EVENTS SCHEDULE AND SPECIAL ANNOUNCEMENTS

MERCEDES-BENZ AUTOMOBILES DRIVEN BY OUR LOYAL MEMBERS.



The Mercedes-Benz featured here is usually a rare vintage, futuristic or other exotic Mercedes-Benz. The car most of us drive is a "sensible" family automobile. What we forget or really didn't think about it; these family Mercedes-Benz are engineered just like those other Mercedes-Benz we OOH and AAH over and perhaps even covet a bit, and

have the same engineering and racing heritage as those Mercedes-Benz. The genetic make of a Car Guy or Car Gal, which kicks in around the age of 11 or 12, is we want the mostest, bad, a--, belch fire machine within a 40 mile radius. It should also look "cool" as the kids used to say. We most likely will follow that instinct the rest of our lives going for that "machine" constrained only by the bank account, usually but not always, family requirements, and sometimes even common sense, what ever that is. By the way a 0 to 60 time is not what it's cracked up to be. My 1951 Olds 98 could do 0 to 60 in about 12 seconds as I recall. The car I drive now is under 5 seconds. The Olds was a lot more fun especially when you were besting a bunch of sorry A Ford products. The newer car is boring and uneventfull. That carries through to the quarter mile time as well. Point is, enjoy the machine you have now, because you may never reach that goal your genetic make-up is pushing you toward. Think about it, we buy an AMG C6xx something or what ever and don't ya know it, a year later they come out with a more badder, mean machine than ever. There we go again chasing the bouncing ball and ain't it fun?

WHAT WE HAVE TO LOOK FORWARD TO...

May 17: Coastal Tour by Rudy Hradecky. Page 5

June 16: San Juan Capistrano Tour by Michael Cooper. Page 6

July 14: Rallye and Picnic by Steve Ross. Page 6

May 24: Encinitas Cruise Night for Mercedes-Benz. Page 10

WE WENT TO THE BALL GAME



Yes, we went and watched the Padres beat the San Francisco Giants. We had Peanuts and Crackers Jacks, Hot Dogs, Beer, Soda, Pretzels and various other yummy things that folks eat at a ball game. It also was Military Appreciation Day. There was a colorful opening ceremony with the Navy, Marine, Army, Air Force, and Coast Guard units represented. The U.S. Navy Seals Parachute Jumping Team, "The Leap Frogs", made their grand entrance from 5,000 feet, landing in stadium. Navigating down between all the downtown buildings must have been rather thrilling – it certainly was for the spectators!



There really isn't a whole lot of room for error for these jumpers. I am sure the air currents change as they enter the protected area of the stadium. I was given the opportunity to jump out of an airplane once and I chose to stay with the airplane. In that case I may have lucked out.



Some of us had the experience of riding the San Diego Trolley from Fashion Valley to the Petco Park and that was fun too. If you are going downtown, riding the trolley from Fashion Valley is a good way to get there. A one-way ticket is a \$1.50 and \$1.25 for seniors. That's a great savings considering the parking downtown is from \$10.00 and up.



The early arrivals, in Padres gear is Brian Kruse, behind L to R: Carol, Debbie, Paul, and behind them President Victoria and Steve

By the bottom of the second inning the stadium was about three quarters full, increasing with fans every inning. It was a very good game with a lot of hitting and scoring and, best of all, the Padres won!!



TREMBLE CLEFS CAR SHOW

S. Ross

The Mercedes-Benz Club and Packard Club participated in the 2nd annual Tremble Clef's Car Show Fundraiser with several automobiles. This event has quickly become one of the better car shows in the county. This is quite an accomplishment considering this is only their second year. No "canned music" at this show. There was a string trio, a rock band, and the Tremble Clef Choir entertaining us throughout the day. In addition, two opportunity drawings gave us the chance to win some really nice prizes.

The Tremble Clef Association has expressed their appreciation to our club for being instrumental in making the first year's car show a success. This gave them the inspiration to continue again this year. They plan to make this car show an annual event. Give this show a try next year.



The line up from left. Diana's purple Camero, Brian's red 190SL (Ruby Bagonia), Joanne's white SLK and Carol's 280SD Coupe (Ms. M)



Some Packards showed up as well L to R: the Schauer's 1934 Touring Sedan, Buttercup, and Tom O'Hara's 1934 Dietrich Sedan Convertible.



Rudy Hradecky, Board Director of our club and the Chairman of the Tremble Clef passing the word on "What's Happening." Rudy had a large staff of volunteers and they ran this car show like a well-oiled machine.

What is nice about this car show is that it is perhaps more enjoyable than some; the venue has the use of a large auditorium, air-conditioned with seating for approximately 50 people. This is perfect for the awards ceremony, particularly on a hot day. The food was reasonably priced; there was a variety of entertainment, drawings for many very nice items and the ever popular 50/50. Oh, and yes, there

were cars there of every make, model, and configuration. The selection of hot rods was excellent and the quality of workmanship was outstanding. There also were some Rat Rods that were very well done. I know, how can a Rat Rod be well done? There were a variety of "things" from every conceivable car or other hardware made for an interesting piece of machinery that looked weird but ran and sounded bad and belched fire. There was an original '60s era Camaro that was tired looking but proud with its rust and all. And a lot of Pickups - most were tricked out and there was one very nice Ford F-1 that was restored to original.



This is a Z28 Camaro that is decked out to the MAX. It was overdone a bit but well done. The owner is a Navy Chief Petty Officer from Louisiana. It was an award winner.



Save the Date - Saturday, May 26, 2018 COASTAL TOUR DRIVE, WITH A MYSTERY TERMINATION POINT



This will be a casual drive along the beautiful coastline of San Diego with a spirit of adventure and the unknown. Rudy and Cheryl Hradecky are our Tour Directors.

Here is the scoop. We will meet at Yanni's Bar and Grill located at 12015 Scripps Highland Drive, San Diego, CA 92131. Meet in the parking lot at Yanni's at 9:30 am, Just off the I-15 at Scripps Poway Pkwy Mercy Road exit. This photo was taken at night; we will **NOT** be meeting there after dark. We will go from Yanni's to the coast and head north.



Here are some of the places we may see.

After a pleasurable, fun filled drive along the coast, we will stop at a location provided at Yanni's. After lunch perhaps you may want to stroll on the beach and experience the ocean breeze.



THIS IS A GREAT OPPORTUNITY FOR A "TOP DOWN" LEISURELY DRIVE ALONG THE SCENIC BY-WAYS OF SAN DIEGO COUNTY

A PHOTO FROM OUR LAST COASTAL RUN.

WHAT: Coastal Driving Tour

WHEN: Saturday, May 26, 2018 @9:30 am

MEET AT: Yanni's Bar & Grill, 12015 Scripps Highland Drive. San Diego, CA 92131
Make reservations with Rudy Hradecky by May 24, 2018 at sdrudy@earthlink.net

FUN THINGS ARE COMING UP WITH THE SAN DIEGO SECTION

In June we are going up the coast to San Juan Capistrano, yep, the place where the Swallows return every year. This is being planned and orchestrated by Michael Cooper. The planning is under way as we speak so be ready for some fun in June.



It has been suggested that we may ride the train. In any case, this is a beautiful and historic part of our California history. There are many boutiques, antique shops, and some nice places to enjoy great food. Stay tuned for more details – a visit to the Mission?



July is our ever popular popular American Heritage Rallye. Decisions have not been made, as of yet, as where to go. North County, South County, West County or East County. If you have a preference, please let the Rallye Master know and maybe you can have it your way. Send your ideas to: inewsx@sbcglobal.net

This is fun drive and you will have the opportunity to show off your vast knowledge of our nations history. Yes you can use Google if you think it will help.

WE WILL BE HEADING FOR THE LEGENDS OF THE AUTOBAHN AND THE MONTEREY WEEK EXPERIENCE



The date for Pebble Beach this year is starting on August 26. It was moved to a later date in August due to a conflict. Save the Date!

If you plan on going, please let a Board Member know and we can coordinate a caravan or two.

PACKARD, STUDEBAKER, AND MERCEDES-BENZ

S. Ross

There are many car people including Packard, Studebaker, and Mercedes-Benz folks who are not aware that all three of these automobiles were once sold by the same dealerships namely the Studebaker-Packard Corporation. My sources for this article are taken from Hemmings, the September 1956 issue of Sports Car Illustrated, articles in Mercedes-Benz *Newsletters* and anecdotal accounts.

Packard was looking for someone to merge with, as was Studebaker. Packard had considered a deal with Nash but the deal fell through for various reasons. Financially the buyout of Studebaker by Packard was a mistake as due diligence was not undertaken by Packard. In 1954, on paper, Packard bought the name and assets of Studebaker as well as several other businesses that were bought and sold or spun-off along the way. In 1956 Studebaker-Packard made a deal with Curtis-Wright aircraft engine builders in order to get military contracts. Defense contracts kept Packard and Studebaker in the black when the automotive end of the business was not doing so well. As part of the Curtis-Wright deal Studebaker-Packard (SP) took over North American distribution and sales of Mercedes-Benz (MB) automobiles. MB profited by gaining access to the large dealer network of SP, which at the time, was the fourth largest automobile manufacturer in the U.S. SP gained respect from the selling the highly respected luxury brand of MB.

The deal between MB and SP created a flurry of articles, speculation, and blatantly untrue statements. The September 1956 issue of Sports Illustrated published an article about the then new Mercedes-Benz Model 190SL. The title of the article was *ROAD TEST of THE MERCEDES DETRIOT MAY BUILD*. It was touted as a high performance car, which it was not by 1956 standards. To quote Sports Illustrated "not since the Steinway piano people made a Mercedes under license in 1904 has a car bearing the three-pointed star been manufactured in this country. Now some two years over a half-century later, Mercedes cars will again roll from American assembly lines. Certain licensing rights in this country have for some time been held by Curtis-Wright corporation and now that the Studebaker-Packard Corporation has taken over by Curtis-Wright, these those rights plus others will allow the aircraft engine firm to produce some varieties of the Mercedes line, using Packard's excellent manufacturing facilities (at that time the Packard plant in Detroit was still in operation). These will allow enough quality control features to satisfy even the men from Stuttgart. C-W President Roy Hurley's own enthusiasm coupled with the fact that the Mercedes 190SL is the most popular line of the Daimler-Benz line in the U.S. make it an almost certainty that the sleek little convertible will have a healthy portion of the plant. Although the earliest versions of the 190SL to reach American customers had several bugs, these have been completely designed out of the latest model. Here then is Griff Bergeson's report on the car that may well be rolling from Detroit production lines within a year. Obviously that never happened. Could it be that Curtis-Wright used the proven capability of Packard to build precision engines based on their successfully building Merlin aircraft engine for the P-51 Mustang and British Spitfire? I am sure the Germans were well aware of the reliability and performance of these engines, which may have influenced their decision to go with Packard. It makes one wonder if all of this was publicity hype to bolster the corporate image, reputation, and financial future, I think so.

A short article in a Mercedes-Benz Club *Newsletter* said the contract between SP and Mercedes-Benz forbid Packard from building any automobile that would compete with the Mercedes models or price range. The 190SL in 1956 was priced at \$5,788.00 for the fully loaded model. The Mercedes Sedan the 220a and 220S sedans were selling for \$4,170.00 and \$4,494.00 respectfully. The Packard had models that would be in competition price wise. Packard was negotiating with Facel Vega to use the Packard V-8 and running gear for the Facel Vega automobile. Mercedes-Benz said they would pull out if Packard proceeded with the Facel Vega deal. It sounds as if this may have been what the MB article was referring to. The impact of Packard not being able to build more cars at the Detroit plant must have contributed to closing down the facilities in Detroit. As we know Facel Vega went to Chrysler for their engine and chassis.



1956 Mercedes-Benz 220S and a 190SL

The 1956 Packard Patrician was priced between \$4,000 and \$5,000. Considering the mindset of the American car buyer in 1956 which car do you think they were going to buy? The much smaller, dated pre-war body style Mercedes or the Packard Patrician. Where I came from that was a no brainer. The Packard would have been a huge distraction for Mercedes in 1956. The Facel Vega, pictured next to the Packard, would have been less a distraction than the Packard, I think.



1956 Facel Vega

1956 Packard Patrician

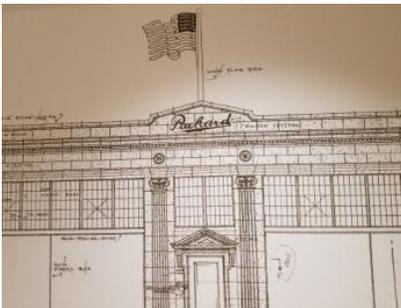


Studebaker-Packard was not about to give up on the image of Mercedes-Benz and their increasing success in selling cars while their sales continued to drop. The photo on the left was SP's last futile attempt to cash in on the three-pointed star. Daimler-Benz put the squash on that idea but not after SP had placed it on a few thousand Studebakers.

The once king of the highways and prestigious Packard brand was dropped in 1959. Studebaker settled on selling Studebakers and Mercedes-Benz until 1963 when Studebaker finally succumbed to unforgiving economics and moved to Canada to make its last stand and finally went the way of buggy whips, Peerless, Pierce Arrow, Franklin, Auburn, Duesenberg, and other prestigious automobiles. During the period from 1956 to 1963 Mercedes-Benz had grown dramatically and the Studebaker sale force had become well versed in selling Mercedes-Benz. Mercedes-Benz did not want to continue their association with the SP's sinking ship. Mercedes paid SP a 3.75 million dollar buyout for the remainder of its distribution commitments to Studebaker. Mercedes-Benz established Mercedes Benz of North America as a separate company. It offered dealership franchises to many of the Studebaker dealerships who were aware of Studebaker's impending fate. How could they not be aware of the impending fate? The result of this was many of the oldest and most prestigious Mercedes-Benz dealerships in America started out selling Studebakers and Packards. Mercedes Benz of North America is now known as Mercedes-Benz of USA (MBUSA) and has its headquarters in Atlanta, GA. I have been to three former Packard and Studebaker dealerships that are now selling Mercedes-Benz. Two of them started out as Packard dealers very early in the 1900's.



One is the Orrin B. Hayes Dealership in Kalamazoo, MI. The original family still owns the business. They built the building and started selling Packards in 1919. As with most Packard dealers, in those days, the building was very up to date and many were designed by Albert Kahn who designed the Packard Automotive building in Detroit. This building in Kalamazoo looks like a Kahn, but according to the drawings it is not.



Original drawings of the building cover the 40 ft. hallway.



The Orrin B Hayes family circa 1992 - based on the Mercedes in the photo.



The building today



This is the front door facing the street. Note the original tile floor and still looking good.



THE YEAR IS 1928

Herbert Hoover is president, the first television picture is broadcast, Mickey and Minnie Mouse first appear, the first Academy Awards are presented, the world's first building is air-conditioned, Penicillin is discovered, the first appearance of sliced bread AND most importantly the Stahl Packard dealership opens in Monterey CA. In 1928 Mr. William Stahl became the franchise dealer for Packard Motor Cars located at its current location on 498 Fremont Street in Monterey, California. Stahl Motor Company is still owned and operated by the Stahl family. Mr. Bill Stahl is the current President and his son Michael Stahl is positioned to be the third generation to take over this 90 year-old family owned automobile dealership



Stahl Motor Company is the same today; they don't sell Packards anymore, but do sell another world-class automobile, the Mercedes-Benz. Their transition was made from Packard, to Mercedes-Benz. They began selling Mercedes-Benz in 1957 and are the oldest Mercedes-Benz dealer in the United States. The company is now called Mercedes-Benz of Monterey



William Stahl was the founder of the Stahl Motor Company. The Stahl family has resided in the Monterey area since 1849. He slowly passed on the day-to-day operations to his son Bill Stahl but he remained active until 1992, at the age of 92. William passed away in 1995

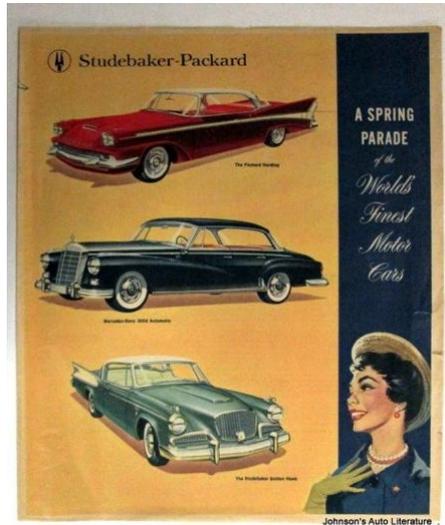


Bill Stahl the President of Stahl Motor Company. Bill started early in the automotive business, often working after school and weekends at the dealership. In 1965 he worked for three months on the Mercedes-Benz assembly line in Germany, so he truly got a taste of how a vehicle is manufactured. Bill graduated from USC on Friday in June 1968, packed up his belongings and drove back to Monterey and started working on Monday at the dealership. He is now very proud to have had his son, Michael Stahl, working with him at the dealership for several years. Mr. Stahl has been extremely helpful to our members who have had problems while in Monterey. It is the "go to place" in Monterey.



Mr. William Stahl accepting an award from Hans Van Wasmer, Mercedes-Benz of North America, Zone Manager in San Francisco.

Kurt Von Schuschnigg, Chancellor of Austria, visiting the Monterey Peninsula with a Packard made available from Stahl Motor Company.



Some Studebaker, Packard, Mercedes-Benz ads. Note the use of the word sophisticated and finest. Black and white photo shows a 190SL and a Golden Hawk. Ad on the left is from the New York Times



Here's something fun - the 1957 Astral show car from Studebaker-Packard. It was suppose to be atomic-powered and useful for exploring other planets. Not exactly showroom-ready. No telling where they got the money to build this mock-up unless they took up a collection among the employees or washed windshields on the streets of South Bend. This jewel of automotive excellence used to be on display at the Petersen Museum.

**ENCINITAS CRUISE NIGHT
MAY 17, 2018
ARRIVAL TIME BY 4:30PM**



Thursday night May 17 is Cruise Night in Encinitas. Charlie's Foreign has reserved the parking lot is for the Mercedes Benz Club and the Pagoda groups.

Call Bob Gunthorp @619-993-0184 or badwrench@7@cox.net if attending by May 15, 2018. There is a wide selection of exotic, vintage, and other Automobiles of interest at this very popular Cruise Night. Please arrive by 4:30 PM





Image in online promotional materials doesn't necessarily represent actual prize being won. Photo Credit: Mercedes-Benz USA.

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Personal classified ads (sale or wanted) are FREE exclusively for MBCA members. NO commercial or business sales allowed in the classified ad section.

Business advertising is available at competitive rates.

Please contact the Treasurer for latest ad rates.

If you want to place a personal ad in the "for sale" section e-Mail Steve Ross inewsx@sbcglobal.net

Please contact Steve every month to continue your AD

Welcome New MBCA Members San Diego Section

- Arnold Tormas~ No vehicle listed in rooster

A hearty welcome to all of our new members. We hope to meet you soon at one of our upcoming events. Please feel free to contact any of the Board Officers (listed on the front page of this Newsletter) with any questions, ideas, comments or concerns.

We are always looking for volunteers to help out with ideas, planning, and coordinating events.

If you would like to feature your Mercedes-Benz vehicle(s) in this Newsletter with an interesting story or photo, please submit in digital format via e-mail to

inewsx@sbcglobal.net

We would love to get to know you & your Mercedes-Benz
Come to an event and ask us how to obtain a FREE name badge. Maybe even a free beverage.



Can't wait to have a really "Cool" MBCA name badge? Here's how to order one: Go to the MBCA website www.mbca.org, log on, click on Store, click on MBCA Event Equipment Store and scroll down and click on the Name Badge. You are now in the order form.

Second method: Log onto MBCA website and enter Name Badge in the search box at upper right hand corner of screen, click on the Magnifying Glass icon and this will take you to the order form OR you may call 800-637-2360, ask for Anna McBride. She will take your order. All payments are made via credit card.

SEE YOUR AD HERE!

FOR MORE INFORMATION
ABOUT WHAT TO DO...

CALL
619-508-3925

WOMEN RACE CAR DRIVERS AND MERCEDES-BENZ

ERNES MERCK



In 1927 she ran twice at the Swiss Klausen race, which at that time, was by far the most popular but also most difficult hill climbing track.

There, she did not only challenge her husband Wilhelm, but also the legendary Rudolf Caracciola – the most successful German racing car driver before World War II. On the weekend of July 13th and 14th, 1927, Ernes ran the Klausen race in her 180-hp Mercedes-Benz Type S in the racing car class with the biggest cars ranging from a 5,000 to 8,000 ccm. Ernes Merck remained under the magical mark of 20 minutes and came in second. As a surprise to many, she repeated her success on the next day, outracing her husband, as well as several other renowned racing car drivers. The only driver that defeated her was Caracciola and his Mercedes-Benz. Even though she didn't win, Ernes Merck became a celebrity in the racing world. (Courtesy of Mercedes-Benz)



Hoehn

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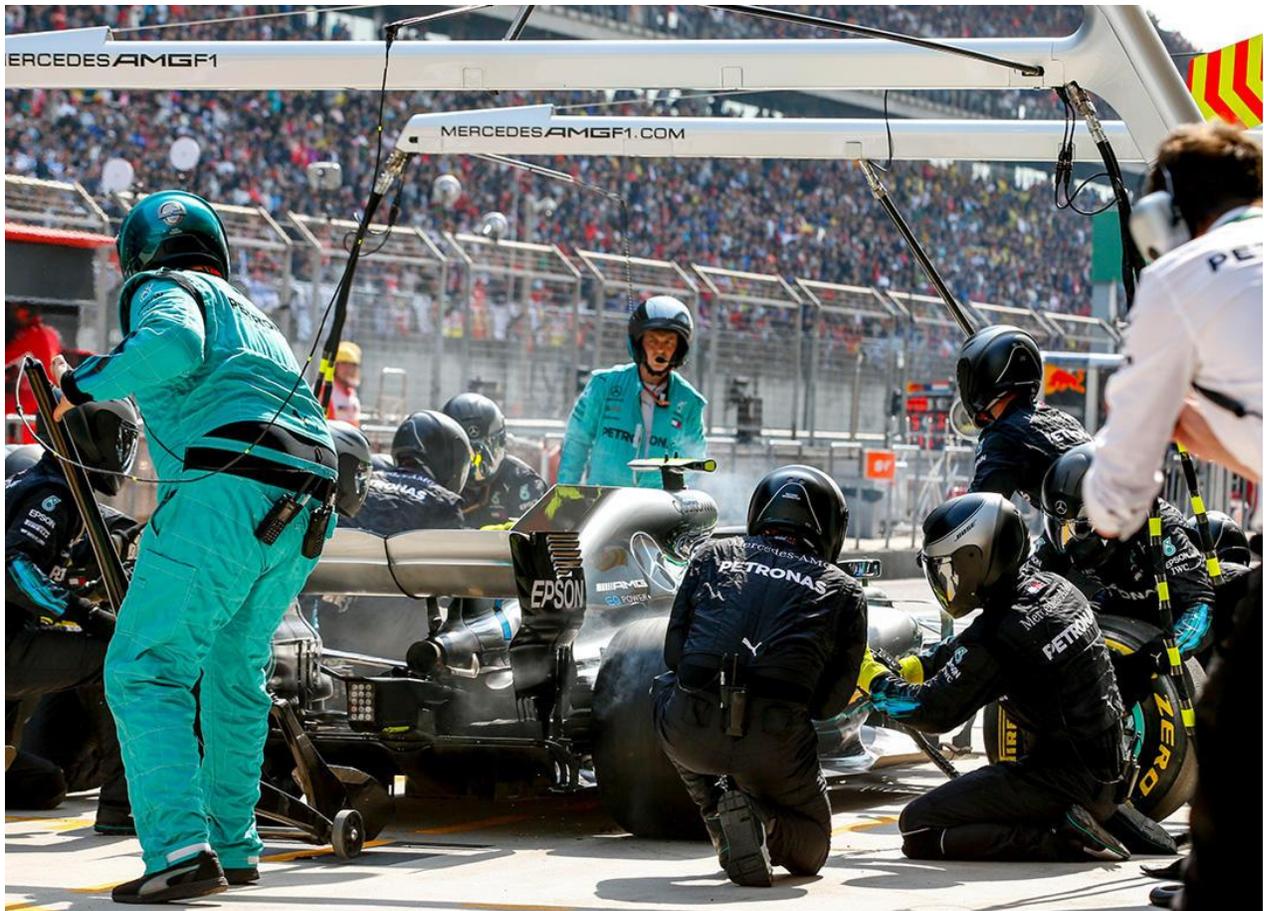
Corey Terry
ph. 760-757-7550
fax .760-757-0971

2018 Schedule of Events MBCA – San Diego Section

**Our motto "Have it your way, as long as it's FUN!"
Always remember...this is YOUR club.**

**New ideas or changes please contact a Board Member!!!
Note: All dates may be subject to change**

MONTH/DATE	PLANNED EVENT	DIRECTOR
Sat, May 26	Coastal Driving Tour	Rudy Hradecky, Director of Procedures
Sat, June 16	San Juan Capistrano	Michael Cooper, VP
Sat, July 14	Rallye - Pic-Nic	Steve Ross, Membership, Star Bulletin Editor
Wed-Fri, August 22-24	Pebble Beach Weekend	All
Sat, September 15	Roger's Garden, Corona del Mar	Joanne Barnard, Director of Spirits
Sat, October 13	Temecula Wine - Driving Tour	Steve Ross, Membership
Fri-Sat, November 9-10	Palm Springs Overnighter	Michael Cooper, VP
Sat, December 15	Christmas - Holiday Party	Diana Kruse, Secretary, Director 1st Impressions



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Next Board Meeting

Tuesday, May 15, 2018 6:30 pm

MERCEDES-BENZ OF ESCONDIDO
1101 W 9th Ave, Escondido, CA 92029

**Note: Our regular board meetings are scheduled
For the 3rd Tuesday of the month**

The board has occasionally cancelled meetings when there is a small amount of business that can be considered adequately by telephone or e-mail. If you are considering joining us at a board meeting, please call a board member first to make sure the meeting will take place as scheduled.



President's Message - May

**Happy May – Daylight savings time gives us more hours in our day to do fun activities.
We had a great time at the Tremble Clef Car Show & the Padres Baseball Game!**

The MBCA - San Diego Section represents a group of over 244 Mercedes-Benz owners and enthusiasts in San Diego County. Here, our Club members have a chance to meet others with similar interests and to participate in technical sessions, driving events, and social/family gatherings. Come join the FUN!

Mark your calendar for upcoming events listed on the 2018 Schedule of Events.

Browse the classifieds for local vendors that help support the club and the *Star Bulletin Newsletter*. Please invite someone you know to become a member! For more information contact Steve Ross at:

inewsx@sbcglobal.net

Enjoy each day - share it with kindness

Cheers, Victoria Mazelli, President MBCA - San Diego Section

**Members are encouraged to contact a Board Officer with suggestions or new ideas!
Please consider volunteering to help with an event – this is YOUR club!**