



# SAN DIEGO MIATA CLUB NEWS

VOLUME 1 NUMBER 1

MAY 1996

A CHAPTER OF THE MIATA CLUB OF AMERICA

## UPCOMING EVENTS



April 27  
Palm Desert Fun Run



May 7  
Wheels n' Meals  
Stuft Pizza



May 23  
Wheels n' Meals  
Boll Weevil



May 26  
Couser Canyon Fun Run



June 9  
Reservations at the  
Casino Fun Run



August 10  
Twilight Fun Run

### Key to Icons



Wheels n' Meals (Social)



Fun Run



Fun Run (Brisk)



Internet



Tech



Autocross

## President's Message

### Hello, and Thanks!

Hello fellow Miata enthusiasts and welcome to the first issue of the San Diego Miata Club's official publication. For now, *San Diego Miata Club News* is just the working title. Let's hear some suggestions from the membership for a permanent title. E-mail any board member or leave your suggestions on the club phone line.

Before getting into what has been happening since our meeting on March 31, I would like to shout a great big thank you to everyone that attended our inaugural meeting and became a charter member! We signed up 34 memberships at that meeting...amazing! As of this writing, we stand at 37 memberships! At least 4 additional applications have been sent out so we should soon see our membership total pass the 40 mark.

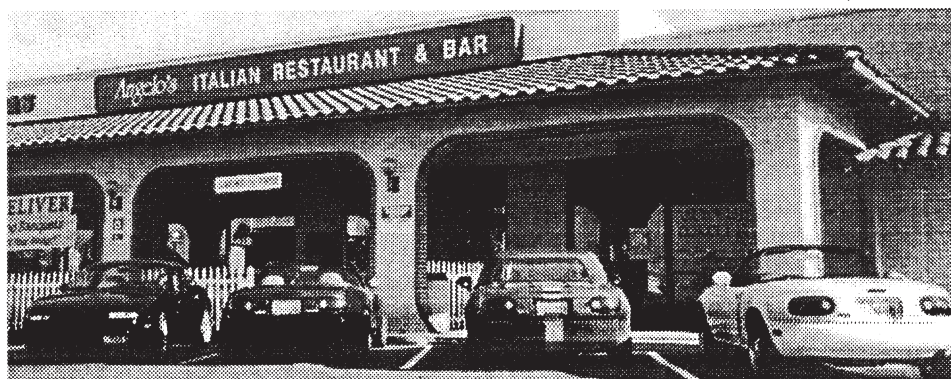
I also want to thank all of the hard-working volunteers that have been helping to get this club off the ground! Please watch for their names throughout this message. Without their help, this club would not be a reality! Thanks Gang!

### Highlights of the April 11 Board Meeting

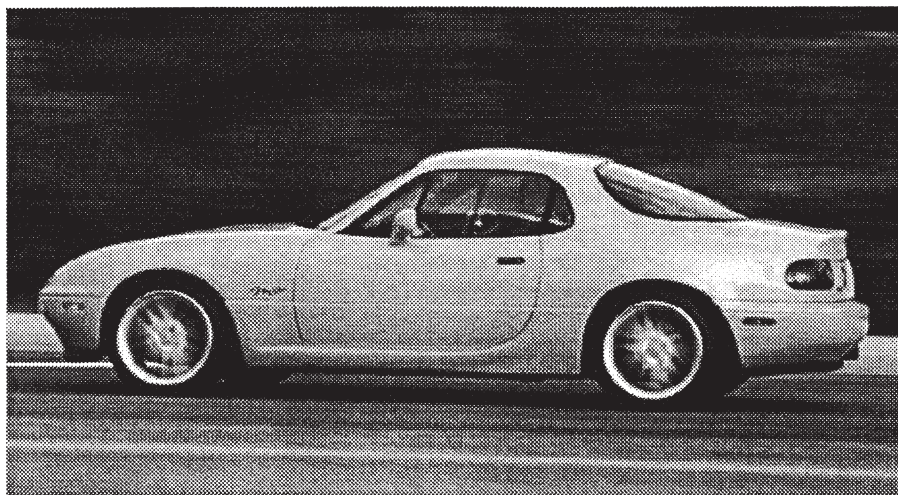
Treasurer Mary Beecher has been busy working on the club by-laws and articles of incorporation. We will be incorporating as a nonprofit organization. We need to get the necessary forms filed with the State so we can open a checking account in the club's name.

The board decided to take a "committee" approach to the newsletter. Robert "JTBob" Holland was appointed as our Newsletter Editor. JTBob will be responsible for collecting articles for the newsletter and making certain the newsletter is published in a timely fashion. Members Tom and Stephanie Gould presented the board with some samples of their work on various newsletters. Most impressive! It was unanimously agreed that Tom and Stephanie should be responsible for newsletter design and layout. You are holding

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## MAZDA MIATA M COUPE CONCEPT CAR MAKES WORLD DEBUT AT NEW YORK INTERNATIONAL AUTO SHOW



NEW YORK, April 3 /PRNewswire/ — Since its introduction more than seven years ago, consumers and automotive enthusiasts have wondered if Mazda would ever be able to top its stunningly successful Miata roadster. With the world debut of the Miata M Coupe concept car, Mazda has done just that — added a top to one of the best-selling sports cars of all time creating a stunning coupe. The Miata M Coupe will be on display at the Mazda exhibit at the New York International Auto Show, which runs from April 6-14 at the Jacob Javits Center.

The Miata M Coupe concept car was designed and built by Mazda's research and development facility in Irvine, Calif., to explore the potential of the Miata platform. There is ample historical precedent for the transformation from open roadster to closed coupe. In fact, many of the automotive world's most beloved sports cars have followed a similar development path, from the Jaguar XK 120 and E-type to the MGB and Triumph Spitfire.

The most noticeable aspect of the yellow mica M Coupe is, of course, its flowing roofline. The addition of the roof necessitated a reshaping of the rear decklid. The new decklid, along with the relocation of the spare tire to beneath the trunk, gives the M Coupe substantially more trunk space than the Miata roadster.

The door cutline of the Miata M Coupe sweeps upward in a graceful arc, echoing the lines found on Mazda's dramatic RX-7 sports car and on the Miata M Speedster concept car shown at last year's New York Auto Show.

Other features of M Coupe include a set of pop-up low-profile quad headlights, cross-drilled brake rotors, 16-inch alloy wheels with Dunlop SP8000 performance tires and a free-flow exhaust system.

Inside the Miata M Coupe, the seats have been covered with a suede-like fabric, highlighted by an embroidered "M" logo on each seatback. In addition, a leather and aluminum shift knob tops the gearshift lever and attractive charcoal carpeting covers the floor and rear cargo area.

Since its introduction, Mazda has sold more than 350,000 Miatas worldwide, making it today's best-selling two-seat roadster. In the United States, one out of every four sports cars sold is a Miata. The Miata has also spawned the largest single-model car club in the world, the 30,000-member strong Miata Club of America.

## BOARD OF DIRECTORS

### President

MARK BOOTH  
670-3789  
markb@adnc.com

### Vice President

CINDY PALOMA  
534-0968  
paloma@cs.ucsd.edu

### Secretary

RUTH STARK  
633-1218  
rfstark@aol.com

### Treasurer

MARY BEECHER  
549-6660  
74363.3510@compuserve.com

### Membership

"VOODOO" BOB KRUEGER  
486-4711  
72727.2340@compuserve.com

### Autocross

STEVE HART  
579-9093

### Newsletter

Editor/Webmaster  
ROBERT "JTBOB" HOLLAND  
546-8218  
robert@caliban.ucsd.edu  
Design and Layout  
TOM & STEPHANIE GOULD  
298-8605

## NOTICES

THE SAN DIEGO MIATA CLUB is an official chapter of the Miata Club of America. We are a non-profit organization whose purpose is to promote the enjoyment of —and enthusiasm for—the Mazda Miata.

*SAN DIEGO MIATA CLUB NEWS* is the monthly newsletter of the San Diego Miata Club. Use of articles or stories by other MCA chapters is hereby granted, provided proper credit is given.

**Submissions to the newsletter** are welcomed and encouraged. Did you just add a new accessory to your Miata? How about writing a review and submitting it to the newsletter? Where possible, please send your electronic submissions to the newsletter editor, Robert Holland (robert@caliban.ucsd.edu). Submissions can also be faxed to the club's dedicated phone line or mailed to the club's post office box. Submission deadline is the 15th of each month.

**Internet:** The San Diego Miata Club has established a dedicated World Wide Web Home Page at <http://mmdshare.ucsd.edu/sdmc.html>. The club has also established a members-only electronic mail list for those members with E-mail capability. If you included your E-mail address on your membership application then you should already be subscribed to the electronic mail list. If you recently acquired your E-mail account, please contact Cindy Paloma (paloma@cs.ucsd.edu) and request to be added to the electronic mail list.

Dedicated 24-hour voice/fax phone line:  
(619) 670-7948

### San Diego Miata Club

P.O. Box 2286  
Spring Valley, CA 91979-2286





## MEETING PLACES:

### Fun Run to Palm Desert

**Date:** Saturday, April 27

**Time:** 9:15 a.m. (Leaving promptly at 9:30 a.m.!!)

**Place:** North County Fair, under the large North County Fair sign parallel to I-15 (on the Sears side)

**Run Leaders:** Ruth and Lou Stark (633-1218)

Run should take approximately 2-2 1/2 hours, depending on length of time spent at rest stop.

**Lunch:** At Casaelas Cafe, 73-703 Hwy 111 in Palm Desert (Mexican food). They have an outside area that they will reserve for us.

Will need to know who is planning to go so we can call them a few days in advance for reservations (we'll phone that morning with a final number). Those coming should leave a message at 633-1218 or e-mail me at rfstark@aol.com.

After lunch, members can check out the shops in Palm Desert, Palm Springs or the Outlet Mall about 20 minutes away (with 100 stores). Or, at the same exit (Apache Trail), there's an Indian casino.

### Wheels n' Meals at Stuff Pizza

**Date:** Tuesday, May 7

**Time:** 6:00 p.m.

**Place:** Stuff Pizza, 10155 Rancho Carmel Drive, San Diego (592-7883)

Dino and Luigi at Stuff Pizza have reserved an area for us to meet and dine on their fine selection of Italian cuisine. Dinner entree prices range from \$6 to \$11 and they have 10 unique pizza combinations.

Important note: Please RSVP to the club line (670-7948) if you plan to attend. Dino needs to know how much room to reserve for our group.

### Wheels n' Meals at Boll Weevil

**Date:** Thursday, May 23

**Time:** 6:00 p.m.

**Place:** Boll Weevil, 9330 Clairemont Mesa Blvd. (at intersection of Ruffin Rd.), San Diego (571-6225)

Rick at Boll Weevil has reserved the patio area (enclosed) for our club. This particular Boll Weevil is a favorite meeting spot for several other car clubs. Great burgers at great prices!

Note: Please RSVP to the club line (670-7948) if you plan to attend. Rick needs to know how much room to reserve for our group.

### Couser Canyon "Brisk" Fun Run

**Date:** Sunday, May 26

**Time:** 10:00 a.m.

**Place:** Corner Deli and Liquor Store, 2600 Oceanside Blvd., Oceanside

**Run Leader:** Rainer Mueller (967-9100)

Run will last approximately 3 to 4 hours including a stop in Temecula and a brunch in Fallbrook. Figure on spending \$10/head including tip for the brunch. Also note that this will be a "brisk" run. I'll accept RSVP's via email (rmueller@msd.cts.com) or office phone at 967-9100. Maybe we can even do some photos.

This run will cover twisty/turny roads in north San Diego county and southern Riverside county. Also, the infamous Couser Canyon will be included to put a smile on the faces of many drivers, and maybe a different reaction from passengers.

### Reservations at the Casino Fun Run

**Date:** Sunday, June 9

**Time:** 10:00 a.m.

**Place:** North County Fair mall under the large sign parallel to I-15

**Run Leader:** Jack Brandais (702-7347)

Visit three of San Diego's Indian casinos during this all-day fun run.

**Lunch:** Viejas Casino near Alpine; bring your own or eat there.

## UPCOMING NATIONAL AND REGIONAL EVENTS

May 4, 1996

**Mt Baldy Fun Run**

Hosted by: SOCALM

May 24-27, 1996

**Golden Gate Getaway**

San Francisco, CA

Hosted by: BAMA

June 14-16, 1996

**Harris Ranch**

Hosted by: SAMOA

July 4-7, 1996

**Miata 96**

Toronto, CANADA

Hosted by: Trillium Chapter

July 27, 1996

**Tech Day**

Hosted by: SOCALM

August 16-18, 1996

**Monterey Historic Races**

Monterey, CA

September 13-15, 1996

**Gold Rush '96**

Sacramento, CA

Hosted by: SAMOA

October 3-6, 1996

**Miata Games**

Atlanta, GA

Hosted by: Peachtree Chapter

### Autocross at the Murph



Steve Hart reports that all autocross events in the month of May have been cancelled. Watch this space next month for the June schedule.



## Look at all of the New Members!

### **Tony & Mary Beecher**

San Diego  
1990 Red B

### **Mark & Cathy Booth**

Spring Valley  
1992 Red B

### **Celia & John Bowen**

San Diego  
1993 Black C

### **Jack Brandais**

San Diego  
1991 Mariner Blue A

### **Timothy Chen**

Santee  
1994 Red R

### **Michael Chiappetta**

San Diego  
1993 White B

### **Jack & Sue diLustro**

San Diego  
1990 Red B

### **Greg Dunlap**

San Diego  
1993 Red Base

### **Alan & Debbie Elster**

Cardiff  
1991 Silver A

### **Ken Evory**

Encinitas  
1993 Black C

### **Art & Michelle Fayer**

San Diego  
1990 Red A

### **Dwight & JoAnn Fisher**

Chula Vista  
1990 Red A

### **Joe & Diane Garrison**

Carlsbad  
1993 White B

### **Alan & Valerie Gieseke**

San Diego  
1992 Silver B

### **Grant & Mari Goodman**

San Marcos  
1990 Mariner Blue B

### **Brian Goodwin**

San Diego  
1994 Laguna Blue A

### **Tom & Stephanie Gould**

San Diego  
1991 BRG

### **Eric & Kathe Gustafson**

San Diego  
1993 Red C

### **Arthur L. Hamilton**

San Diego  
1993 Black C

### **Steven & Yvonne Hart**

El Cajon  
1991 BRG

### **Mel & Kristie Hildebrandt**

San Diego  
1994 M (Montego)

### **Robert Holland**

San Diego  
1992 Red A

### **Tony & Maria Igar**

San Diego  
1990 White A

### **Anna & Craig Jameson**

La Mesa  
1991 Mariner Blue A

### **Cynthia S. Jones**

San Diego  
1995 Montego Blue

### **Cindy Kershaw**

Poway  
1994 White R

### **Bob & Vicky Krueger**

San Diego  
1991 Mariner Blue A

### **Cynthia Krueger**

San Diego  
1996 White PEP

### **Bob & Debbie Llewellyn**

San Marcos  
1992 White A

### **Rainer Mueller**

Oceanside  
1995 White Base

### **Cindy Paloma**

San Diego  
1992 White B

### **Dee Robider**

Coronado  
1990 Mariner Blue A

### **Richard Scherschel**

San Diego  
1990 Mariner Blue A

### **John R. Simpson**

San Diego  
1992 Red B

### **Ruth & Lou Stark**

Carlsbad  
1990 Red

### **Joe & Leine Williams**

San Diego  
1990 Red

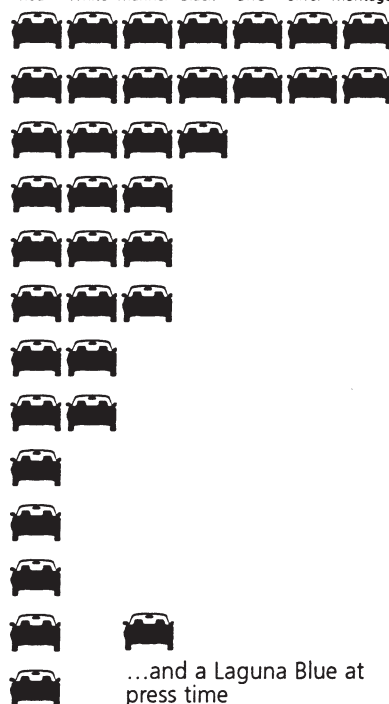
### **Woody & Maggi Woodhouse**

San Diego  
1995 Red PEP

## DATA BANK

Membership Car Colors:

Red White Mariner Black BRG Silver Montego



...and a Laguna Blue at press time



their work in your hands right now! I'm certain you are pleased!

The Goulds also presented the board with some rough draft ideas for a club logo. All of the designs were terrific! Look for a few of the design ideas to be printed in the June issue of the newsletter. If anyone else has a logo design they would like to submit, please let a board member know. The membership at large will be voting on the final logo design at a future date.

### Other Happenings

In addition to keeping track of the membership facts and figures, "Voodoo" Bob Krueger has been hard at work on designing new membership applications that include the club's new post office box and a brief greeting from yours truly. These double-sided applications will be the ones used from this point forward and you should see them popping up on the counters at local Mazda dealers, etc. VBob has also designed a new single-sided application that will eventually be on display at the San Diego Automotive Museum.

Vice President Cindy Paloma has implemented an electronic mail list for the exclusive use of club members with E-mail capability. Now, sending a single E-mail to "sd-miata@cs.ucsd.edu" will automatically place a copy into every (E-mail capable) member's E-mail box. Cool!

And while I'm on the subject... JTBob has also volunteered to be our Webmaster. He has already designed a great looking San Diego Miata Club home page on the world wide web. Please take a look at his work at "<http://mmdshare.ucsd.edu/sdmc.html>". He's recently added clickable links to several other Miata-related web pages as well as some cool San Diego sites.



The scene at Angelo's parking lot at the March 31 inaugural meeting (cover and this page).

### Cush Mazda Offers Discounts...More to Come

Cush Mazda in Escondido is the first dealer to offer club members a discount. And what a great offer it is! See the info in another area of this newsletter for details. I wish to extend a big thank you to the fine folks at Cush Mazda and to VBob for making it happen. What's that? Cush is in Escondido and you live in Chula Vista? Not to worry, rumor has it that several other dealers will be offering club member discounts by the June newsletter.

### Let's Be Social

As mentioned at the March 31 meeting, it is my desire to hold monthly "social events" at local restaurants. We all share a common interest in the Miata. However, a fun run or other driving event need not be the only reason we get together and enjoy one another's company. Thus, you will find two "Wheels n' Meals" gatherings listed in the upcoming events. I look forward to getting to know each of you a little better at these meetings.

Don't forget the April 27 fun run to Palm Desert. Secretary Ruth Stark and husband Lou have already pre-run the route and are ready to lead the way.

Also, please note that member Rainer Mueller has volunteered to lead a "brisk" fun run on May 26. Some great roads! I plan to make

this one. Hope to see you there.

On June 9, Jack Brandais is leading a fun run through San Diego's East County with stops at several Indian gaming halls. Should be great fun.

### Down the Road

The Tech Issue of *Miata Magazine* will be hitting mailboxes any day now. Our new chapter will be listed in this issue! We should pick up a few new members from this alone.

Soon, we will also be reaching out to 300-400 national club members via a postcard mailing. Other clubs report an excellent return on investment with this approach. 400 postcards will cost us \$100 to mail but we only need 5 new members to recover that cost. Most clubs are reporting a minimum of 20 new members from such a mailing.

We need more folks to step forward and plan an event, lead a fun run, etc. What is your favorite road? Why not share it with the rest of the club. It is not difficult to do and you will find it rewarding. Please give the idea some consideration.

And finally, my heartfelt thanks to my wonderful wife, Cathy. She's been a big supporter of the new club and has been very patient about me taking the necessary time to get this club off the ground. Heck, she is even working on an article for the newsletter! Wow!

Again, my sincere thanks to each and every one of you. I look forward to many Miata driving years with this great group of people!

Until next month...keep the top down! -Mark

