



The newsletter of the San Diego Miata Club

Volume 18, Number 3

SDMC Newsletter: What's The Issue?

by Steve Waid

For longtime and newer members, the San Diego Miata Club newsletter is a vehicle for sharing information that is both useful and fun! We have always prided ourselves on producing an artistic product that shows what our club is all about.

Originally, the newsletter editor, Stef Gould, produced the newsletter; it was printed by club member Geri Jones (her business is Sign Up located in Poway) and the newsletter folding and

mailing duties were shared by the Executive Board and other helpers in the form of a monthly get-together to fold, staple, label, sort and put postage on the 200-300 newsletters. It was a tedious job made fun by the comradery as we joked our way through the three-plus hour process. The product was black and white, and most of us never saw the original pictures from the newsletter in color. Printing in color was prohibitively expensive.

There is currently discussion of eliminating the mailed hard copy newsletter and relying solely on the Internet version available to all members.

The monetary cost alone should not be the basis for this decision.

We are a club that is primarily very technically skilled; our members founded the club and communicated regularly on the Internet from the beginning. So a few years ago, as printing costs escalated and email

was more commonly prevalent, we began offering the newsletter online in PDF format. This enabled our members to see the newsletter in living color and print it at home if desired.

It became an option to have the black and white printed newsletter delivered by mail. It was evident that most of our members either never printed it after reading it or printed it in color for future reference. Some print only the events page for reference later.

There is currently discussion of eliminating the mailed hard copy newsletter and relying solely on the Internet version available to all members. The reasons for this would be:

- Cost savings of approximately \$175 per month for printing 100 copies, plus \$40 postage and \$6 for labels, based on current mailings
- Member personnel energy savings of Membership Chair printing labels, newsletter personnel folding, sticking on stamps and taking to the post office

Reasons for NOT eliminating the mailed hard copies would be:

- Some don't want to print their copy at home for various reasons (ink cost, paper cost, etc)
- Someone may not have easily-available Internet access to print the PDF copy

**Do we need to shorten the newsletter,
make an events listing only for
monthly production?**

The monetary cost alone should not be the basis for this decision; the club is in good financial shape and can afford to continue. However, the monetary costs savings would be a very low estimate of at least \$2,500 per year. The argument is not that there would be a savings; rather, is it necessary or "worth

it"? What would the club do with an additional \$2,500? This could potentially allow us to reduce dues after further study of our club expenses and budgeting for future fixed costs.

A bigger consideration is the time and effort to produce a mailable copy. Consider this:

- It takes someone hand-placing two round stickers to close each newsletter, as well as a label and a stamp for mailing
- The mailing labels have to be created first, and the mailing list must be kept updated for address changes, etc.
- When producing a "printable" copy, the producer must create a product in four page increments, so it must be 8 pages, 12 pages or 16 pages. Mailing for 46 cents must be 12 pages or less to be correct weight.
- A PDF copy can be produced in any size or length without limitations except for bandwidth. We could have 5 pages, 9 pages, etc. without paying for wasted space or extra postage
- After the printed copies arrive from the printer, are stickered, labeled and stamped, a member must physically drive them to the post office for mailing.

All of this is AFTER the writing, submission, editing and digital layout of the newsletter is completed.

This club is all about FUN, DRIVING and EATING. We are proud of our newsletter. Contributions and content have become more and more an issue as we move to email as major group communications. Do we need

to continue to hassle members to write articles, do events and share pictures every month? Do we need to shorten the newsletter, make an events listing only for monthly production? What can we do to provide our members better content, and more useful information without burning out members that work too hard?

This article is meant to clarify some procedures, and highlight the amount of work necessary to produce our newsletter, both Internet version and printed versions for discussion purposes. We appreciate the job our writers, editor and layout people do and thank them for their contribution.

President's Mumbles

Another month in the books and again I am late with any and all words of wisdom. February was a short month; we wrapped January with the Coastal Cruise, did a joint run with the Mini club (M&M run) and we will reciprocate with having them on the "Puke."

For those that are interested in caring for their rides there was "Show Stoppers" detail clinic that was very informative and interesting as well where they actually turned a sow's ear into a silk purse. A very poor paint job (Intentional), into a mirror glaze. These are held very frequently to demonstrate their products and I invited the detail man to the Tech Day if anyone is interested.

Lots of Miata Stuff on the horizon: Idlewild, JPL, Search for Madonna, and the Annual Meeting. Lets hope we have some bios for new officers in this newsletter.

Take care, drive safe and enjoy life.



New Member Robert O'Dwyer



Robert O'Dwyer drives a True Red 2006 Sport that he bought this past August in Escondido and that is his daily driver. Color choice was not intentional:

"I did not like the color at first," Robert commented. "In fact I hated it. But now I love the color. It stands out from all the other bland, same colored cars on the road and in a parking lot.

"I bought the car because it was a low mileage car for a very good price," he added. "It was previously owned by a little old lady who only drove it to church on Sunday. (NOTE: Twists & Turns staff does not accept responsibility for the validity of the content of this newsletter!)

"After I purchased the car, I drove a couple of blocks to gas up. As I was filling up, two people came up to me and complimented me on the car. Out of all of the cars I have owned (this is my 20th car), I have received more compliments on this car than any other."

Amen.

Robert lives in Mira Mesa and is a Senior Project Manager with RR Donnelley. His hobbies and interests include photography and collecting old photographs, especially panoramas.

*What were you looking for in life that steered you into a Miata:
Top down driving with the wind in my hair. What more can you ask for?*

Previous sports cars:

Robert's first car was a '75 Fiat 124 Spider. "I learned quite a bit about auto repair and Italian eccentricities from that car. To this day, I still can't eat pizza."

"I previously owned a triple black '99 Miata. I also owned a couple a VW GTIs and BMWs (don't know if they count as sports cars, more likely classified as performance cars) among many other cars."

Driving scares in the Miata:

"Pick a freeway, any freeway in San Diego whenever it rains."

Favorite San Diego County road (so far):

Mira Mesa Boulevard during rush hour. "It's like an Indy race except in Indy they know how to drive."

San Diego County "discoveries" while on club runs or just out driving:

"Replacing the stock horn with an air horn is worth the money."

Trips in the Miata being planned:

Up the 101 to San Francisco this summer and Vegas anytime I can get away for the weekend.

The bottom line:

"This is my favorite car out of all of the cars I have owned, but then I always say that about my current car. This time I mean it! Can't wait to go on some runs!"



Ruth and Lou, two returning members to SDMC. Welcome back!

New Member Bob Dunbar



Bob Dunbar lives in La Mesa and drives a silver 2001 that he bought in El Cajon last July. He drives his Miata about 6,000 miles per year.

What were you looking for that steered you into a Miata:

"My 1st car was a 1932 Chevy roadster. I guess I'll end with a roadster." In between was an MGB.

"I drive my Miata as if it is a four-wheel motorcycle!" he adds.

Bob's favorite San Diego County road (so far) is CA 79 from Descanso to Julian. Trips in the Miata being planned include a run over to Payson, Arizona.

Our new member is retired; family includes his wife, two sons in New Hampshire, and a dog named Radar. Hobbies and interests are United States history and our Founding Fathers.

New Mazda Dealer in El Cajon

Hello my name is Tim Anderson and I am the Service Manager here at Mazda Subaru El Cajon. We just recently opened our Mazda franchise here and wanted to introduce ourselves to your club.

We are very involved with different clubs and would like to add you guys as another club that we have a relationship. I would love to talk to you about setting up meets here, special pricing on parts and service and other miscellaneous items. Feel free to contact me anytime via email or you can give me a call. Hope to hear from you soon.



Tim Anderson
Service Manager

Subaru 619-440-0404
www.subaru-elcajon.com

Mazda 619-590-3700
www.mazda-elcajon.com

tima@autogrp.com
900 Arnele Ave., El Cajon, CA 92020

Touch A Truck



Saturday, June 8

Steve Waid broke new ground last August when he introduced us to Touch a Truck, a car event supporting childrens cancer research. He was so impressed by that day that he shared his feelings during our monthly meeting and then wrote a Twists & Turns article. Planning is now underway for this year's repeat.

Unfortunately, Steve expects to be on the road between here and Canada June 8 and unable to attend Touch a Truck. If you are among club members staying behind, consider adding this day to those contributions you make that improve the quality of life for others.

Steve shared portions of the 2013 event announcement he received from Touch A Truck Event Director, Melissa Mikulak:

It has been a wonderful journey since the first San Diego Touch a Truck was held in 2009, honoring the memory of a little boy named Max, lover of everything on wheels, who lost a four-year battle to cancer when

he was only seven years old. Touch a Truck started with the crazy idea to hold a car-show-for-kids as a way to raise money for kids' cancer research.

Thanks to your support and the popularity of the event, we moved to Qualcomm Stadium in 2012 to accommodate our growing audience! In the last four years, we have hosted over 15,000 guests and have raised close to \$100,000 for kids fighting cancer. We extend our thanks to you for your past participation, and hope that you are able and willing to help us produce this one-of-a-kind event again in 2013. With your continued support, we hope to raise over \$60,000 for our kids who are battling for their lives.

To register your vehicle, please fill out the online form at: <http://www.maxsringoffire.org/your-vehicle/>
For additional information, check out the website at: <http://www.maxsringoffire.org/touch-a-truck/>

San Diego Touch A Truck
June 8, 2013
Qualcomm Stadium
10:00am – 3:00pm
Hosted by Max's Ring of Fire, a 501c3 non-profit organization

March/April 2013 Events

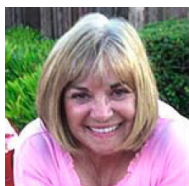
By Events Director Neal Mills

Date	Event	Time	Meeting Location	Point of Contact
Saturday, March 9	Run to Idyllwild	9:30 AM	Deer Springs Rd. exit I-15 north of Escondido. Meet at the Park & Ride on the west side of the exit near the ARCO station	Diane Foster, dianefoster5@hotmail.com
Wednesday- Thursday, Mar 20-21	Space and Botanical Gardens Exploration	TBD	Deer Springs Rd. exit I-15 north of Escondido. Meet at the Park & Ride on the west side of the exit near the ARCO station	Jeff and Jan Frederick, 2freds.sd@gmail.com
Saturday, March 23	Open House/ Tech Day at Rocky's	9 AM – 3 PM	Rocky's Miatomotive, 2951 Garnet Ave, Pacific Beach	Rocky Murphy, rockysmiata@yahoo.com
Sunday, March 24	Dave Stall, The Car Guy	6:45 AM - 8:15 AM	KUSI Channel, 4575 Viewridge Avenue, San Diego	Ginny McLaughlin princess_ginny@msn.com
Thursday, March 28	Monthly Meeting	7 PM - 8 PM	Boll Weevil 9330 Clairemont Mesa Blvd	Daryled Bristol, daryledb@aol.com
Sunday, April 7	The Puke 2013	9 AM-5 PM	Cool Hand Luke's, 110 Knoll Rd., San Marcos, CA 92069	Steve and Laurie Waid, swaid@cox.net
Saturday, April 13	Annual Meeting	10 AM-12:30 PM	San Diego Automotive Museum, 2080 Pan American Plaza, San Diego	Daryled Bristol, daryledb@aol.com

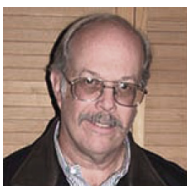
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Vice - President



Gene Streeter
Treasurer



Dennis Garon
Secretary

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E-Mail

Most club communication is conducted via e-mail through a Yahoo Group named SDMC-List. A free Yahoo account is required. Follow these steps:

1. Go to <http://autos.groups.yahoo.com/group/SDMC-List> (capitalization matters!).
2. Click "Join This Group!"
3. If you have a Yahoo account, log in. If you do not, click "Sign Up" and follow the instructions.
4. After logging in, you will be returned to the SDMC-List "Join This Group" page.
5. In "Comment to Owner," state that you are an SDMC member.
6. Complete remaining selections, perform Word Verification, and click the "Join" button.
7. Your SDMC membership will be verified. The verification and approval process may take several days.

For more detailed instructions, see the club's website.

The SAN DIEGO MIATA CLUB is a California nonprofit corporation. Twists & Turns is the monthly newsletter of the SAN DIEGO MIATA CLUB. Use of articles or stories by other Miata clubs is hereby granted, provided proper credit is given. Submissions to the newsletter are welcomed and encouraged. When possible, please e-mail your submissions to the newsletter editor. Submissions may also be mailed to the club's post office box. Submission deadline is the 15th of each month. The Editor reserves the right to edit all submissions.

Our Mission

The purpose of the club is to promote the enjoyment of, and enthusiasm for, one of the world's most exciting sports cars—the Mazda Miata.

Owning and driving a Miata is one of life's great pleasures, and adding the company and camaraderie of like-minded enthusiasts only enhances the experience. Won't you join the fun as we enjoy the beauty of San Diego County from the seat of a very special little roadster?
Let's have fun driving our Miatas!

Monthly Meetings

Our monthly meetings are a great opportunity to meet your fellow club members, ask questions, and share stories. **Meetings are held on the fourth Thursday of each month, except in November and December when on the third Thursday.** We meet at the Boll Weevil restaurant, 9330 Clairemont Mesa Blvd., in San Diego (between I-15 and SR 163). To contact the restaurant, call 858-571-6225. Many members arrive around 6. p.m. to enjoy meals, snacks, or beverages while chatting with their Miata friends. The informal meeting starts at 7 p.m. We guarantee you'll have fun.

March Monthly Meeting: **March 28**

Dues

Dues are \$35 per calendar year, for either an individual or a dual membership (two members in the same household). Members who join the club in the first half of the calendar year (January through June) pay \$35 for their first year; those who join in the second half of the year pay \$20 for the remainder of the year.

Badges

Have you noticed those engraved plastic name badges that other members wear? Would you like to get one? Badges are available in colors to match your car. The cost is \$10 each for badges with safety-pin closures, or \$14 each for badges with magnetic fasteners. Prices include shipping to your home. Sue Hinkle handles the ordering. Badge request forms are available at the Regalia table at monthly meetings and on the club's web site. All orders must be prepaid.

Twists & Turns Printed By:



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Member Discounts

Many vendors offer discounts to Miata Club members. The club does not endorse these vendors, but lists them as a membership benefit. Some offers may require you to show a current SDMC membership card.

Businesses that wish to be listed must offer a discount from their normal retail prices to SDMC members. Listings are limited to five lines (about 30-35 words). Contact newsletter@sandiegomiataclub.org for additional information.

Automotive Services

Allen's Wrench. Mazda Master Technician. 1620 Grand Avenue, San Marcos. 760-744-1192. Discount: 10% (except oil changes).

American Battery. Miata batteries & all other batteries. 525 West Washington, Escondido. 760-746-8010. Contact: Jeff Hartmayer. Discount: Fleet discount on all products.

Auto Image Paintless dent repair, leather/vinyl/plastic repair, headlight restoration & paint touch up. Free estimates at your home or work. Contact Britt Colton. 619-244-2227. Discount: 10%

Chemical Guys
8680 Miralani Dr. Suite 125, San Diego, CA 92126. 858-527-1566
www.ChemicalGuys.com
sdstore@chemicalguys.com
10% discount on products on top of internet prices.

Dent Time: fast reasonable paintless dent removal. 800-420-DENT (3368). They come to your door, provided quick and professional service.

Express Tire. Auto repair, tires. 12619 Poway Road, Poway. 858-748-6330. Manager: David Dolan. Discount: 10% on parts and labor, including tires.

Good-Win Racing LLC. Miata intakes, exhausts, shocks, springs, & goodies from Racing Beat, Moss, and more.
www.goodwin-racing.com. 858-775-2810. Special club price on everything.

Hawthorne Wholesale Tire. Tires, wheels, brakes, and suspension. 877 Rancheros Dr., San Marcos. 760-746-6980. Discount: 10%

Kesler Customs. Miata chassis braces, adjustable dead pedals, hide-away license plate brackets. Installation of aftermarket parts, fabrication, light welding. Ted Kesler, 619-421-8472. Special club prices.

Knobmeister Quality Images. 3595 Gray Circle, Elbert, CO 80106-9652. Joe Portas, joe@knobmeister.com. 303-730-6060.

Langka Corp. Guaranteed paint chip and and restoration products. 800-945-4532. www.langka.com. Discount: 30%.

Rocky's Miatomotive 2951 Garnet Avenue, San Diego, CA 92109. 858-273-2547. Discount: 10% on labor.

Lutz Tire & Service. Alignment specialist, tires. 2853 Market Street, San Diego. 619-234-3535. Ask for Mike. Discount: 10% on parts (tires not included).

Magnolia Auto Body. Restorations, body work. 476 West Main Street, El Cajon. 619-562-7861. Ask for T.J. Discount: 10% on labor and parts.

Pitstop Autoglass Rock chip repairs free to SDCC Miata club members for club Miatas. Must show valid membership card. In-shop only. Non-Miatas save 25% off regular prices. 858-675-GLASS (4527)

Porterfield Enterprises Ltd. Brake pads, rotors. 1767 Placentia Ave., Costa Mesa. 949-548-4470. Discount: 15% on Porterfield & Hawk brake pads; \$10 off rotors; \$9.25 for Motul 600 brake fluid (1 pint).

Smog Squad. 3342 Rosecrans, San Diego. 619-223-8806. General Manager: Jose Munoz. Discount: \$10 on smog tests.

Thompson Automotive. Cool accessories for our cool cars; oil filter relocation kits, gauge kits, air horns, brakes, Voodoo knobs, & MORE.
www.thompson-automotive.com. 949-366-0322. Discount: 10%

Tri-City Paint. Professional detailing, products, paint, airbrushes, car covers. West Miramar Area: 858-909-2100; Santee, Mission Gorge: 619-448-9140. Discount: Body shop pricing #CM6660.

World Famous Car Wash. Complete professional car care. Complete detail, hand wax, leather treatment, free shuttle service. 7215 Clairemont Mesa Blvd, San Diego. 858-495-9274. Discount: 10%

Mazda Dealerships

Mazda of Escondido. 760-737-3200. Discount: 20% on most parts; 15% on labor (not including smog certification). For purchase, ask for Barb and receive free SDMC membership for 1 year!

Westcott Mazda. National City. 619-474-1591. Discount: 15% on parts or labor (except oil changes).

Other Services

David Bryan your friendly neighborhood REALTOR; Pacific Sotheby's International Realty. I sell garages with homes! I will provide SDMC members who buy or sell a home through me with a free 1-year home warranty. DAVID BRYAN 619.334.4625 DavidBrealtor@cox.net DRE#01009295

FIRST BRAND Inc. Web/Logo Designs and Development We are currently offering a 10% discount off our promotional packages listed on www.FIRSTBRANDinc.com or you can call us at 951-672-6677.

Classifieds

SALVAGE PARTS

Mainly 1990 to 2005 parts, at least 50 % off of cost new. Some 2006 and newer parts including tops, seats and trim.
wallymiata@gmail.com or 619-203-2801
Wally Stevens SOCALM & SDMC member.

Buying or selling your Miata or Miata accessories? You can do it \$9.95 for three months on Miatamart—the Miata for Sale web site, run by SDMC member Rainer Mueller. Check it out at www.miatamart.com

Classified ad space is provided at no cost to SDMC members only. Ads must include first and last names, telephone number, and e-mail address, which must agree with current club roster. Send ads to davidstreeter@yahoo.com
Ads will run for four months unless canceled, and may be revised and resubmitted.

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