



*The San Diego Miata Club News Letter*

Volume 19, Number 8

## Miata Monster Mash – Treat or Treat

Get your best Ghost and Goblin mind set and get ready for a fun fall/Halloween run. October 25, 2014 is the date.

We will start out driving on the old highway 395. Over the Rainbow Bridge. Then it is off into Valley Center and some great canyon driving. Some great twisters and some wonderful views of North County. We will then drive highway 76 to Dudley's (cannot pass up the wonderful bread) and then continue on to Mom's Pies, Wynola location, located before Julian.

There really is a Mom! The apple pie is wonderful, not to mention the apple cider. A bit of fall in California.

Drivers meeting will be 11:00 am with run starting at 11:30 am.

Costumes - if you dare!

Jon Connor: [jcsuperstarusa@netscape.net](mailto:jcsuperstarusa@netscape.net)

Melinda Smith: [ms1628@verizon.net](mailto:ms1628@verizon.net)

## Proposed Bylaw's Change

Proposal to amend the SDMC Bylaws to add the position of Immediate Past President to the Club's Board of Directors.

Jeff Frederick

Background: During his/her tour as President of an organization, the President deals with a huge variety of issues—particularly in the San Diego Miata Club the Club President interacts personally, on-line, or by phone with counterparts in other Miata Clubs. The result is that a newly “retired” SDMC President carries with him/her a wealth of experience and knowledge that can be of invaluable aid to the new sitting

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President and the Club Board.

Many business organizations as well as social organizations provide a seat on the Board of Directors for the Immediate Past President. The Immediate Past President attends all Executive Board meetings both in person as well as on-line. His/her primary duty is to serve as a source of experience and knowledge for the benefit of all Executive Board members, particularly the Sitting Club President who presides at all membership and Board Meetings.

I have personal experience in both the Kiwanis Club as well as the Lion's Club that have had this policy for many years. It is also very common in the business community.

To institute the position of Immediate Past President within SDMC, I intend to propose the following package of by-law changes during the November 2014 Annual Meeting:

#### **Section 4.1 (existing)**

4.1 Number of Directors - The Board of Directors ("Board") shall consist of the four officers.

#### **Section 4.1 (proposed)**

4.1 Number of Directors - The Board of Directors ("Board") shall consist of five officers.

#### **Section 5.1 (existing)**

5.1 Enumeration - The officers of the Club shall consist of a President, Vice-President, Treasurer, and Secretary, and shall represent the membership in all official matters.

#### **Section 5.1 (proposed)**

5.1 Enumeration - The officers of the Club shall consist of a President, Vice-President, Treasurer, Secretary, and Immediate Past President and shall represent the membership in all official matters.

#### **Section 5.7 (proposed new section)**

5.7 Immediate Past President - The Immediate Past President serves as an advisor to the President and

the other Directors on the Board.

#### **Section 6.6 (existing)**

6.6 President - All directors, including the President, shall be entitled to move or second motions and to vote on any matter coming before the Board. In the event of a tie vote, the motion shall be deemed to have failed.

#### **Section 6.6 (proposed)**

6.6 Motion - The President, Vice President, Secretary and Treasurer shall be entitled to move or second motions and to vote on any matter coming before the Board. The Immediate Past President shall vote only in the case of a tie vote.

#### **Section 9.1 (existing)**

9.1 Nomination and Election - Directors are to be nominated and elected at the annual membership meeting.

#### **Section 9.1 (proposed)**

9.1 Nomination and Election - The President, Vice President, Secretary and Treasurer are to be nominated and elected at the annual membership meeting. The position of Immediate Past President will be assumed by the the retiring Club President.

#### **Section 9.4 (existing)**

9.4 Term of Office - All directors shall hold office from January 1 to December 31 of the same year.

#### **Section 9.4 (proposed)**

9.4 Term of Office - The President, Vice President, Secretary and Treasurer shall hold office from January 1 to December 31 of the same year. The Immediate Past President will serve until such time as the Club elects a new President resulting in a new "Immediate Past President." ●

*Want to voice your opinion about these  
By Law changes? Don't miss our Annual  
Meeting November 8th!*

# Rear View Mirror



Gene Streeter

The healthiest dollop of 2014 events excitement (sorry ... just can't escape the food/eating references) is now well behind us. In the unlikely event you haven't read any club e-mail or been anywhere within listening range of Mark Booth for the last six months, I'm referring, of course, to *Miatas @ MRLS*. As anniversaries go, this one's a *beaut*. The 25<sup>th</sup> Anniversary of the Miata is upon us. The Hallmark Corporation and gift stores everywhere would have us believe this is the "silver" anniversary of the world's most prolific roadster and sports car. I didn't want to push for "beloved" in the first paragraph. (Steve T, "prolific" isn't the "word of the month.")

## "Colour My World"

With apologies to the jazz/rock fusion group **Chicago** and to our nearly-hijacked proofreaders (this is a perfectly acceptable spelling on the other side of the pond, mates), this song title has more meaning than just a clever reference to the following paragraph and discussion. This was *our* wedding song and one of the few I ever dared dance to. But that's another story entirely.

Whether you saw the 2016 Miata up close and personal or in the various video feeds and stills, the color silver should have been the farthest from your

mind. In its "bubbling soul red" mica livery (Steve T. – still not the word of the month), this car is absolutely stunning. Where Derek Jenkins, Miata ND Design Team Lead, forecasts a feeding frenzy and waiting lists when these hit dealer showrooms late Spring, 2015, I'll go one step further – *this* color will outsell all others being offered, even silver. If you paid attention to the September Twists 'N Turns breakdown of "colors" in club member-owned vehicles, it reinforced our historic preference for red and its variants. If you paid critical attention to the percentages, you realized that 2% of colors were un-accounted for. Rather than being an outright error, I'm guessing our Membership Gurus (thank you so much for your excellent work, Chris and Linda) "rounded down" more percentages than they rounded up in their calculations. Close enough for all but the most rabid of our eleven loyal readers.

Where my long-suffering bride occasionally chimes in at our monthly meetings "*Red ... power color ... woo-hoo!*" in support of a new member's choice of vehicle color, the simple fact of the matter is Mazda and most other automobile manufacturers in the world will produce vehicles based upon their design and color department exercises and marketing studies. In turn, dealers will order colors that are safe, and likely not to languish in their inventory and on their lot for months and months. It's an economics issue, not an emotional one.

## **Economics 101 ... Bueller, Bueller, Bueller**

Think of the movie "Ferris Bueller's Day Off" for just a moment ... that's long enough. Now think of Ben Stein's lecture on supply-side economics. While entertaining, it had nothing to do with the color of the borrowed, red Ferrari. Just imagine you're the owner of the local Mazda (or multi-franchise) dealership. Your new car inventory of 150 units has to include a representative sample of your best-moving vehicles and coverage across all the model lines. Let's just say, for the sake of this

discussion, the average wholesale cost is \$24,000 per unit. Rather than cough-up in excess of \$3.5 million, you pay a monthly flooring charge on the financed vehicles. And by the way, your Used Vehicle inventory is probably owned outright, making each of them cash reserves for your business. The smart business and finance-minded folks in this supply chain want vehicles that will move from their inventory into your garage with the least amount of “flooring” overhead, discounting, and expense. Barb Sullivan, please stop me if I’ve over-simplified the process or removed the entire emotional element from the equation. Don’t you just love the sound of *alliteration* in the morning? (No, Steve ... same response.)

As enthusiasts, and design and color extroverts, some of us want colors and objects that are farther from the mainstream and safety. “Blending-in” is rarely the point; flames, graphic wraps, custom wheels, even rowdy exhaust systems help set us apart from the rest. When we get it right, or when a manufacturer “gets it right,” there’s an emotional response to the vehicle or product. Viewing the new ND at the advance “invitation only” unveiling in Monterey, and having all her artistic chords plucked just right, Cathy Booth verbalized those emotions clearly and unmistakably: “Oh, yeah, Baby!” Neither Mike Myers nor I could have said it any better.

### ***Basking In the Afterglow ...***

This may seem anti-climactic, but I want to recognize ... No, I need to publicly proclaim appreciation for Mark Booth’s efforts on our club’s behalf. Mark and others have used the expression “herding cats” so often that PETA has taken notice. (Are they being branded? Are they now restaurant fare here in this country?) Mark launched just shy of 50 “super-secret” emails in connection with the *Miatas At MRLS* event (“Replies to All” likely tripled or quadrupled that number, but the Guinness folks have not been able to verify the actual count) and encouraged our participation in the “greatest Miata event in

history.” I had conversations with others making the pilgrimage to Mazda Raceway – Laguna Seca (in the event you couldn’t decode MRLS) to the effect that their volunteer run group leaders didn’t provide nearly as much information, direction, etc.

As several of us (names are being kept super-secret on the advice of counsel) mused, any time you set participant expectations that high, the risk of a “crash-and-burn” result is far greater. Those of us having previous experience in the world of Miata event promotions tempered our expectations, but Mark went “all in” hyping and promoting the event as if he were completely in control of the outcome. (Think “Route 66 – the Greatest Miata Road Trip of All Time.”) Would our new members’ first event exposure live up to their expectations? Worse yet, would we ever see them again? The answers I’ve heard are a resounding “yes” to both. Even though our SDMC members and affiliates (at the organizers’ request) numbered as high as 71 cars and 122 enthusiasts, and scattered across the Monterey Peninsula and beyond, there was order and cooperation instead of chaos, or worse. Awesome job, Mark!

### ***Voted “One of the Best Tracks in the Country”***

As Mark shared in one of his many e-mails, Laguna Seca has been voted “one of the best tracks in the country.” ( <http://www.supercompressor.com/rides/the-best-race-tracks-in-america> ) Now part of the Monterey County Park system, gentlemen racers developed this venue in the late 1950s (once part of the U.S. Army’s Fort Ord) when the Pebble Beach Road Races proved too dangerous for public roads. In Spanish, Laguna Seca literally means “dry lake,” and there was only a modest body of water to suggest otherwise. Mazda sponsors the operation (in plain English, “foots the bill”) in exchange for the marketing benefits of the name association – think Petco Park, and the various iterations of Jack Murphy Stadium in San Diego. Enough of the histrionics, this is a world-class racing venue. Some of our



members want it remembered that way.

Rosi Romero promised to tell you about her on-track, Hot Laps experience so I'll not spoil that for her. I hope Ginny McLaughlin does the same; they both have some great stories to tell. I can regale you with stories of a few others instead. Chuck Graham was there with his properly-louvered and well-prepared silver track car (numbered 111); patient wife Diane was there securing the postage stamp-sized pit area during Chuck's on-track sessions. I very nearly referred to Chuck's hard-topped race car as a "track



dog" because it's towed most everywhere. I'm not clear on the genealogy of the expression, but suspect it has something to do with the frequency you see oversize canines (down Steve, down) and Harley Davidsons being hauled around by pickup trucks. Considering the lack of "grooming" evident in some of the race cars, er, *track dogs*, both Chuck and the AKC might both take exception to the term.

### ***"Do Something Every Day that Scares You"***

Transplanted Kentuckian Greg Lee brought his well-prepared (personal accountant Mandie can testify to that) lava orange MazdaSpeed and laser-like focus to his Saturday hot lap sessions. Go, Blue! Go, Greg! As a first-timer at this track, Greg was expected to take some instruction from a veteran racer and get debriefed after each "hot laps" session. Given the speed potential and technical segments of the course, it

was important that everyone have a good and safe experience. I tracked his progress throughout the day, even had some good conversation, but when he donned his game face and matte-black helmet, I steered clear.

Just before his final session of the day, Mandie announced "I'm done ... that's enough." She had racked-up enough laps and miles in the passenger seat to satisfy her own speed cravings; besides, the mythical brake pedal on her side never worked very well. Carpe diem! "Hey, Greg, how about a passenger this session?" If you read and recall my "Walter Mitty" piece from August, I'm attempting to live life a little closer to the edge – "do something every day that scares you" I advocated. Racing this track, even as a passenger, definitely qualified for that particular Saturday. We left his instructor behind in the pit grid area, and soldiered onto the track. Yes, I was anxious initially. By our second lap, I was mostly relaxed, even able to appreciate his courtship of the limits of adhesion on his new street tires. In the Andretti hairpin (Turn 2), especially, I could feel just how close we were to that edge.

A few other "C" group cars got by us and Greg was visibly annoyed. I summoned my best navigator impersonation and voice, helping him get collected and regain his confidence. "Let's go get 'em, Greg; you can do this." I was every bit as confident in his abilities as Mandie had shared; his car control was equal to his aggression. We reeled both cars back in, I'm guessing it was lap 7 or 8, maybe more. Diving down the world-famous corkscrew, through Turn 9 and picking-up speed. Slashing through turn 10, Greg decided to provide us a panoramic view of the track, his hard-earned bragging rights dissolving further with each of the competitors that streaked by us to Turn 11 and the front straight. Greg purchased the DVD as a record of his experience, but both of us can replay the vivid memory any time we want.

### ***"Oh, my God!"***

My new, best friend just might be Brian Goodwin,

owner of Good-win Racing and grilling co-host of Tech Days at Rocky's Miatamotive. Problem is, Brian doesn't know it. Most of our eleven faithful readers already know they share the same building in Pacific Beach. I used to pester the living daylights out of him for Toyo tires, when they were no longer being produced in my size/application; I felt that I wore out my welcome. The bits of information I gleaned from our interaction that Sunday were the foundation of my new-found respect. He began racing go-karts at an early age, was good at it, and moved up the amateur racing ladder into national prominence. Out of modesty, Brian didn't share that many details. He explained that his "big boy" job (his words, not my creative license) as an attorney for twelve years got in the way of his fun. We shared a chuckle about there not being any "do-overs" in life and his decision to trade a lucrative attorney career for his entrepreneurial one (way too easy, Steve), and one that encourages his driving skills. He was quick to credit his wife, Andi, for the eventual decision.

Despite the fact that many think the NC generation of Miata is "chubby" and biased toward the luxury/touring side of the equation, Brian decided to



demonstrate how well they can perform without being stripped or otherwise dismantled. He boasted (ever so slightly) his blue 2006 Winning Blue NC is the only car running competitively in "A" group with all the creature comforts he enjoys – A/C, cruise, heated seats, etc. My slow dance with the facts suggests "Nancy" in the Flyin' Miata stable is similar; where their version is a supercharged 2.0 liter 4 cylinder, Brian's entry had a heart transplant of sorts. Rocky traded the stock 2.0 liter for the 2.5 liter

engine that normally occupies the engine bay of a Mazda 6. And run it does. Let me get my helmet on and describe our two laps of the course before we were forced back to the vendor garage area.

Apart from the contrasting, silver and orange graphics, there is nothing about this NC that screams "race car." No elaborate roll cage, no four-point safety harness, no intrusive exhaust note ... none of that stuff. Almost as soon as the start/finish flag man acknowledged our presence in the "pit out" lane, we began passing cars steaming toward turn 1 and the Turn 2 hairpin. We stormed down the blend line and began a march through traffic. Mind you, this is "A" group, with full-on race cars and Keith Tanner's 500+ horsepower "Targa" NA. (Saturday evening's "alfresco" movie, "Racing the Rock" featured this Flyin' Miata, as well as "Nancy.") Brian lunged from rumble strip to rumble strip in an effort to maximize the arcs and apexes. Even though traffic was heavy, we made pretty good progress. Turn 6 and the corkscrew were done aggressively; getting through turn 10 had "Igor's" driver (I think it was Brandon Fitch) acknowledging our presence again and again, praying we weren't going to rub through the painted rear bumper cover. Keith Tanner locked his brakes in 11, with Brian diving down low to take advantage. And this was our "cool-down" lap. "Oh, my God!" I muttered, just as Greg had done the day before.



### Shoulder Bolts

- My personal vehicle travails (continued) removed any doubt that a diagnosis is key to correcting a mechanical problem; especially a noise. As it turns out, the 6-speed manual transmission in my MazdaSpeed wasn't the problem. I could have taken her to Summer Camp (last month's column provided the details). She now has a new clutch and pressure plate, bordering on

preventative maintenance when we didn't find anything serious.

...and a new R/F hub/bearing assembly. We were running out of logical, mechanical possibilities after swapping front shock absorber assemblies, operating the car in gear, on the lift, etc. We eventually discovered the 4-piston Wilwood performance brakes I added were the source of the heavy, clunking sounds I've been hearing. The weighty pads are somehow moving/bouncing in the calipers, creating the sound of something significant, something heavy, loose and rattling in the front half of the vehicle. Rocky and I are pursuing a cure short of re-installing the stock brake calipers.

- Steve Taft approached me at Tech Day and asked "so, what's the word of the month?" He explained that I'm always dropping an obscure, unusual word into my articles that causes him to "scurry to the dictionary" for the actual meaning. Listen closely and you just might hear Alex Trebec mouthing the phrase "the word is 'exophthalmic', Steve." Our exchange obviously made its way into the column you've just digested.
- *Non Sequitur* – yes, Steve, that's the word of this month. Sorry to make you wait so long. (Not.) Think of this "Shoulder Bolts" section of my column as a collection of minor topics, unrelated to one another. Recall that accomplished author, photographer, and illustrator Larry Crane produced a segment for *Automobile* magazine by that name. I look to you, my loyal eleven readers, for some assistance with material for our newsletter and my column in it. The random bits that don't merit page-long discussions can provide the "non sequitur" feeling. Failing that, some feedback to our *Twists 'n Turns* staff would be nice.
- How about this? On average, more Mazdas are raced than Toyotas, Nissans, and Hondas **combined**. As you might have guessed, the vast majority of those Mazdas are none other than our beloved and agile Miata. Given Mazda's

overall, world-wide market share (2%) versus the Big 3 of Asian imports combined (nearly 35% of all new cars sold), that's an accomplishment in and of itself.

- The question was asked of ND Design Director Derek Jenkins "how soon will the total production of Miatas hit the 1 million mark?" Answer: "with the ND, and hopefully not too far into its product cycle. We're already at 940,000 units." Wow!
- Last, but not least. During the August Tech Day, the Brothers Steve (Waid and Taft) were plotting with new member Bill Bennett to do a tour of the Temple City/San Marino/Pasadena area where they grew up; all this to happen in the next few days. I immediately offered my run-titling services and suggested they call it the *'Hood Rats Run*. Clever, huh? And, I managed to *get a word in edgewise*.

They didn't completely ignore me, but continued with the planning details. Somehow the topic of early speed shops came up and Blair's was mentioned in the same breath as Bell Auto Parts. Out of the (mariner) blue, Daryled Bristol volunteered that he bought his first helmet there ... at Bell Auto Parts.

Without a moment's hesitation, Steve Waid shot back "was it leather, Daryled?"

Until next month, keep the shiny side up and a smile on your face. ●





# Presidential Remarks

Another great Zoom-Zoom month is in the books.

The big event was Miatas at Mazda Raceway Laguna Seca, September 5-7. Mark Booth was our Chief Cat Herder and he certainly earned the title. SDMC was represented by almost 70 cars. About 52 club members' cars and about 16 friends of members' cars. As you can imagine, the numbers changed daily as people were able to join us or had to drop out. When we drove into the raceway grounds for the MX-25 photo the announcer said we were the largest club group. Well done Mark and SDMC! A glutton for punishment, Mark and Cathy are now headed to Chicago to lead a group along Route 66. A big thank you to Rick Weldon, Keith Tanner and the Miatas at MRLS team. It was well organized, the lines were nowhere as long as I feared they'd be, and there were plenty of things to do. It was fun seeing

so many cars and talking to Miataholics from all over. Besides the U.S. and Canada, I met people from Brazil, Germany and the Philippines. And, the next generation MX-5 was unveiled. The car is gorgeous! Mazda didn't release much in the way of technical data so there still is a lot more information still to come.

A few facts from the event:

There are 1210 cars in the big group photo.

Over the weekend 1934 cars checked in and were documented. That's the world record for the largest gathering of Miatas ever by a significant margin.

645 Miatas took part in the parade laps on Saturday.

169 Miatas took part in the parade laps on Sunday. ●





# Welcome To Our Newest Members

Heather Parker & Robert Morgan .....	San Diego .....	1996 Classic Red
Ben Haymond .....	Carlsbad .....	1999 Classic Red
Larry Lloyd & Peggy Lynn .....	Santee .....	TBD -- Looking
Joseph Whang .....	San Diego .....	1999 Twilight Blue Mica

The San Diego Miata Club now stands with

## 171 Memberships

(40 single, 131 dual)

## for a total of 302 members.



# "Cars & Coffee" with Some Ortega Spice!

Bill Bennett

On Saturday, October 18<sup>th</sup>, we're going to be taking a run that should prove to be lots of fun. First we'll meet in the Ralphs / CVS parking lot on the north side of Oceanside Blvd., just east of Interstate 5, north of the I-5 / 78 intersection. Drivers' meeting will be at 6:00 AM and we'll launch from the parking lot at 6:15 AM toward Irvine and "Cars & Coffee". We should arrive and be parked at the "Cars & Coffee" parking structure at Mazda USA Headquarters around 7:00 AM.

Cars & Coffee is one of the best semi-spontaneous (and **free**) car shows in the US and has been the subject of numerous TV features and blogs. It is a favorite of gear-heads and celebrities from all over Southern California. It has spawned many clones, but the Irvine C&C is the original, the real deal. On any Saturday, you'll see an eclectic combination of hot rods, exotics, survivors, sports cars, muscle cars and the just plain weird. You'll even see some Miatas! There's always something for everyone. <http://irvine.carsandcoffee.info/>

Things usually start to break-up around 8:30 AM and we'll meet back at the parking structure at 8:45 AM and, at 9:00 AM head out to our next destination, Ortega Highway, about 12 miles down I-5. Ortega Hwy runs east from San Juan Capistrano over to

Lake Elsinore through some beautiful Orange and Riverside County back-country with twisty roads that are perfect for your Miata being just part of the deal.

When we come down the mountains and into Lake Elsinore, we'll turn right on Grand Ave. and navigate around the lake over to Annie's Café, a Lake Elsinore institution. Annie's features great food and servers that love to dance and perform for their customers. Annie's will be perfect in October for a patio breakfast and maybe some surprises.

Once we're done at Annie's, drivers and their co-pilots are free to explore more of Lake Elsinore or head on home on I-15 in groups or solo. Escondido is about 45 minutes south.

This is going to be a fun run and I hope you'll come along. For those of you wanting to plot your trip on GPS, here are the way-points:

Ralphs Supermarket, 1702 Oceanside Blvd.,  
Oceanside, CA 92054

Cars & Coffee, 7905 Gateway Blvd., Irvine, CA 92618  
Annie's Café, 32251 Mission Trail, Lake Elsinore, CA 92530

I hope you'll join us. ●





# The Reveal



Photo by Neal Mills

Dennis Sullivan

It was advertised as the “Live Unveiling of The All-New 2016 MX-5”. An email from MazdaUSA.com on August 23 declared that the first 100 to respond would be given the opportunity to attend this exclusive event. Rumor has it that the mailing list included 1,000 names. The following day an email addressed to Barb Sullivan announced that she and her guest (that would be me) were confirmed to attend the celebration on September 3. More details would be sent approximately one week prior to the event.

On August 28, we received an email telling us that the reveal would take place at an undisclosed location and that we should arrive 15 minutes before our scheduled shuttle time of 3:25 pm at the Bayonet Golf Course in Seaside. “Please be advised that no large bags or camera equipment will be allowed. The event would be followed with a private concert by the internationally renowned band from Fashion Rocks, **Duran Duran!**”

The next email came on August 30. It reiterated the prior information and added a dress code “trendy concert attire”, which was further defined as no athletic wear of any kind (no flip flops, tennis shoes, shorts, hats, jerseys, etc.), no baggy jeans or jeans with holes.

So much for preliminaries. We arrived early at the designated location with much anticipation. Very nice buses were waiting and the check-in process was relatively simple. Releases were signed and wristbands were issued. The time proved to be meaningless as was the dress code and prohibition on large bags and camera equipment. We knew Mark and Cathy Booth would be joining us, but were pleasantly surprised to see Wally Stevens and Sandy Bagnall. Brian and Andi Goodwin were there as well. The bus seemed to meander around a bit (checking to see if we were being followed on our way to the undisclosed location?) The drive included a pass through the closed Fort Ord, which caused a flashback for yours truly. 44 years earlier I was a



drafter entering basic training there. My stay was short lived as 300 of us were flown to Fort Polk, Louisiana for basic. Not before some 1<sup>st</sup> Lieutenant tried to convince me to add a year to my obligation so that I could attend Vietnamese Language School – not. But I digress.

The undisclosed location was the Monterey Peninsula Airport in Marina. Security personnel, who checked our wristbands, handbags, etc., greeted us. We then walked through a curtained area and along a wall with the 4 generation profiles. Then there was an open area that was a large square with a smaller square in the middle which was the bar area. Did I fail to mention that food and drinks were part of the celebration? Each side of the square was dedicated to a particular MX-5 generation and had an example of that model (all in red of course) and a food station. At the far end was the ND side with a car under wraps. Each food station was different and included flatbreads, seafood, hamburgers, fish and chips and tacos. Beer, wine and sodas were provided in abundance with the rule being that each alcoholic beverage caused a punch to be made on your wristband with a limit of three. The attendees, who included the 100 invitees, members of the press and Mazda executives, were joined by some of the original Miata design team including Tom Matano, Bob Hall, Mark Jordan and Norman Garrett. Among the Mazda executives by far the most noticeable was Akira Koga, the Executive Vice President of Mazda North American Operations. Not only did he have shoulder length hair, but he was resplendent in bold blue plaid slacks, very nice European style shoes, a multi-colored plaid shirt, suspenders and a salmon colored sports coat. Barb and I could not pass up the opportunity to introduce us and find out just who this was. He was very cordial and was happy that we were able to attend the celebration. There were plenty of tables and couches for sitting and visiting while we waited for the big announcement. We met folk from Brazil, Germany and many parts of the United States and Canada.

Finally, we were invited to enter the attached building, walking to either side of ceiling to floor black curtains. The press corps was invited to stand on risers looking over the stage. We quickly figured

out where the car would be coming from and took our positions right next to the stage. Derek Jenkins, the Director of Design, took the stage and after some preliminary remarks introduced a video that twice featured the shot Mark Booth took of our group at the Mount Palomar overlook – our cheers drew funny looks. Then with much smoke and fanfare, he announced the new MX-5, which was driven out very fast right in front of us – and I do mean very fast. (We later talked to the driver, a professional racer for Mazda, who indicated he was in fact worried about driving into the crowd.) The reaction was immediate and very loud. The car is spectacular in person. The right hand drive was a surprise (turns out it was one of only three drivable models and was made to Japanese specs). In our conversation the driver indicated that the car was very comfortable. He was 6 ft. tall with a 33" inseam, which is about as much information as was forthcoming the whole event. After the audience settled down, Derek announced that Duran Duran was chosen because he really liked them. With that the band came on and the concert began. Barb and I did get to dance to their top ballad Ordinary World. Photos were taken, but we weren't able to get any sent to us.

After the concert, Derek conducted a Q & A session outside with the spec model that was finally unveiled. Both cars were Soul Red. He was not allowed to answer any questions about finishes, models, engines, capacity, colors, dates, etc. so little information was forthcoming, unless you were interested in European pedestrian impact specs. The presentations by Derek and Dave Coleman on Saturday and Sunday were much more informative as they were aimed at the enthusiast rather than the press. At the end we were finally invited to take a look at the car up close and personal. In the rush, Barb accidentally touched it. Security was not happy.

All in all it was a first class event. And we love the car. There is definitely an ND in our future. Having watched the live YouTube feed after the fact, the pictures didn't do the event justice. In other words, you had to be there. We were very fortunate and very happy to have been selected. ●

# An Editor's Note To Rosie

Jack White

It was brought to my attention that a photo of Rosi was overlooked in our May production of *Twists & Turns*. As the *Twist & Turns* Layout Editor, and the last one to touch the newsletter before it goes to print, the... **blame** rolled down hill, landing squarely in

my lap. I accept it, and I apologize for the oversight. Rosi is a cherished part of our organization, and the omission is unacceptable. I cannot reproduce and redistribute the May newsletter with the error amended, and I cannot retrieve the missing photo, but I can offer Rosi this token of my remorse:





# Let Me Level With You

**Ferris Bueller**

—  *for*  —  
**PRESIDENT**

**Gene Streeter**

Let me level with you. I've been avoiding the SDMC Club President position for several years; I've been saying "no, thanks" to the personal solicitations of those who care deeply for our club. I've said "no" to the position, but never to its care and feeding. You have every right to ask "what's changed?"

Against the advice of my campaign manager, I'm going to tell you:

- This coming year, 2015, will be my 10<sup>th</sup> year in SDMC. Not being from *around here*, Bonnie and I have learned a lot about San Diego County and made lots of friends as a result. One of our more gregarious members made me feel extremely welcome the very first meeting I attended ... I've never forgotten that kindness, even though I confess I'm not very good at initiating it.
- As our current president explained in his third overture on this subject, "we can't find anyone else willing to do this ... and, besides, it's not that hard. Everyone else does all the work." That being the case, I might actually be qualified.
- As I've shared elsewhere in this, and previous, newsletters, I'm trying to embrace the self-improvement mantra "do something that

terrifies you every day." For some reason, the varied responsibilities of leading our club have met that definition for me.

- I subscribe to the notion of "giving back" to the community; specifically, the San Diego Miata Club and those that have tolerated my many and varied attempts to entertain.

I have a four-part campaign platform that I want to share with you:

- ***A chicken in every pot and two Miatas in the garage!*** If it sounds remotely like Herbert Hoover's 1928 campaign slogan, you're right ... and very old. This thought is still relevant today; it would be nice to have a both a track Miata and a sporty cruiser, as many of our members do. I'm guessing the 2016 ND is now on most of our wish lists. The 'chicken in every pot' idea is a loose reference to our being a *driving club with an eating disorder*. Tom Thompson suggests a "Pollo Rampante" decal on both fenders is equally appropriate. Either way, I want to encourage the continued success of our club and its members.
- ***No taxation without representation!*** (Please tell me there's no one in our club with a personal connection to the Boston Tea Party.) Think "membership dues" and the value you receive in exchange for your money. Our Board of Directors has been very mindful of this rate of exchange; I'm also a fiscal conservative. One classic political philosophy suggests that a society and its electorate get precisely the sort of government it deserves. Don't vote? Don't participate? Don't complain! is the modern *Cliffs Notes*



version. Our by-laws dictate notice of Board activity and certain spending limits, among other things. There's nothing to preclude our participation in the process.

- ***We need an enlightened immigration policy!*** I'll quote Pat Paulsen, dating to his several unsuccessful presidential campaigns, beginning in 1968: "All the problems we face in the United States today can be traced to an unenlightened immigration policy on the part of the American Indian." Our club needs to maintain healthy alliances and social interactions with other Miata Clubs and with others (clubs and guests) that also focus on enjoyment of our automobiles.
- ***Let's adjust the 80/20 Rule!*** You might have heard of the Pareto Principle before. (Steve Taft, this is a bonus word if you haven't.) The "rule" isn't a law of nature or physics; it's just a common observation that 20% of any work group (or social club) is responsible for 80% of

the activity. I didn't perform any serious calculations, but it feels like 20% of our club participates in, or organizes, 80% of the activities. Don't let this observation contain your enthusiasm or participation. As many run leaders remind us, "you're responsible for your own fun." If elected, I will ask that we work to adjust the 20% part of that ratio upwards. Given our Surfin' Safari plans for 2015, this will be essential for a successful event.

#### ***Some Parting Thoughts:***

- I strive to keep my ego in check, but I'm not always successful. That might be why I've developed two alter-egos to share the load – ***Ferris Bueller*** and ***Walter Mitty Me***.
- If nominated at our November Annual Meeting, I will likely run un-opposed. If I run un-opposed, I will likely win. I advise you be very deliberate and cautious in your nominations.
- "We have nothing to fear but fear itself ... and of course the boogieman." (Pres. Franklin Roosevelt / amended by Pat Paulsen.) ●

## **San Diego Miata Club Annual Meeting**

**November 8, 2014 starting at 10 am**  
San Diego Automotive Museum, Balboa Park,  
2080 Pan American Plaza, San Diego, CA 92101

*Mark your calendars!*

**The Annual Meeting is when we elect officers, plan for the year ahead and reminisce about the past year**

Board positions to be elected are President, Vice President, Secretary and Treasurer  
Pizza and soft drinks will be served following the meeting

# Upcoming Events

Jan & Jeff Frederick

Date	Event	Time	Meeting Location	Point of Contact
Saturday, October 18	Cars & Coffee/ Ortega Hwy Run	Arrive: 5:45AM  Drivers' Meeting: 6:00AM  Depart: 6:15AM	Ralphs/CVS Parking Lot, 1702 Oceanside Blvd., Oceanside, CA 92054	Bill Bennett, WRBBenett@aol.com
Thursday, October 23	SDMC Monthly Meeting	7:00 – 8:00PM	Boll Weevil Restaurant, 9330 Clairemont Mesa Blvd., San Diego, CA 92123	Neal Mills, nealmills@aol.com
Saturday, October 25	Miata Monster Mash	Arrive: 10:45AM  Drivers' Meeting: 11:00AM  Depart: 11:30AM	Park & Ride Lot, Hwy 76 and Old Hwy 395	Jon Connor, jcsuperstarusa@netscape.net, and Melinda Smith, ms1628@verizon.net
Saturday, November 8	Annual SDMC Meeting	Meeting begins at 10:00AM	Automotive Museum, Balboa Park, 2080 Pan American Plaza, San Diego, CA 92101	Neal Mills, nealmills@aol.com
Thursday, November 20	SDMC Monthly Meeting	7:00 – 8:00PM	Boll Weevil Restaurant, 9330 Clairemont Mesa Blvd., San Diego, CA 92123	Neal Mills, nealmills@aol.com
Saturday, November 22	Novice School	TBD	Qualcomm Stadium, South East Lot	

# SDMC Officers



President  
Neal Mills



Vice - President  
Christy Pluciennk



Treasurer  
Laurie Waid



Secretary  
Jon Connor

## Executive Board

**President** - Neal Mills  
858-536-1836                      president@sandiegomiataclub.org

**Vice President** - Christy Pluciennk  
858-201-8430                      vicepresident@sandiegomiataclub.org

**Treasurer** - Laurie Waid  
760-432-0727                      treasurer@sandiegomiataclub.org

**Jon Connor**  
760-458-4503                      secretary@sandiegomiataclub.org

## Administrative Board

**Membership** - Chris Jones  
   membership@sandiegomiataclub.org

**Events Coordinator** - Jan & Jeff Frederick  
858-675-0607                      2freds.sd@gmail.com

**Club E-Mail** - Bob Kleeman  
619-501-9776                      postmaster@sandiegomiataclub.org

**Webmaster** - Dan Garcia  
   webmaster@sandiegomiataclub.org

**Club Regalia** - Steve & Laurie Waid  
760-432-0727                      regalia@sandiegomiataclub.org

**Historian** - Elinor Shack  
858-485-0278                      mshack@san.rr.com

## Twists & Turns Staff

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**Proofreader** - John Lord                      johnlord@calvarychapel.com

## Contact SDMC

**The Web**  
www.sandiegomiataclub.org

**24 Hour Voice Message**  
619-434-2007

**Mail**  
P.O. Box 261921  
San Diego, CA 92196

### 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 1st of each month. The Editor reserves the right to edit all submissions.*



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## 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!

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## 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.

Next Monthly Meeting: **October 23, 2014**

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## 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.

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## 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 including magnetic fasteners. Add \$2 for shipping to your home. Badge request forms are available at the Regalia table at monthly meetings and on [sandiegomiataclub.org](http://sandiegomiataclub.org) in the "Regalia" section. All orders must be prepaid.

# Member Discounts

**M**any 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](mailto:newsletter@sandiegomiataclub.org) for additional information.

## Automotive Services

**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%

**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](http://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](mailto:joe@knobmeister.com). 303-730-6060.

**Langka Corp.** Guaranteed paint chip and restoration products. 800-945-4532. [www.langka.com](http://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).

**TJM Enterprises (formerly Magnolia Autobody).** Restorations, body work. 10027 Prospect Avenue, Santee. 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](http://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 El Cajon.** 619-590-3700. Discount: 20% on parts and labor. VIP Membership: 3 oil changes for \$19.95 with \$5 going to Rady's Children's Hospital.

**Mazda of Escondido.** 760-737-3200. Discount: 20% on most parts; 15% on labor (not including smog). 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](mailto: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](http://www.FIRSTBRANDinc.com) or you can call us at 951-672-6677.

## Classifieds

### FOR SALE 2002 Miata

Yellow with 80,000 miles, Cold side Carb legal supercharger, 6 speed, AFco suspension, Roll Bar, 17inch Mazdaspeed wheels with new Direzza tires, A total of over \$16,000 in good stuff added to this Miata, Send me you email and I will send you a complete list, Maintained by Rocky since I bought it in 2006. Never damaged. \$14,000

CALL WALLY (619) 203-2801 or [WALLYMIATA@GMAIL.COM](mailto:WALLYMIATA@GMAIL.COM)

### 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](mailto:wallymiata@gmail.com) or 619-203-2801 Wally Stevens SOCALM & SDMC member.

### 17" rims off MX5 2010 Grand Touring

One pair, stock, perfect, \$75. [DavidPlankpastordavid@pastordavid.com](mailto:DavidPlankpastordavid@pastordavid.com), 760.505.2555

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](mailto:davidstreeter@yahoo.com) Ads will run for four months unless canceled, and may be revised and resubmitted.

San Diego Miata Club  
PO Box 180456  
Coronado CA 92178-0456



(SDMC area outlined in yellow)