



# Western Reserve Section

# CRUIER

## Mercedes-Benz Club of America

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Summer, 2010

## Drive into an afternoon of adventure

By Tom Barratt



Sunday June 27 –  
Horse Country Road  
Tour 2010

It is time to rev up  
your favorite  
Mercedes-Benz for a  
summer day of

touring fun as we travel twisty back roads and visit historic country estates to kick off our MBCA Western Reserve Section's 50<sup>th</sup> Anniversary!

We will begin the day around 11am with a light brunch of coffee and Danish at the White North preserve in Hunting Valley, meeting and greeting each other, plus visiting horses and more. Then it's on the road as the first Mercedes-Benz drives into an afternoon of adventure as you see why wealthy industrialists were attracted to this area's beauty for their country retreats.

The White North property is rich in history dating back to 1915 when Windsor T. White owned over 1,000 acres on both banks of the Chagrin River. White North – once a pillar of the sporting life – still boasts vast acres of open meadows with historic stables and out buildings, all preserved through the efforts of the Western Reserve Land Conservancy.

This is just one of the very special sites on the all new 2010 tour of country roads, cobble courts and bridle paths, which hark back to a more peaceful and unspoiled past – a rural past worthy of preservation. And when our afternoon tour winds down around

4pm, we return to White North to enjoy a social mixer and tour of the stables and restoration. At 5pm we sit down to a gourmet al fresco buffet (BYOB) while enjoying live musical entertainment.

Advance tickets are required.

This very special Horse Country Road Tour 2010 is the official kickoff (watch the horses!) to a year-long celebration of Western Reserve Section's Golden Anniversary. Thank you to our sponsor **Leiken Motors** for this special event which helps support the Western Reserve Land Conservancy and preservation of our region's natural heritage.

You are invited to attend. Rain or shine. The entire day's events, including dinner, are \$55 per person and advance tickets are required as this event sells out (\$25 of your ticket is tax deductible). You have the choice of arriving at 11am for the full day, or arriving at 4pm for buffet dinner and stable tour.

For more information – E-mail [tombarratt@aol.com](mailto:tombarratt@aol.com) or call Tom Barratt at 216-533-7192.



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# National and Regional News....

## Meadowbrook Concours d'Elegance

Join the International Stars section and MBCA members from the Great Lakes Region for a fun day at the prestigious Concours d'Elegance of America at Meadowbrook held at Meadowbrook Hall on the campus of Oakland University in Rochester, MI. The concours will feature over 200 cars displayed by invitation-only in categories including celebrity classics, early drag cars, european luxury, motorcycles, vintage, and antiques. See website for more information

[www.benzclub.org](http://www.benzclub.org) or [www.meadowbrookconcours.org](http://www.meadowbrookconcours.org)



Frank Cozza,  
National Events Chairman  
Great Lakes Regional Director

## StarFest 2010

StarFest 2010 will be held in Winchester, VA from September 24-29. If you have never attended a StarFest, this might be the year to try it. This year's event includes the usual rally, Concours d'Elegance, and driving events (defensive driving, autocross, acceleration runs, the performance driving school and time trials at Summit Point Motorsport Park). The Greater Washington Section-host of the event-is also offering a car care clinic, technical sessions, historical tours in the beautiful Shenandoah Valley, and probably an optional night at a drive in movie. And of course there will be the banquets and camaraderie so important at these premiere national events. There will be caravans planned for those attending so you can travel with other MBCA members and friends. For more information, check out the web site [www.gws-mbca.org](http://www.gws-mbca.org) and click on the StarFest link. Watch for information about caravans on our web site [www.benzclub.org](http://www.benzclub.org) and in future *Criers*.

## Watch for your ballot

Election material and a ballot will be mailed to all Active MBCA Members on or about September 1, 2010. Your participation in our election process is important. Completed ballots must be received by Friday, October 15, 2010 to be counted.

## Mercedes-Benz USA Rewards Your Loyalty

MBUSA has generously continued the Loyalty Program until December 31, 2010. This program is another great reason to continue your membership in MBCA. Be a member for 1 year. Buy a new or pre-owned Mercedes-Benz and receive a gift card from Mercedes-Benz valued up to \$1500. Use the card towards parts, service, personal or vehicle accessories at any Mercedes-Benz dealer. For more details and an application, go to the MBCA website. ([www.MBCA.org](http://www.MBCA.org))

## Message from the President



Gary Goodman,  
President

### Gemütlichkeit is coming!

At the recent MBCA national board meeting the Western Reserve Section received approval to host Gemütlichkeit 2011 in the Mansfield area on May 20-24, 2011. For those of you who are not familiar with Gemütlichkeit, it is the club's oldest national event and is traditionally held every other year in the odd-numbered years. Think of it as a convention of Mercedes-Benz owners and enthusiasts from all over the country who get together to enjoy our cars, and more importantly, each other's company. Activities will include a Mercedes-Benz concours & car show, defensive driving, and a performance driving school that includes 2 days of track time at the world-renowned Mid-Ohio Sports Car Course. Of course, there will be plenty of good food, local tours, and lots of social activities to enjoy. Mark your calendars now and make plans to attend. Look for more information about the activities on our website and also in future issues of the Crier.

A special thank-you to our dealer partners who have sponsored events this year—**Mercedes-Benz of North Olmsted, Mercedes-Benz of Bedford, Coppus Mercedes-Benz in Tiffin, Leikin Mercedes-Benz in Willoughby, and Fred Martin Mercedes-Benz** in Austintown. The support and enthusiasm of our local dealers has been a major factor in the success of our section and are greatly appreciated.

### Share your fun experiences

Do you have a favorite Benz story? Would you like to share a memorable Benz experience? Have you had great service for your baby Benz from a local business? Share your experiences and let others get great service too.

You do not have to be a great writer just a great Mercedes-Benz enthusiast. Send us your stories and pictures and we will make sure they are included in a newsletter. Drop one of us an email: Sue Morrison<slm2teach@aol.com>  
Mary Alice Cozza<fcozza@neo.rr.com> or Priscilla Gwinn<gwinnpriscilla103@gmail.com>

## Member Update

### Welcome New Members –

#### March - May

Matthew and Kim Cozza, Jeff Miller, Richard Zalack, Diane Zalack, Richard Michelson, James Downing, Michael Nogalo, Rose Pohly, Adam Didomenico, Kathleen Weber, Jeffrey and Valorie Prulhiere, Dana Dubois, Donald Michaelsen, Jim Walters, and Karla Walters

### Renewl Members –

#### March - May

Craig Cozza, Raymond Caulk, Bert and Virginia Tomon, Mark Rose, Keith Lichtcsien, Marion Shafer, Robert and Diane Hoover, Gary and Jocelyn Goodman, Jonathan Veres, Christopher Veres, Christopher and Katie Arn, Fred Abraham, Ronald and Marcia Good, Doyle and Caroline Miller, Guy Kendallfreas, Frank Cozza, Richard Buys, John Collins, Rodd and Kimberly Masteller, William and Lucy Gesell, Gabriel Despres, Lou Sukalski, Catherine Keith, Norma Glause, Donald Wagner, Frank Nichols, Daniel Lieberman, Dennis Puening, Josephine Lesler, Nathan Workman, George Daverio Jr., Richard Tashjian, John Gerstenmaier, Hans and Heidelind Proemm, William and Penny Zell Terry Kiwala, Ronald Swenson, Terry and Shirley Donley, Werner and Karen Heidemann, John Brodnick, Doris Malin-Brodnick, Edward Mehler, Harvey Kay, Peter Conway, Don and Carol Velcio, Obi Isiguzo MD, Donald and Sharon Jordan, Eric Butler, Jay Jesensky, Anil Parikh, Ralph Montalvo and Shonya Lewis, David Kling, Charles Hearn, Norbert and Barbara Peiker

## Caravan to Spread Eagle Tavern

July 18, those who wish will gather in Streetsboro to caravan to the historic Spread Eagle Tavern in Hanoverton. After a tour of the tavern and a delicious brunch, participants will drive the short distance to the Guilford Lake home of **Frank and Mary Alice Cozza** for boat rides, ice cream, an informal car show, and a wonderful afternoon of camaraderie. **Fred Martin Mercedes-Benz** will sponsor this event which will help keep expenses lower. More information will be sent soon. Also watch the website for updates.

# Coppus Motors sponsors a successful Funday event

For the fourth consecutive year, **Coppus Motors** of Tiffin Ohio sponsored Western Reserve Section's Mercedes-Benz Defensive Driving and Autocross at Sandusky High School. Five sections were represented at this year's gathering, nearly tripling registration over last year.

As a new facet, Chairman **Fred Gesell** worked with the Northwest Ohio Section to add a fun concours to the day. Judges for the event came from that section with the supervision of **Ted Gottfried**. A special judging sheet was prepared that was not as detailed as the national judging sheet. It was a learning experience for the new judges, and a more practical way of judging at a "funday" event. Approximately 25 cars were entered for the judging. Coppus Motors also brought 4 current model cars to add to the display.



**Teresa Meredith** maneuvers through the course.

Following coffee, donuts, bagels and visiting, **Gary Goodman** called the group together for an introduction of the day. **Mary Alice** and **Frank Cozza** were the instructors for the defensive driving school. Their presentation included hints for proper setting of the mirrors to avoid blind spots, correct positioning of the hands, numerous safety tips, and an overview of the exercises that the participants would do on the course. The cars lined up to take a turn on the defensive driving course. Among the teens involved, sixteen year old **David Bartizal** was nothing but smiles. Teens are encouraged to come for free and bring their own car for instructions to make them better every day drivers.

After lunch, the cones were rearranged and readied for the autocross. Timing was done to measure improvement and add some more excitement to the



**Pete Callaghan, John Coppus, Dan Lehmann**

exercises. Other than the relocation of a few cones throughout the afternoon, there were no mishaps and lots of fun and smiles. Four representatives of Coppus Motors (including owner John Coppus and Mercedes-Benz Sales Representative Dan Lehmann) spent time watching the defensive driving and some of the autocross as well as sharing cars to

drool over. It was good to have them see how their support is improving driving skills for those participating.

When the smiles exceedingly large, and all had the opportunity to try their timed runs, the group adjourned to a pizza parlor for dinner and presentation of awards. Trophies were presented to first and second



**Ted Gottfried** putting the medal to the metal

place for each class in the concours and in the autocross. Certificates were presented to each participant in both events as well as those completing defensive driving. Best in Show was awarded to **Mike Salemi** and his 1969 280SL. Judge's choice went to **Pete Callaghan** with his 2008 CLK63 AMG Black Series. Fastest Mercedes-Benz went to **Joe Alexander**, and fastest non Mercedes-Benz went to **Norm Crowe** with his 2007 Saturn Sky. (Norm is a loyal Mercedes-Benz Club member and works as an instructor at most events.) Appreciation is again expressed to Coppus Motors for underwriting this worthwhile event.



(L-R)

**Rod Tucker** comes over to congratulate first place concours winners **Judy Brehm, Ron Swenson, Fred Gesell, Mike Salemi, Paul Bailey, and Keith Meredith**

# A dramatic leather restoration

by Ted Gottfried



On Tuesday June 1, 2010, I took a 1987 420SEL Mercedes Sedan with 60,000 miles to a leather

restoration shop called DuraMend. This shop specializes in repairing automobile leather, vinyl, cloth, burn holes, door panels, plastic, carpet, head liners, as well as leather and vinyl furniture. A most dramatic indication of their success with leather restoration is shown on leather coats that have one side restored and the other side original hanging in the show room. Any doubt about the impact the restoration process has on aged leather is immediately obvious.

The dark blue leather seats of the 1987 Mercedes I took for restoration looked like old scuffed shoes with a whitish tinge to them. Even though the car has low mileage and has spent much of its life parked indoors, the leather had dried out and needed to be fed and the color brought back. The process took 8 hours.

Over-simplified - All bordering edges and areas are masked off with masking tape and cloth. However, there is minimal over-spray because of the very low 2 or 3 psi pressure of the spraying operation. The process involved cleaning with a proprietary product, light sanding, and numerous, numerous coats of dye sprayed on with very low pressure. Immediately after a fairly small area (about 1' x 1') has been sprayed with dye, a hand held dryer is passed over the area as the dye penetrates and conditions the leather. The technician held the dye spraying gun in his right hand and the dryer in his left hand to insure immediate drying following the wet application.

The dye spray is composed of a proprietary formula that has been developed since DuraMend was founded in 1989. This formula contains conditioners, softeners and preservatives in addition to the colored dye. The color is an exact match to the rest of the interior (dark blue in this case). This matching is accomplished using high tech computer analysis.

After taking the car in at 8.30am, the results at 4.30pm were dramatic. The seats can be used immediately without any color coming off or staining of clothing. The leather has a supple soft feel to it. Truly amazing.

For \$400, all seat bottoms, seat backs and armrests were reconditioned. The reconditioning carries a limited guarantee for "normal" usage. After about one year, it is recommended that a leather conditioner such as "Lexol" be used to maintain the suppleness. Leather will dry out over time and needs to be fed.

Based on this experience I recommend this leather reconditioning process to anyone who has leather that needs to be restored. DuraMend is located at 9449 Brookpark Rd in Parma.

## Bedford Classic Center Open House

On a cold, rainy April 17, Mercedes-Benz of Bedford hosted an Open House to showcase their new Classic Center. About 60 enthusiasts braved the weather and drove their prized car (some new; some old) to the dealership. Pictures were taken of each car and emailed to the owner. After the car was photographed, the owner picked from a great selection of door prizes including hats, shirts, bags, CD cases, and Christmas ornaments—all with the Mercedes-Benz logo of course. **Chriss Burdis**, Mercedes-Benz of Bedford Service Director, gave a presentation describing the new classic car center and the benefits available to the club including parts discounts, special labor rates, and the opportunity to have needed work performed by a factory-trained technician and backed by Mercedes-Benz warranty. Dealership employees grilled hot dogs and hamburgers to accompany the chips, pop, and cookies they provided for lunch. **Kristen Kolesar** assisted Chriss in presenting additional door prizes including gift certificates and a Mercedes-Benz golf bag. **Joe Adamcik** won the grand prize—a classic center gift certificate donated by **Rick Lane**, MBUSA Regional Service and Parts Operations Manager. Thanks to Chriss, Kristen, and M-B of Bedford General Manager **Mark Hoegler** for a great event and their continued support of the Western Reserve Section.



## MBCA Schedule of Events

June 27	Horse Country Tour	Sponsored by Leiken Motors
July 13	Monthly Meeting	D'Angelo's - Twinsburg
July 18	Spread Eagle Tavern Ice Cream Social	Sponsored by Fred Martin Motors The Cozza's
July 24	Pittsburgh Vintage Grand Prix	
July 25	International Stars Meadowbrook	Oakland University Rochester, MI
August 3	Monthly Meeting	D'Angelo's - Twinsburg
August 21	Old Car Fun Day	
Sept 24-29	StarFest	Winchester, Virginia
Fall	Solon Cruise In	
October	Fall Leaf Tour	
May 20-24	Gemütlichkeit	Mid-Ohio Sports Car Course

Flyers will be sent for specific club events. Check the website [www.benzclub.org](http://www.benzclub.org) for more information. National events will be advertised in the STAR and on the [www.MBCA.org](http://www.MBCA.org) website.

Check out the Western Reserve Section website at [benzclub.org](http://benzclub.org)

### Western Reserve Section

#### CRIER

Mercedes-Benz Club of America

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