



Sunshine STAR



The Newsletter of the Southwest Florida Section, MBCA

Issue No. 4

July/August 2013



Counting Stars At StarTech



'T was the middle of May when a contingent of our members joined other passionate Mercedes-Benz enthusiasts for **StarTech 2013** in Birmingham, AL. In this issue Mal and Edythe Newbourne share their absorbing story and pictures of the event. [some didn't go, and are kicking themselves. ed.].
- Story, page 3. Photos, Malcolm Newbourne



<i>Inside This Issue:</i>	
Breakfast Meetings	1
Officer Listing	2
President's Column	2
Sunshine Star Information	2
StarTech Reports	3
StarTech Photos	4
Oktoberfest Annual Car Show	5
New & Renewing Members	7
Member Profile	10
Classified	10
MBCA Information	12
Calendar of Coming Events	12



More Than a Car | We're a Community!

Monthly Breakfast Meetings



Ft. Myers area... Mimi's Café
2nd Saturday of most months.

Next Meetings - July 13, August 10.



Naples area... Perkins on Pine Ridge
4th Saturday of most months.

Next meetings - July 27, August 24

*(Ceramic mugs available from MBCA.org Store)

President Tom Harruff's Column

July, 2013

Greetings to all, and welcome to our 17 new members since our last newsletter. Our Section membership currently stands at 320 members (as of 6-30-13). Please keep up the good work and renew your individual effort to bring in at least one new member this year.

If you are happy with your Section, our Section activities, and the benefits of MBCA membership, you will be our best spokesman for recruiting new Club members.

Don't be bashful when you see another Mercedes-Benz owner, ask if they are MBCA members, and if not hand them an application.

Thanks to Jerry Kinderman for all of his work in updating the look and content of our newsletter. Our thanks to our advertisers who want to serve our members.

Be sure to check out our SWFL Section Web Site at: www.southwestflorida.mbca.org Lots of Section content.

Also please check out our very own SWFL Section Facebook Page at: www.facebook.com/pages/SW-Florida-Mercedes-Benz-Club-of-America/ Log in - see what we have to offer for Facebook members. "Like" us please!

2013 has been a very busy year so far for our Section with our breakfast meetings in Naples and Fort Myers, car shows, and our Ladies of Mercedes events but Anne and I will be slowing things down a little for the summer months.

Look forward to this fall for a renewed calendar of events! We have a couple of events coming including our Third Annual Car Show and Oktoberfest in Punta Gorda on Oct 4th followed by a cruise to Cabbage Key the next day. See the flyers in the newsletter and in our emails. We also are planning on a Broadway Palm Dinner Theater for the musical Cats on Nov 2nd. Limited Seating so get your reservations in early!

Tom Harruff, President,
SWFL Section MBCA



OFFICERS AND DIRECTORS:

President: Tom Harruff
239-591-8049 tharruff1813@comcast.net

Vice President/Treasurer: Glen Sholl
239-272-1328 gsholl@comcast.net

Secretary: Anne Harruff
239-591-8049 AnneHarruff@comcast.net

Membership Chair: Tom Harruff
239-591-8049 tharruff1813@comcast.net

Section Directors: The Officers named above, and
Chet Young

239-288-4121 chetyoung30@gmail.com

John Meyer

239-450-1998 johnmeyersr@hotmail.com

Ron Cordeau

239-599-8597 roncor@hotmail.com

Thomas Starrett

941-347-7119 tomstarr74@comcast.net

Southeast Regional Director: Scott Suits
727-460-5739 Suits@ij.net

Sunshine Star Publisher: Tom Harruff
1943 Empress Ct., Naples, FL 34110
239-591-8049 tharruff1813@comcast.net

Newsletter Editor/Director: Jerry Kinderman
239-592-0926 editor.swflmbca@yahoo.com

Webmaster/Director: Peter Blackford
239-592-9813 priuspete@gmail.com

Facebook: Mario Puente
305-608-8977 mpuente-benz@hotmail.com

The Southwest Florida Section *Sunshine Star* newsletter is published on odd-numbered months. It is mailed electronically or via post to all members of the Section and appropriate members of other Sections and MBCA executives.

All copy for inclusion should be received no later than the first of any even-numbered month.

Any technical tips, automotive experiences or interesting items relating to Mercedes-Benz are encouraged and welcome.

Members may advertise to buy or sell, free of charge, any personal Mercedes-Benz auto, part or accessory. All insertions in the *Sunshine Star* are the opinions and statements of the writers, advertisers, etc., and do not necessarily reflect the opinions of this Section or MBCA. Call concerning commercial advertising rates.

No authentication is given or implied as to the validity of any expressed opinion or statement.

Sunshine STAR Newsletter design, Jerry Kinderman, 7/1/2013

Questions? Call your Section Officer at 239-591-8049,
or our National Business Office at 1-800-637-2360 M-F 8am-5pm MT. Or visit www.mbca.org



Participants Views StarTech 2013



By Malcolm Newbourne

The Alabama Section did an outstanding job of blending together a number of significant (non-contiguous) venues in their beautiful state into a successful multi-day event.

Our MBCA Section was well represented by Glen Scholl, Peter and Josie Lesler, Ray Boulay, Frank and Sandy Alteri, Jorge and Orte Gil, Edythe and myself, all of whom made it in individual car trips. Fred Bayer and guests also attended .

Edy and I did the 800 plus miles from home in Florida, test driving a newly acquired 1980 280CE, meeting up with friends (the Gils) along the way, and arriving to find the Registration Desk set up and operational. Way to Go!

Basic Components of the Event were the Mercedes Plant in Vance, AL, the Teaching Center in the Plant, the Huntsville US Space facility, a (Really) Classic Restoration Center, Seminars and an All Wheel Drive ride.

The pictures which Jerry winnows out of the ones sent him are but a speck on the multitude of what I took... an elemental sample of the eye candy that was all about us. And that does not count the ones that failed given my dependence on an obsolete camera...

It is an understatement to say that Huntsville was/is impressive. The history of the rocket ship work that has been done there, the people and the actual results were clearly defined by knowledgeable personnel in the facility. Well organized tour well enjoyed, good picture op also!

Barber Motorsports is well known among the auto sports enthusiasts, but having never been there I was amazed at the extent of the facility, and its many components... Fantastic collection of motor cycles, Antique, Classical and Modern; Oversize collection of Lotus cars; Great Track, for Serious or Fun (latter was our choice); and extensive Gift Shop.

Classic Car Motoring, Inc was a stop along the way. It is an independent boutique facility that has as its customers Mercedes Benz, and other major marques. The closest I have seen to compare to their capability and talent is the Collier Collection here in Naples. First Class Operation, well explained by the 2nd generation owners and their personnel. Left my camera in the hotel that day (bad move on my part!).

My background is transportation, so though off-road is not what would normally be part of this note, in this case, I stole a ride on an off-road demo in order to view the railcars and truck loading docks that move finished Mercedes autos to US distribution centers and ports for transport to foreign destinations.



Talk about being impressed!!! The G550 prototype we were off-roaded on has capabilities I did not think existed in pedestrian autos... but on the other hand this was a Mercedes, should have known better. The tour was over an established route, with 70% dips and water that was at least hubcap deep. Driver was a man well educated in the machine he was driving and had no problem in explaining as he went along. Great drive.

Oh, by the way. It looked as though the Norfolk Southern Railroad has put up a 5 or 6 track yard outside the plant and has 3 or 4 loading tracks on the plant site. Shipping level at the time of StarTech was about 750 autos a day.

The plant itself is what Mal went to Alabama to see. The locating of the plant, along with the politics and dedication involved in getting it to Alabama is a story in itself. An introduction arranged by Star-

Tech was excellent. The power company rep who used his skill and knowledge of his home state, and political know how and connections, to interest the "state" in pursuing a venture such as locating the Mercedes plant spoke.. The plant manager enticed away from a Canadian Toyota facility who made all the components come together (the Learning Center is named after him). The Mercedes veteran who tied it together both here and in Germany. Wonderful to hear of the cooperation and effort that was and is so successful.



The plant tour was a special 4 mile guided walk/tour. No inside pictures allowed so no sharing here. But the memory of the expanse of the facility, the fitting together of the various automobile components on a series of ground level and elevated lines will stay with us for a long time. The robots used extensively though out the plant reminded me of nothing other than off "worlders" as conceived in H.G.Wells and his War of the Worlds. From acting as pickers to get parts to the assembly line, to applying sealer along the edges of windshields and placing the glass in the auto being assembled... amazing!

The Visitor's Center was worth a special trip... never have seen so many MB models in one place, and the goodies to buy were pretty wide-ranging as well. Number of "old" cars or full size models, and many new ones.

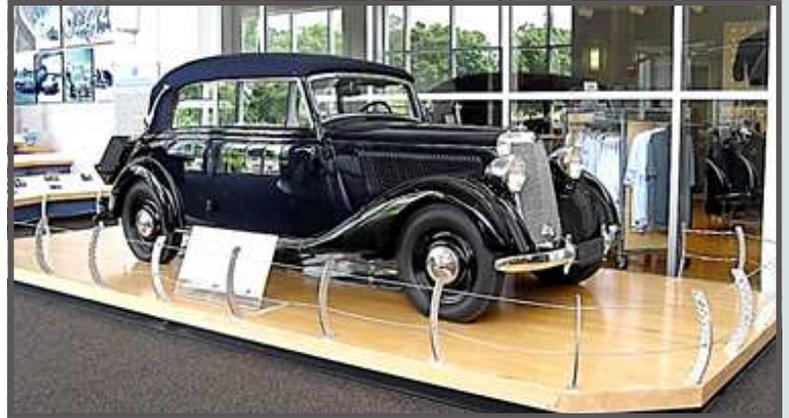
These comments have gone on much too long, and much longer than I expected. But the trip was worth the time and effort, the game was worth the candle as they said in the "old" days., and we were happy to share with you.

Malcolm Newbourne
Marco Island, FL
6.13.2013





Moments From StarTech 2013



WHERE QUALITY & SERVICE COME TOGETHER EUROPEAN MOTORS



Specializing In Service & Repairs of



- MERCEDES BENZ
- BMW



- Latest Diagnostic Equipment.
- Customer Satisfaction Is Our Main Goal.
- 30 Years Experience With Over 20 Years In Business.
- Mercedes & Bmw Factory Approved Wheel Alignment.
- From A Simple Oil Changes To Full Diagnostics.
- We Are Here To Assist You For All Automotive Needs.

www.EuropeanMotorsofNaples.com

239-597-6888

We invite you to stop by and discover the difference

1989 Trade Center Way Naples FL 34109



Complimentary Drop Off Within 10 Miles		
Immokalee Rd		
Trade Center Rd		
Pine Ridge		
	Harbor Rd	175

3rd Annual M.B.C.A. Southwest Florida

Oktoberfest

And Mercedes Car Show
Friday, October 4th 2013

Beer, Brat, Music, and CARS!!



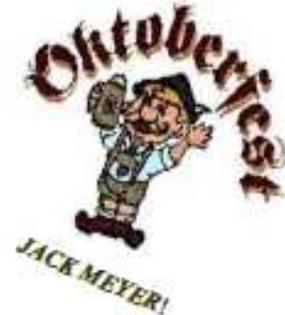
WHERE: Punta Gorda FL

WHEN: 4:00pm to 9:00pm

WHAT TO BRING: Your car & Yourself!

FREE ADMISSION!

Wine & Beer Garden (nominal fee)
Authentic German Food (nominal fee)
Raffles, Contests, and Cash Prizes
Exclusive Car Corral For MBCA Members



*This is your chance to show off your new or classic Mercedes! Show the town what life is like "Among the Stars"!!
It's a load of fun and Camaraderie. This year, Let's Make it Bigger than EV-ER!!!*



For more information or to sign up today, contact:

TOM STARRETT
941-347-7119 office
941-286-2760 cell
tomstarr74@comcast.net





Mercedes-Benz

Quite possibly the only car on earth that doesn't aspire to be anything but itself.

Congratulations!



The All-New 2013 Mercedes-Benz S-Class

Club members receive:
15% off parts and labor at \$99/per hour*

Competitive Pricing...Exceptional Service...Incredible Selection...

Mercedes-Benz of Naples

Where our clients come first.

Introducing a Mercedes-Benz of Naples Exclusive Service

**Complimentary Pick-up and Delivery
for Every Service Need!**

You'll NEVER have to leave your home or office to maintain your vehicle.

Plus a brand new fleet of Mercedes-Benz
loaner vehicles are now available.

501 Airport Road South | **(888) 526-6388** | www.mbofnaples.com

*Not valid with any other specials or offers. Excludes tires and "A" and "B" services.



W elcome **16 new Members and 3 new Associates** to the Southwest Florida Section, MBCA!

Thomas McBride, Marc Strengholt, James and Emily Alexander, Eugenia Lydon, Frank Willis, Alvaro Buitrago, Robert Gale, Frank Sajtar, Charles Manzella, Louis Alenga, Ken and Mary Carter, James Street, Bill Rice, Shirley Jimmerson, Katherine and Garrett Russell, and Paula Tyer.

And **Thank You!** to our **15 Renewed Members and 6 Associates** for your continuing MBCA Membership. It is easier to keep a member than to recruit a new member, especially if your Section Leadership continues to respond to our members with events of interest.

SWFL is now at **320** members as of 6-30-13, our largest ever, including 33 members with dual section memberships. Our Section is continuing to grow but remember You are our most important recruiter. Your positive experience with the MBCA and the SWFL Section makes you our front line membership recruiter along with those who come to us through the MBCA National Business Office or find our Breakfast Meetings listed in several of the areas local newspapers. Help SWFL continue to expand and make a new friend by recruiting an additional new member. Contact a neighbor or friend and bring them to a Breakfast Meeting - that will usually seal the deal!

LAISVA, INC.

LINAS MEILUTIS

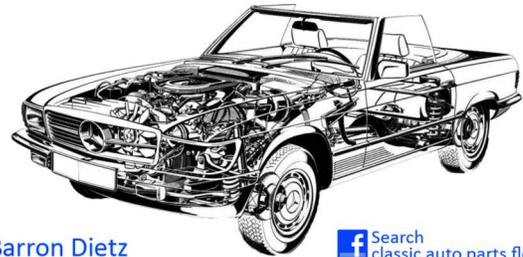
Owner

Sliding Glass Doors Repair, Windows Repair, Maintenance Perfection. Serving Collier and Lee Counties

Cell: **239-850-8767**

LAISVALM@GMAIL.COM

Classic Auto Parts LLC



Barron Dietz
239.677.8095

 Search classic auto parts florida
classicautopartsfl@gmail.com

Buy - Sell - Trade



PERFECTION

You appreciate it in your automobile, that's why you drive a Mercedes-Benz.

We strive for it with every trip or vacation we arrange for our clients.

Whether a cruise, tour, airline ticket, hotel or car, we promise to provide the best service, value, and price for you, our valued client.

TOUCAN TRAVEL

Trips, Ships, Tickets, & Tours

2825 Tamiami Trail

Suite B1

Punta Gorda, FL 33950

941-347-7119

**Tom & Loretta Starrett, Owners and proud members of the
MBCA Southwest Florida Chapter!!**



Mercedes-Benz
of Fort Myers



Start the New Year with a resolution to save time and money.

*Stop in For Exceptional Sales,
Service, Parts & Accessory Deals!*

Complimentary Maintenance!
*Lease any 2013 Mercedes-Benz
this month and receive 24 months
of Mercedes-Benz Pre-Paid Annual
Maintenance for no additional cost!*

Complimentary Inspection!
*Our Certified Technicians will check
your major vehicle systems using their
advanced training and the latest tools
and diagnostic tests.*

Save 10% In MBFM Boutique!
*Save 10% off every item in stock in
our MBFM Lifestyle Boutique...hats,
shirts, mugs, toys luggage & jewelry.*

New year's
Resolutions

- a) ~~lose weight~~
- b) ~~stop smoking~~
- c) ~~take a trip~~
- d) **BUY A NEW CAR**



Mercedes-Benz of Fort Myers

15461 South Tamiami Trail

Fort Myers, FL 33908

(238) 433-8300

Visit us at mercedesoffortmyers.com



Mercedes-Benz

German Cars...
It's All We Do.



BMW • MINI • PORSCHE • MERCEDES • AUDI • VOLKSWAGEN

DEBOLD

GERMAN AUTOMOTIVE SPECIALIST

NAPLES

4499 Corporate Square #B
Naples, FL 34104
239-692-9862

BONITA SPRINGS

28360 Old 41 Rd #11
Bonita Springs, FL 34135
239-947-6155

WWW.DEBOLDAUTO.COM

Member Profile

by Stephanie Borden Young
youngsb30@gmail.com

This issue's profile features Mercedes-Benz collector Ron Cordeau of Fort Myers.

Stephanie: Ron, let's get to know a little about you before we explore your unique relationship with Mercedes. Please tell us where you've lived, a bit about your professional life, and something about your family.



Ron: I lived in the Chicago, NW Indiana area and have been in sales with computers, software and cars. I have been with my

wife Monica for about 17 years, and I have a son Robert who lives in San Diego with his daughter Iridae.

SY: You are known for collecting Mercedes. How many have you owned over the years, and what do you have in your stable now?

RC: My first MBZ was a 1969 280 SE Coupe that I bought in the early 70's. I thought it was expensive to repair, so I sold it after a year. What a mistake! Next, I bought a 1987 420 SEL in the early 90's. Now that one was expensive to repair, but that's also when I realized I was hooked.

Currently have five cars: 1993 190E 2.6 that I bought from my family and have modified and customized. It has won numerous shows. Then I found a 1980 240D from an original owner in Fort Lauderdale. I had that one completely restored because my friend at a body shop owed me. It turned out terrific. It is really a fine automobile, and even won

a concours event in Chicago that Peter Lesler judged.

I always wanted an SL convertible and asked Monica if she thought we can get "another one." She approved only if I could find a certain color. It was no problem to find one online, and off we went on a one-way flight to Philadelphia. We drove it back to Indiana. It has been a joy to own and drive.

My friend Peter Newton from the club mentioned that he had an S coupe that he wanted to sell. It was a no-brainer to buy his fine 1991 560 SEC. This was a



car that I had always admired, and it has turned out to be a reliable and fun car.

After mistakenly looking on ebay for old Mercedes, I found another V8 - a 1970 300 SEL 6.3 that I always thought would be a great car to own. I didn't



want to restore another one, so I opted for one that was already done. I have only had it for a short time, and it has been fun to own. I have three of them in my garage, one in the driveway, and one in a storage unit.

SY: Did you ever acquire a Mercedes in a non-traditional way? We love these stories!

My 240 D was spotted at a car wash in Fort Lauderdale, being washed by its older original owner. I started a conversation and he asked what I thought it was worth. I mentioned that, because of its age, it would only be worth about \$1500. I flew back to Chicago the next

day, and then he called me to say I could have it! So I flew back to Florida and drove it home!

RC: Have you collected any other car models?

Oh sure, I have always been a car nut. Rivas, El Dorados, Trans Am 1970, 1969 Grand Prix 4 speed, Supras, as well as some older clunkers.

SY: Did you come from a family of Mercedes owners?

RC: I finally convinced my dad in 1987 to buy a new 420 SEL. He loved it, but complained about no cup holders.

SY: What strategy do you use to determine the fair value of a car you want to buy?

RC: A lot of research from magazines and online sources. After a while, you get a feel for what they are worth. Also, I was in the car business for about 10 years.

SY: What would you recommend as the best car magazines and the best car shows?

RC: Mercedes Star magazine, and any car show featuring the brand. Obviously, the best shows are the exclusive ones.

SY: Which car has been your favorite over the years, and why?

RC: My 1970 Trans AM 4 speed. NoA/C - fast and furious!

SY: Tell us about a car you wish you had never bought.

RC: None - as I have always been lucky to sell them successfully.

SY: Is there a car you regret selling?

RC: Yeah, most of them! They would certainly bring in a lot of money today!

SY: Any advice for storing and preserving these beautiful machines?

RC: Pay careful, unrelenting attention to details, and don't let a sore area get too bad. Detailing reveals areas that need attention. Storing inside is obvious, but also maintain batteries and seals, and watch for fuel contamination. And it's good to drive them once in a while!!

Ron, thank you for sharing your Mercedes experience and strategy with us!





A change that will better serve your financial needs.

I am happy to announce that I have joined UBS. I am very excited to be part of a global firm which offers a vast wealth of resources both from within UBS and its third-party partners. It also is the only firm on Wall Street whose proprietary research is tailored to the individual investor.

For over 150 years, UBS has delivered exceptional wealth management services to its clients. I look forward to continuing that tradition, as we partner together to reach your financial goals. Please make a note of my new contact information below.

Advice you can trust starts with a conversation.

William C. White III

First Vice President - Investments
239-277-3684
william.white@ubs.com

7950 Summerlin Lakes Drive
Suite 1
Fort Myers, FL 33907-1854
800-237-1110



ubs.com/fs



Calendar of Upcoming Events of Interest to Our Members Southwest Florida Section, Mercedes-Benz Club of America

DATE	EVENT	CONTACT
July 13	SWFL Section Breakfast Meeting at Mimi's Café, Ft. Myers	239-591-8049
July 27	SWFL Section Breakfast Meeting at Perkins, Naples	239-591-8049
Aug. 10	SWFL Section Breakfast Meeting at Mimi's Café, Ft. Myers	239-591-8049
Aug. 24	SWFL Section Breakfast Meeting at Perkins, Naples	239-591-8049
Sept. 14	SWFL Section Breakfast Meeting at Mimi's Café, Ft. Myers	239-591-8049
Sept. 28	SWFL Section Breakfast Meeting at Perkins, Naples	239-591-8049
Oct. 4	Oktoberfest, Punta Gorda. Call Tom or Loretta Starrett. Overnighting? Call Tom or Loretta for best room deals.	941-286-2760
Oct. 5	Cruise & Lunch, Cabbage Key—Follow on from Oktoberfest. Call Tom or Loretta, let them know	941-286-2760
Nov. 2	Broadway Palm Dinner Theater—"Cats" . Limited seating, Reserve NOW! Call Tom or Loretta Starrett	941-286-2760

Classified: For Sale

1972 450 SL

Conv., 2 tops. Blue; Black Interior. 80K miles. Hard top and body good, interior good. Just serviced, including brakes. Car is in Naples. Looking for best offer.
Ray Tibbitts, 847-612-1908, crabtreelc@comcast.net.

Please Update your Email Addresses!

Since the club and our Section use electronic communications and we are now sending electronic newsletters, please let the NBO know of any changes to your email address to ensure up to date information with both the NBO and your section Newsletter editor. Email changes to Renee@mbca.org or call 1-800-637-2360.

There are so many reasons to become a member of the Mercedes-Benz Club of America. For a nominal membership fee of \$49 a year (U.S.) or \$59 a year (Canada and International countries), Club members receive an impressive return on their annual investment.

~~ Some Member Benefits:

The Star Magazine, Discounts on parts, service & accessories at participating Mercedes-Benz dealers, Loyalty Rewards Program, 15% discount on parts from the Mercedes-Benz Classic Center, Discounts at Brooks Brothers, Sears, MedJet Assist, Forums and Interest groups on the MBCA website, and... this great newsletter from your own Section!

Call your Section Officer at 239-591-8049, or our National Business Office at 1-800-637-2360 M-F 8am-5pm MT. Or visit www.mbca.org

Southwest Florida Section MBCA On The Web!

<http://southwestflorida.mbca.org/>

and...

<http://www.facebook.com/pages/SW-Florida-Mercedes-Benz-Club-of-America/258407040951839>



Mimi's Café May 11, 2013, SWFL breakfast group with Peter's Barbara's CLK320



Mimi's Café June 8, 2013, SWFL breakfast group with Bob Sundblad's E550