

River City Star



MBCA Memphis Section Newsletter -- January 2018

National Event!

StarFest 2018 — May 14-21, 2018

StarFest® is the flagship national event for the Mercedes-Benz Club of America and will be hosted by the MBCA Alabama Section in 2018. Various track events and the StarFest®2018 Concours will be held in the heart of Alabama's racing heritage in the beautiful Alabama countryside. Included are the 17-turn Barber road course, Barber Proving Ground, Barber off-road, and Talladega Superspeedway. Every participant will be able to enjoy an enhanced tour of the Mercedes-Benz US International factory for C-class production.

Since 1998, StarFest® has had a rich history of bringing members together to appreciate the Club's heritage and Mercedes-Benz classic and modern cars. There are casual and competitive events; special access to internationally-recognized track venues, automotive museums, and behind-the-scenes production of Mercedes-Benz vehicles; technical sessions; safe-driving courses; and much more.

New this year are off-road and forest road driving. Also new are the "autobahn" driving on the 33-degree banking of Talladega Superspeedway, and the Performance Driving Experience on the magnificent Barber Motorsports Park's Formula One certified road course, neither of these require special preparation or equipment. (Note: The factory tours begin on Monday, May 14th and are offered each day through Friday. The "main" events occur Thursday, May 17 through Monday, May, 21.)

StarFest@2018 has events for everyone:

- | | |
|--------------------------------------------------|-----------------------------------|
| Safe Drivers - Safe Families | Autocross (Acceleration Runs) |
| High-speed track driving experience | Off-road track driving experience |
| Concours | Road Rallyes |
| Off-road Rallyes | MBUSI plant tours |
| Reception and dinner at the famous Barber Museum | Acceleration Runs |
| Talladega Superspeedway / Autobahn Experience | |

Visit starfest2018.mbca.org to learn more. Hotels will fill up fast, so register early!



President's Message

By Bill Sudekum

Greetings Memphis Section:

Welcome to the first newsletter for the new year. For those able to attend this year's Christmas Party, Jo Anne and I hope you had a great time, because we certainly enjoyed hosting. I had the pleasure of presenting the section's 2017 Member of the Year award to our newsletter editor, Pam Zelman, for her hard work in getting our newly-formatted newsletter, and our website, up and running. I was also honored to be able to present to the section, the 2017 First Place Award for Communications (Social Media), from the MBCA national headquarters. We hope you were able to spend some time with your families, friends and relatives during this wonderful time of the year, and look forward to seeing all of you during the coming year's activities.

The Memphis Section entered eight automobiles in this year's Germantown Holiday Parade, which was held on December 9th. The parade had 95 entries this year and a record crowd of kids, moms and dads lining the parade route.

The Mississippi Section, down in Jackson, MS. has added a Blues Tour to Clarksdale, MS. to their calendar for March 24-25th . If you are a blues fan and would like to participate in their musical weekend, let me know and I'll get you headed in the right direction. As an item of interest, this event is two weeks before this year's caravan down to Natchez on the April 7th weekend for Eurofest.

Once again, I'll put in a plug for our upcoming section elections in March. I intend to step down from being your president, to take care of some personal issues this coming year, that may interfere with running the club. And no, we're not moving, getting divorced or dying, lol! Please give it some thought, and let me or one of the other officers know if you are interested.

Questions on anything coming up? Give me a call or send me an email.

Happy motoring!

Your Section Board

President	Bill Sudekum	sudekumwa@msn.com	(901)299-0653
Vice President	Rich Rankin	laserboy1@aol.com	(901)751-7228
Treasurer	Lynn Jones	JL.Jones11@outlook.com	(901)853-0846
Secretary/Membership	Linda Reyle	lrey@novonordisk.com	(901)754-8574
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Central Region Director	Rick Siefert	Rick.Siefert@att.net	(314)435-1903

Check us out on Facebook! Mercedes-Benz Club of America - Memphis Section, or @MBCAMemphis. [Click the logo!](#)

Disclaimer

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Upcoming Event

By Linda Reyle

New Member Dinner

Calling all new members to our section! We want YOU to join us for dinner to celebrate your membership in MBCA!

The lifeblood of any organization is the mix of longtime members who know the ropes and new members who bring energy and fresh ideas. In true Memphis fashion, we're going to celebrate with barbeque! Join us on **Saturday, January 20th, 5:30 p.m.**

at Marlowe's Ribs & Restaurant near Graceland. It's been there for 43 years and is known for great BBQ & hospitality, Elvis memorabilia and a fleet of pink Cadillacs -- what a great place to have fun! Their address is 4381 Elvis Presley Blvd Memphis TN 38116.

There will be special door prizes just for new members. New and long-time members please RSVP to mbcamemphis@gmail.com by January 15th. See you for BBQ!



Upcoming Event

By Erik Nowacki

Tour of Gibson Factory Tour

Whether you can't strum a chord, you play a musical instrument or are a professional guitar player, you will appreciate the Gibson Guitar Factory tour. The weekend tour is a smörgåsbord type -- the production line is a very interesting combination of manual and automated processes (though the line will not be running because it's the weekend). The tour guide is an actual Gibson employee and is usually a musician himself/herself. At the end of the tour, you get to ask all the questions you might have about Gibson guitars - a great tour for only \$10.

We will take the 12:00 noon tour on Saturday, February 17, 2018. **Tickets are required** and are first come, first served. The 17th is Presidents Holiday weekend, so it's strongly recommended that you call Gibson the week before at 901-544-7998 and reserve your tickets -- we will not be making a group reservation.

For those of you who are not familiar with the guitar market, Gibson is one of the top manufacturers of guitars in the US.

Their guitars range from few hundred to many thousands of dollars. At the Memphis factory they take pride and joy in manufacturing the ES line. The factory is fronted by a Gibson retail store where you can try out their guitars. You can even take one home -- don't forget your cash or credit card!



Parking: Gibson factory is in front of the FedEx Forum at 145 Lt. George W. Lee Avenue. Anywhere in downtown is easy walking distance to the factory. If you arrive before 11am, you will find ample street parking, some with meters and some without. Dr. M.L. King Ave between Second and Third Streets is probably your best bet.

Section Elections

By Pamela Zelman

Elections for Board members is coming up in March. I can tell you from personal experience that it's both fun and challenging to help run a section, but mostly fun. You work with a great group of people toward a common goal based on the love of a certain car. You get to plan and attend great events, including national events with folks from all over the US. The Board of Officers consists of the President, Vice President, Secretary and Treasurer. You can also join as a Member at Large (appointed positions as newspaper editor and membership chairman), or just a volunteer. All four of the officer positions are open for the upcoming election, although we have firm volunteers to run for all but Secretary. E-mail Bill Sudekum at sudekumwa@msn.com if you have any questions or if you are interested..

Upcoming Event

By Erik Nowacki

Drive & Dine and Elections at Akita Sushi and Hibachi Steakhouse

Our next Drive & Dine is Saturday, March 17, for a sumptuous dinner at Akita Hibachi, Sushi & Bar in Southaven (35 Goodman, Suite C, inside South Lake Shopping Center). Akita offers delicious and old-fashioned Japanese Teppanyaki steaks or grilled fish/chicken, cooked right in front of you. If you don't like grilled or Teppanyaki/hibachi-style cooking, you can always try their fresh sushis. There are many choices to choose from on their tasty yet reasonably priced menus. **We will meet at 5:30 for dinner before elections.**

Teppanyaki is a style of Japanese cuisine that uses an iron griddle to cook food. The word teppanyaki is derived from teppan, which means iron plate and yaki which means grilled, broiled or pan-fried. This is probably more than you want to know, but trust me that the food is great. It is also an experience, by itself. DIY chefs, please do not try this at home as it could pose potential dangers to yourself and your guests (you will know what I mean once you get seated). It's a dinner and a show with Akita chefs who are very experienced in making dinner a real treat.



Please RSVP on or before March 14, 2018 to Lordita Nowacki at Lordita88@yahoo.com.

Editor's Notes

Happy New Year!

There are three national MBCA Communication Awards given at the National Board Meeting: print newsletter, online newsletter, and social media. I am pleased to say that we were given the Social Media Award! Our Facebook page is steadily growing in viewership and I continue to work on the website to increase its appeal and timeliness (www.mbcamemphis.club). If you would like to help by expanding our reach to Twitter or Instagram, please let me know -- I'd love the extra input!

As we move to an increasingly electronic format, it is very important that you keep your email address up to date with the National Business Office. You can go online to www.mbca.org and log into your account, or you can speak to a friendly human at 800.637.2360. You are always free to contact me at mbcamemphis@gmail.com with suggestions or questions. I hope to see you at future events, and thanks for making this Club a great place to hang out!

Mark Your Calendar for local events!

Details for some events, especially those farther out, will be firmed up in future newsletters and via email.

JANUARY

- 6 Cars and Carbs, 9:00-11:00 — La Baguette, 3088 Poplar Ave.
20 New Member Dinner at Marlowe's BBQ, 4381 Elvis Presely Blvd, 5:30 p.m.; Linda Reyle, host

FEBRUARY

- 3 Cars and Carbs, 9:00-11:00am — Jody's Donuts, 1996 S. Houston Levee Rd.
17 Tour of Gibson Guitar Factory, 145 Lt. George W Lee Ave., 12:00 noon tour; Erik Nowacki, host

MARCH

- 3 Cars and Carbs, 9:00-11:00am — Bluff City Coffee, 505 S. Main St., downtown
17 Dinner and Elections at Akita Hibachi Sushi & Bar, 35 Goodman, Southaven, 5:30 p.m., Erik Nowacki, host

APRIL

- 6-8 Natchez Eurofest, details to come; Bill Sudekum, host
7 Cars and Carbs, 9:00-11:00 — La Baguette, 3088 Poplar Ave.
21 Holly Springs Pilgrimage and Lunch, meet at Pam & Dave Zelman's home, 180 E. Park Ave. in Holly Springs, 10:00 a.m.; Pam Zelman, host

MAY

- 5 Cars and Carbs, 9:00-11:00am — Jody's Donuts, 1996 S. Houston Levee Rd.
14-21 **STARFEST 2018**, hosted by the Alabama Section; Pam Zelman, local host

JUNE

- TBD Tech Session at M-B of Memphis, 5389 Poplar Ave., 9:00 a.m.; Cliff Reyle, host

Pack your bags for these regional events

Remember to check out the Facebook pages and websites of each section, or contact the section President (their names are in *The Star*), for more details of these events.

Mississippi Section -- January 13: Tour of the new Mercedes-Benz of Jackson. January 28: Private Garage Tour & Lunch. Details at [Facebook.com/Mercedes Benz Club of America: Mississippi Section](https://www.facebook.com/Mercedes-Benz-Club-of-America-Mississippi-Section).

Nashville Section -- January 13: Member Appreciation Luncheon at West Haven Golf Club. Details at www.mbcnashville.org.

Cincinnati Section -- January 20: AMG Introduction and New Member Luncheon. February 18: Annual Bowling & Billiards. Details at www.mbcacincinnati.org/events.



Review: Germantown Holiday Parade

Oh what fun it is to ride in a multi-horse, (maybe) open sleigh! The city of Germantown had their annual holiday parade on Saturday, December 9th. As a car club, we were lucky enough to get spots near the beginning of the parade and eight of our members participated. Five of the cars were convertibles... because if you're going to be in a parade, you might as well drop the top, bundle up and put the heat on your feet!

There were hundreds of families (and their dogs!) lined up along the parade route, and it was worth having sore faces from smiling so much. It was a lot of fun and a great annual event for our section.



Memphis Membership Momentum

By Linda Reyle

Welcome to our new and renewing members! Expanding your network of Mercedes-Benz enthusiasts enhances your enjoyment of your car while increasing your awareness of Mercedes-Benz support expertise. Your membership includes a subscription to our bi-monthly magazine, *The Star*[®]. If you are considering purchasing a new Mercedes-Benz vehicle, you will want to check out your eligibility for \$500 off the purchase or lease price of any NEW Mercedes-Benz vehicle. Please join the MBCA Memphis Section's social and tech events to link into the great group of people in our Section. Our New Member Dinner (highlighted in this month's newsletter) is open to all of our members.

Welcome to our newest member in the MBCA Memphis Section:

Christopher Carr of Germantown TN
Tully Hall of Olive Branch MS

George Hernandez of Germantown TN
Stan Pleban of Germantown TN

Special thanks to our renewing members in the MBCA Memphis section:

Frank Adams of Germantown TN
Wallace Alexander of Memphis TN
Karen Baskin of Lakeland TN
Allen Cox of Memphis TN
Angelo Enciso of Benton AR
Chad Harris of Germantown TN
Loutelious Holmes of West Memphis AR
Michael McHann of Memphis TN

Harry Mobley of Germantown TN
Bobby Oliver of Rossville TN
Rich Rankin of Germantown TN
Iona Reyle of Germantown TN
Richard Scarbrough of Germantown TN
Michael Thannum of Memphis TN
Andre Vogt of Saulsbury TN
Carl Zeidler of Memphis TN

Review: Section Holiday Party

Just in case participating in a parade isn't enough holiday merriment, Bill and Jo Anne Sudekum hosted the Memphis Section Holiday Party at their house on December 9, following the parade. It was a lovely event at their lovely home and brought out many members, some in their holiday sweaters. The party was organized as a potluck and there was So. Much. Food!

And there were many awards/prizes! On display was the 2017 MBCA Communications Award (Social Media), given to our section at the November MBCA National Board Meeting. Member of the Year awarded to Pam Zelman for her efforts at increasing outreach through the revamped newsletter, new Facebook page and website. Our treasurer, Lynn Jones, did an expert job at procuring door prizes and there was a lot of anticipation about who would get the chance to choose the next gift - who knew our members were so competitive?!

It's been a great year for our Memphis section. Join us for our 2018 events and get in on the fun!



happy holidays!

