



The Jersey Southern Star

"Das Beste oder nichts"

Mark Your Calendar

May 14—A Day at the Races with Ronald McDonald

June 18—48th Annual June Jamboree

TBA—SJS Annual Picnic & Car Show

*For More Info
Check Out Page 3*



From L to R: Outgoing Secretary Danny Goldberg, Newsletter Editor Susan Goldberg, Regional Director Werner Fehlauer, President Lee Clifford, Membership Chairperson Katerina Christakos, Treasurer Bill Fisher, and Vice President Jim Zinsky.

IN THIS ISSUE

SJS New Members	2
Upcoming Events	3
Holiday Party 2010	4
Philly Auto Show '11	5
Our New President	6
Member of the Year	7
Shangri-Lot/Ads	9
News from MBUSA	11



MBCA-SJS Members were ready for takeoff at the Philadelphia Car Show 2011

See Page 5!

**2011-2013
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Welcome, New Members!

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Barry & Jan Nifoussi

Didier Leclercq

Adrienne Mccauley

Donald Gallagher

Mihir Wankawala

John Alice

William Fisher

Sarah Grover

Valentino Ciullo

**We look forward to seeing you
at one of our upcoming events!**

*Have you recruited a new member for our club?
Please call 1.800.637.2360 or visit
www.mbca.org*

WE NEED YOUR E-MAIL ADDRESS!

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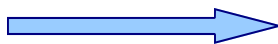


MBCA

Mercedes-Benz Club of America

Upcoming Events

South Jersey Section Events



MBCA-SJS is now on Facebook @ www.facebook.com/pages/SJS-MBCA/108857329185983
 Check out our Facebook page, or our website @ www.sjs-mbca.org for the latest event information!

May 14—Day at the Races with the Ronald McDonald House @ NJ Motor Sports Park, Millville, NJ

Interested in forming a team to cart race for a good cause? *Teams of 10 are invited to participate in this fun filled event. Get your friends, family members or colleagues together to race against 19 other teams. Race in a go-cart that runs up to 90 MPH!!!* Contact Michelle Colwell at mcolwell@sfbms.com or by calling 856-796-2111, and stay tuned to the MBCA-SJS Facebook page for more information!

The Annual Summer Picnic and Car Show is coming — Stay tuned to the MBCA-SJS website and Facebook page (and your next newsletter) for more information!

Regional Events

June 18—June Jamboree @ MBCA Headquarters in Montvale, NJ

This fine tradition continues! The June Jamboree will be held Saturday June 18th. Registration is open 8:30 to 10AM. Concours, Popular Vote, continental breakfast and lunch courtesy of MBUSA. Tires to kick, things to see, do and learn. People to meet, conversations to have, pictures to take. memories to bring home. Car registration is \$45 (\$55 day of event) includes lunch. Meals and facilities cost \$10 per person for the over 12 set for those not registering a vehicle. Event concludes by 4 PM. For more information, check out the events calendar on the MBCA website.

August 13 & 14—New Hope Auto Show @ New Hope-Solebury High School, New Hope, PA

The hosts of the New Hope Auto Show had a classic Mercedes on hand at the Philadelphia Car Show and features the Benz among its classics on display. To find out more about the show (and entering your own classic into the competition) check out their website at: www.newhopeautoshow.com.

MB125—National Events

April 29-May 1—StarTech 2011 in Milwaukee, Wisconsin

For the first time in StarTech history, we'll have full access to an actual working Mercedes-Benz repair and restoration shop. Located just 2 miles away from the hotel, Black Forest LLC will open its entire 13,000 square-foot facility to StarTech participants, presenters, and vendors for up-close and hands-on technical seminars that could never be held within the confines of a conference room.

May 21-24—Gemutlichkeit 2011 in Mansfield, Ohio

Gemutlichkeit is MBCA's oldest National Event. ...4 days of social activities, driving events, a Mercedes-Benz Concours d'elegance open to any year & model, a road rally, local tours, & more. Gemutlichkeit 2011 will be held in the scenic Mansfield, OH area--site of Starfest 2004.

August 17-21—Star Trails 2011 in Ouray, Colorado

Join us for a 4-day national special driving event in the majestic Rocky Mountains. ...Bring your M-class and G-class vehicles; you can even bring your sedans and roadsters. ...This event will challenge you and reward you in equal measure. Sign up now, reservations are limited.

For more information on events in your region or around the country, check out the MBCA Events Calendar @ <http://www.mbca.org/upcoming-events>

Need Roadside Assistance?

If you have a new or certified used car under warranty, or a car purchased from an authorized dealer before 1/4/2011, no changes have been made to the Roadside Assistance Program.

For a car out of warranty, not regularly serviced by an authorized dealer, or not purchased from an authorized dealer, you're encouraged to visit an authorized dealer for service which will then regain you eligibility for the program (if more than \$100 is spent within the previous 18 months).

If there are any questions, it is best for an owner to check out the "fine print" at a dealership or by contacting MBUSA.

MBCA-SJS Holiday Party 2010

The members of the MBCA South Jersey Section gathered on the last non-snowy weekend in December to exchange holiday greetings and celebrate the passing of another fun-filled, successful year.

The Scotland Run Golf Club played host, providing a beautiful room and luscious brunch buffet featuring the famed Make Your Own Omlette station that proved a member favorite.



Outgoing Treasurer and event organizer Lou Granato played host, giving the annual report and organizing the raffle that turned into a gift bonanza featuring jackets, hats, leather conditioner, glass light-catchers, and lanyards for all.

Danny Goldberg, Outgoing Secretary, led the bi-annual elections for new Executive Board officers, during which a group of new

members and old favorites stepped up to the plate to lead two more years of fun-filled times.

members and old favorites stepped up to the plate to lead two more years of fun-filled times.



The Holiday Party is one of the biggest events of the MBCA-SJS year. We look forward to seeing you at the end of another successful year!



Above: Section Vice President Jim Zinsky follows the elections closely while Walter Merkh, Member of the Year, looks on.

Below: Mid-Atlantic Regional Director Werner Fehlauer, family and guests wait in amusement for their number to be called.



MBCA-SJS Philadelphia Car Show 2011



Around 30 brave souls woke before dawn, bundled up, and faced the frigid February weather with one goal in mind: To get a sneak peek at the latest and greatest Mercedes Benz had to offer on the floor of the Philadelphia Car Show.

For a \$5 donation to Children's Hospital of Philadelphia, MBCA-SJS members gained back door access to the famed Philadelphia Auto Show on Saturday, February 5th. Although it was hard to pull ourselves away from the majestic wings of the AMG, our hour-long preview provided the opportunity to poke and prod a variety of sedans, sports cars, and SUVs.

With many fine models, the E-Class was the feature of the exhibit. The 2011 E-350 5-passenger sedan garnered quite a bit of attention. With a fuel economy estimated at 33 MPG for the highway, this BlueTEC "Clean Diesel" has a suggested retail price of \$50,900, proving that "Thinking Green" keeps more green in your wallet.

The interior of the CL coupe was by far the most impressive. With a computerized dash that reminds you, "Don't forget your key," the contemporary desire for hands-free technology (GPS, Bluetooth, and music) is keenly paired with classic Mercedes Benz design elements, including a silver-toned analog dashboard clock. Bond may prefer his shaken, but this classy car will stir the Benz fan in you.

After the show, SJS members feasted on South Jersey's finest Italian cuisine, wondering who would win the drawing for the cherry red 2011 GLK350. No matter the winner, one thing is for sure—we're all taking dibs on rides!



New SJS President Lee Clifford with Cedric Bess, Product Specialist with Mercedes Benz USA in front of the famed AMG

President's Message

Dear Members,

It is a privilege to introduce myself as the new President of the MBCA – South Jersey Section. As a New Jersey business owner within the financial industry for over 7 years and as an active member of the MBCA since 2007, I have had the pleasure of attending many of our club events. This has given me the opportunity of meeting many of our wonderful and interesting club members.



I would like to take a moment to thank each of our outgoing board members for all of the devotion and hard work they have given to the club in years past. Your dedication over the years has given real meaning and growth to our club, and we look forward with great appreciation to working with you all again in the future.

I would also like to take a moment to remember our dear friend and oldest member of the club Mr. Walter Merkh. Walter passed away on January 25, 2011. We all wish Walter's family much comfort in knowing how wonderful and devoted their beloved Walter was to the MBCA – South Jersey Section and how much we all enjoyed and appreciated the spirit, love and experience that he brought to the club as a member for over 35 years. Walter will be greatly missed by everyone.

In closing, I would like to thank the MBCA – SJS for the opportunity to serve you as your President and look forward to working with and enjoying the company of all its members. I look forward to getting to know each of you and please feel free to contact me with any questions you may have.

Lee Clifford

Have a question, comment, or interesting idea to share?
E-Board Contact info is on Page 2!

Membership Chair Minute

Our new Membership Chair, Katerina Christakos, hails from the Jersey Shore Area. Her car of choice is an E320 BlueTEC while her husband, Michael, prefers his 240D. They, along with 3 year old Zoe and 3-month old Sophia are your model Mercedes Benz Diesel Family.

Being new to the board this year, Katerina would like to focus on advertising and promoting the club both online and through our events in order to solicit participation and get our name out there to potential new members. She also would like to help all new members to feel welcome as they join our section and start attending our events. Encouraging more member participation, Katerina's motto is, "The more you put into the club the more rewarding of an experience it will be for you!!"

Become a fan of MBCA-SJS on FACEBOOK:
www.facebook.com/pages/SJS-MBCA/108857329185983

Honoring Walter Merkh, Member ..of a Lifetime



Regional Director Werner Fehlauer congratulates Walter Merkh on over 35 years of membership this past summer at the annual Blueberry Picnic and show.

Walter Merkh, a member of MBCA-SJS for over 35 years and our 2010 Member of the Year, passed away on January 25, 2011. Walter was 94 years old.

A loving son, husband, father, grandfather, and great-grandfather, Walter was the Plant Superintendent at Camden Copper Works and the Vice President of Engineering for Pemberton Fabricators. As a Free Mason he volunteered many hours at the Masonic Home in Burlington. An avid beekeeper, Walter also belonged to the Science and Nature Club as well as the Merchantville Fishing Club.

Of course, we in SJS remember Walter best behind the wheel of his Diesel 126. Friend and fellow club member Werner Fehlauer recalls Walter with fondness: "He was a dependable supporter of the club, loved his Diesel 126 and was as happy to show the car as he was to drive it almost anywhere. He was the kind of

club member that we all could look up to as he seemed to always enjoy himself and was always ready to say something nice to anyone. In over 35 years of membership, we could always count on Walt to support our section activities with his cheerful presence."

Memorial contributions in Walter's memory may be made to the Moorestown Visiting Nurse and Hospice, 300 Harper Dr., Moorestown, NJ 08057.



Member of the Year Walter Merkh (Right) holds his prize as he celebrates the holidays with fellow club members (From Left to Right) Jerome Johnson, Jurgen, and Douglass at the Scotland Run Golf Club this past December.

A Letter from Lou *Our Outgoing Treasurer*

After 10+ years of serving as the Treasurer of the SJS-MBCA, I am both relieved and disappointed with my departure from that office.

I became part of the MBCA organization in 1994, thanks to a friend who convinced me to "go ahead and treat yourself and buy that new C-Class". In addition to his sage advice, he also paid my first year dues! I then became part of a group that resurrected the SJ Section that had become "sorta" inactive over the years, primarily due to apathy on the part of many of the members and little to no scheduling of "events" that were of interest to the members.



As part of a "new group of faces" entering the section, and with new leadership at the helm, I decided to become more active and ended up taking over the Treasurer position. The rest is history, as the saying goes.

As I write this on the day after Christmas, and as I think about all the good things that have come my way over the years, I include in that my time as one of the executive group that helped bring the club to the point where it is today. Along the way we were fortunate to have a very active Regional Director, Werner Fehlauer. With his assistance we were able to host 'TRI-O-RAMA' in 2008. Thanks to this event and other things that were done along the way the club is now financially sound; we have been able to underwrite our annual Brunch & Holiday Party at the Golf Club for the past several years.

Other efforts include a changeover to an electronic newsletter. It will add to the efforts to reduce our costs to maintain the section in good standing with MBCA's national office. However, for those who do not have access to a personal computer, we will still "snail mail" the newsletter.

Please keep in mind that this organization belongs to its members and that without volunteers, it will surely fade away...again. Several volunteers can lighten the load for "the few". Please consider contacting any one of the executive group to volunteer in some capacity. If enough of you "step up" the time you will have to devote will be very small compared to what can be reaped by all the members of this section.

Perhaps it is time for a "new group of faces" to take the reins of this section.

Lou Granato

Treasuring MBCA-SJS *Introducing Our New Treasurer, Bill Fisher*

A philosopher once said, "The more you put into something, the better it for you." I've held various positions (Newsletter Editor, President and Events Coordinator) in the club and received much in return. I've driven in parades, won car shows (actually 2nd place), enjoyed the company of other members, been to several Philadelphia car shows and picked many blueberries. The club has been good for me.

How do you help the club? Your thoughts and concerns about the club are welcome and appreciated, and our Executive Board is always happy to hear your thoughts and encourage you to take the lead in helping to make MBCA-SJS a great experience for all involved.

Bill Fisher

SHANGRI—LOT

Advertising Information: SJS members may place an ad in The Jersey Southern Star free of charge. To place an ad please contact the Newsletter Editor. The editor has sole discretion in determining ad acceptability and length.

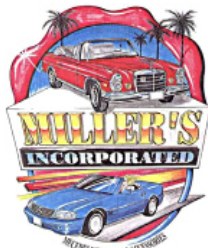
For Sale – 4 1984 380SL original wheels in average condition. There are four P 205-60R14 radials currently mounted on them. The tires have less than 3000 miles on them and the side of the auto on which they were mounted is noted on the inside of each wheel. First reasonable offer takes them! Pick up only. Call Joe (609) 680-3049 or e-mail to jgreco23@comcast.net.

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Full Page: \$500.00

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Quarter Page: \$150.00

Business Card: \$75.00

Rates are for one year or 6 consecutive bi-monthly issues, with ad material or black and white artwork suitable for scanning or direct incorporation into the newsletter, provided by the advertiser. Advertisements must only be for Mercedes-Benz products or items and services related thereto.

More from the Philadelphia Car Show 2011





Facebook Update: The Fashionable 2012 SLK

Mercedes-Benz Fashion Week isn't all about the clothes. The 2012 SLK Roadster made its U.S. debut at Lincoln Center, giving the men something to look at while their wives went shopping. (Okay, let's admit it; the ladies were checking out this model, too.) Combining "sporty handling" with "stylish comfort", the 2012 SLK goes on sale this summer.



MBCA-SJS is now on Facebook @ www.facebook.com/pages/SJS-MBCA/108857329185983

To get all the latest MB news first and fast, check out the MB USA Press Office on Facebook:
www.facebook.com/mbusapressoffice



MBUSA Fans Tweet-Fuel the Race to the Superbowl

Building a Twitter following of over 70,000 and increasing their Facebook fandom by 300%, MBUSA blended the best in driving with the hottest in social media at one of the biggest sporting events of the year. In honor of Mercedes Benz's first Superbowl commercial, MBUSA sponsored a "tweet-fueled race"—teams of drivers would exchange Tweets on the road that would earn them points as they raced from four different cities across the USA to the Superbowl in Dallas, Texas. The event not only introduced Mercedes Benz to a whole new generation of drivers, it helped raise over \$120,000 for charities. For more, check out the links posted on the MBUSA Press Office's Twitter account and Facebook page.

To follow the MB USA Press Office on Twitter, click in at: www.twitter.com/mbusa_news

Join the High Miles Club!

According to the MBCA Educational Foundation, "The latest Mercedes-Benz to be recognized for surpassing the one-million-mile mark is a 1970 280SE acquired for the Mercedes-Benz Museum Collection from its original owners, George and Luzstella Koschel of Orange County, California. The Koschels bought the car new and drove it for 1,019,000 miles. But you don't need to drive a million miles to get an award.

The Mercedes-Benz Classic High Mileage Award is presented to owners whose vehicles have logged 155,000 miles or more.

Drivers receive a traditional Star and Laurel Badge and handsome display certificate in a formal presentation folder."

For more information and the award application, go to:

<http://mbcaef.org/info/2011/01/sharing-the-rich-history-heritage-mercedes-benz/>

Do you have a car or car related items that you would like to sell?

Contact the editor at jerseysouthernstareditor@yahoo.com

This is FREE for members only!

WWW.SJS-MBCA.ORG



The Jersey Southern Star
"Die besten oder nichts"

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