



# SHORELINE STAR

A Publication of the Western Michigan Section  
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President & Publisher: Jim Luikens • Editor: Cyndi Vander Horn

## Summer

## 2007

### 3RD ANNUAL FUN CONCOURS



**July 28**  
**9:30 am to 2 pm**  
Rain or Shine  
Orrin B. Hayes, Inc.  
543 W. Michigan Avenue  
Kalamazoo

You are invited to participate in, or attend, this event featuring a display of

Mercedes-Benz vehicles from the 1950's to current day models. Special exhibit: a 1956 300 SL Gullwing.

This is a low stress, high fun day where each registrant serves as a judge to select the car of his/her choice in each category. Categories will be determined by year of manufacture. Awards will also be provided for "Most Unique" and "People's Choice" selections. Vehicle registration & car placement is from 9:00-10:30 am, with voting from 10:30-11:30 am. Cost to enter is \$10. First ten registrants will be entered into special prize drawing.

Our charity partner for this year is Mothers Against Drunk Driving (MADD). They will receive half of the ten-dollar registration fee.

Lunch, refreshments, door prizes, commemorative t-shirts & trophies provided courtesy of Orrin B. Hayes.

Club membership is not required to display your vehicle and enjoy the day but trophy awards are reserved for members. To register on the event or for more information contact: Marv Berkowitz at 269-324-1999; marvberk@sbcglobal.net.

### BETTEN SUMMER PICNIC



On a bright, warm, sunny Saturday, twenty-four Mercedes enthusiasts gathered at Eldean's Shipyard on Lake Macatawa to enjoy our cars with stars, meet and greet old and new friends and share a lunch hosted by Betten Imports.



Thanks to Wade and Roger Eldean for making the outstanding facilities of the Eldean Shipyard available. Roger and Wade are both owners of beautiful SL models, an SL 320 and 280 SL respectively. Thanks are also extended to Betten Imports, the sponsor of this event, for providing the main course and soft drinks for our lunch.

After sharing lunch and several Mercedes stories, many of us walked out to see the famous Holland Harbor lighthouse known as "Big Red." We were also treated to a tour of Wade Eldean's art studio and enjoyed hearing the background stories about his works.

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## PRESIDENT'S CORNER

The date for our 3rd Annual Fun Concours is rapidly approaching. Please take the time now to register by phone or e-mail. Every car, old or new is an award contender. Come feast your eyes on a 1956 300 SL Gullwing and the all-new 2008 C-Class. A great time and prizes for all is guaranteed, plus you help support MADD activities.

I recently attended Gemütlichkeit 2007 in Aurora, Ohio. Events included Concours, Defensive Driving, Autocross, Time Trials & Acceleration Run. More complete coverage will soon appear in STAR magazine. Are you interested in participating in similar events at a Michigan venue? If your answer is yes, please e-mail me [marvberk@sbcglobal.net](mailto:marvberk@sbcglobal.net) with the details of your interest. StarTrack 2007 is next MBCA national event this year. It will be held in Pittsburgh. All necessary information is available at [mbca.org](http://mbca.org) or [mbcapitt.org](http://mbcapitt.org).

Want to get early "heads up" information regarding club activities? We will have events and social gatherings that may not appear in newsletter. Send your e-mail address to [Cyndi@RiseSales.com](mailto:Cyndi@RiseSales.com) for inclusion.

Not much progress to report on the club's Teen

Defensive Driving program. The committee will attend an AutoWeek Teen Driving Safety Summit in August. This meeting is an attempt to draw together many groups with similar objectives.

Please have a safe and enjoyable summer.

**Marv Berkowitz**



*Left: Marv takes the checkers to complete his run at Gemütlichkeit.*



*Right: Marv receives his trophy for 1st place in the Concours from MBCA President, Jim O'Sullivan.*

**Mercedes-Benz  
Fun Concours**

7/28/07

3rd Annual

[www.hayescars.com](http://www.hayescars.com)

The advertisement features a blue Mercedes-Benz C-Class and a red Mercedes-Benz 300 SL Gullwing. The background shows a large building with a Mercedes-Benz logo.

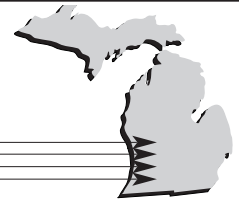
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## BETTEN CRUISE-IN

### AT&T 28th Street Metro Cruise!

August 24, 1-9 pm & August 25, 9am-9pm

The Third Annual AT&T 28th Street Metro Cruise is expanding to add more fun for the car lovers of West Michigan. This year, there will be two days of entertainment, vendors, music and the magic of the automobile. They are expecting as many as 10,000 cars and up to 200,000 visitors and spectators at the 2007, 2-day event. Imagine 15 miles of COOL cars on the famed 28th Street!

Betten Imports has asked the Mercedes-Benz, Volvo and Volkswagen clubs of Western Michigan if they would put together a display of owner's vehicles from each of their brands for the Grand Rapids Metro Cruise. The hours of the Betten display are tentatively scheduled from 10:00 am to 2:00 pm on Saturday the 25th.

The display will be presented in front of the Betten dealership and, no doubt, there will be some special treats or benefits for those owners that are willing to display their prized possession. If you would like to be a part of this special opportunity contact Jim Luikens at jim@ris-sales.com or 616-450-5659.

## BETTEN IMPORTS

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## NEW MEMBERS WELCOME

We would like to welcome the following new members, to the Western Michigan Section of the MBCA. We encourage you to find out what the section has to offer by attending one of the activities of the club. If you have any questions, please feel free to call any of the directors listed below. We're glad that you decided to join us.

<u>Name(s)</u>	<u>City</u>
Arthur Paul Evon, Jr.	Grayling
Dennis & Jeanne Way	Charlevoix
Jeff & Gail Skiver	Holland
Elizabeth & Robert Yancey	Portage
Todd Wilson	Adrian
William Garlington	Grand Rapids
Charles Lachman	Paw Paw
Mark Manning	Paw Paw

You can join the Mercedes-Benz Club of America (\$45/yr) by calling 800-637-2360 or join online at [www.mbca.org](http://www.mbca.org).

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**3RD ANNUAL  
 FUN CONCOURS  
 DETAILS INSIDE!**

**2007 WESTERN MICHIGAN SECTION EVENT CALENDAR**

<u>Date</u>	<u>Event, Location &amp; Contact Information</u>
July 14-17	StarTrack 2007 in Pittsburgh, PA. Hosted by the Pittsburgh Section at Schenley Park (honoring Mercedes-Benz and the 50th Year of 300SL Roadster) with two days at BeaveRun Raceway and a two-day car show. Contact Dave Fabyonic: 724-327-7361 or davidfab@usa.net or visit www.mbcapitt.org.
July 28	3rd Annual Fun Concours. Contact: Marv Berkowitz at marvberk@sbcglobal.net or 269-324-1999
August 25	Tentative Betten Imports Cruise-In during the GR Metro Cruise. Contact Jim Luikens at 616-450-5659.
October 6	Fall Wine & Color Tour to Traverse City, sponsored by Mercedes-Benz of Traverse City. For details please contact Dick Burnham at 269-657-5566 or r_k_burnham@yahoo.com, www.wmmbca.org.

*The Western Michigan Section of the Mercedes-Benz Club of America now has it's own website!*  
 The address is: [www.wmmbca.org](http://www.wmmbca.org). You can get information on events and see photos. We have downloadable event forms and the Shoreline Star there as well as a Classified section. If you have any suggestions as to what you would like to see there, send us a note at Rise Sales or e-mail us at: [jim@risesales.com](mailto:jim@risesales.com).

**CLASSY•FIEDS**

For Sale: Save \$100 on the purchase of a genuine Mercedes-Benz battery. Savings on batteries for other cars, trucks and SUVs also. Please clip and save this ad if you don't need a battery right now. Contact Jim Luikens at (616) 450-5659.

**2007 SECTION OFFICERS**

President:	Marv Berkowitz	(269) 324-1999
Vice President:	Rich Rakow	(269) 382-5875
Treasurer:	Jim Luikens	(616) 450-5659
Secretary:	Richard Burnham	(269) 657-5566