



banner photo courtesy Mark Booth

Mt. Palomar Pre-Run

JOHN LORD

I put the word out via the SDMC e-mail list that Rick Kagamaster and I were going to do a Friday morning pre-run of the Mt. Palomar Run planned for Surf N' Safari. Only Steve Taft RSVP'd, but it was an open invitation, so I didn't really know what to expect in the way of turn-out.

Rick Kagamaster and I were joined at the Broken Yolk by Steve Taft and Ken Hurd. We had the makings for a fun day already! After a hearty breakfast we headed for the Hilton Garden Inn to zero our odometers and see if anyone else was going to join us for the day's adventures. And sure enough, someone did - we were joined by SDMC charter member Lou Stark!

After putting together a game plan, we reset our odometers and hit the road. It's about a 20 minute drive through late-Friday-morning traffic to where we jumped off of Hwy 78, to Camino Del Rey, and thence to Lilac, which is where the driving fun began in earnest. Of course, Lilac Road is fun, but Couser Canyon is even more so. Picture five grown men
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Surf N' Safari 2015 – California Dreamin'

Is anyone out there watching???

STEVE WAID

As I write this little tease, it is exactly 146 days until we begin checking people into Surf N' Safari 2015 at the Hilton Garden Inn at Carlsbad Beach. That seems like a long time. In some ways it is...in other ways, not so much.

When all of the work started last October much of the focus was getting registration started and tracking the sign ups and where people were coming from. Those efforts resulted in 181 registrations to date...only 19 away from a sell out
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Rear View Mirror



GENE STREETER

“May was a bust...”

Don't get me wrong; I enjoyed the spat of warm weather here in San Diego, along with the welcome rainfall, alternating between our winter and spring seasons. I'm fairly certain those that went on Alan Kagan's **Peak-to-Peak-to-Peak Run** enjoyed the scenery and Jill “*I am the weather girl!*” Wilson's hospitality and lilting Texas twang. Run leader Neal Mills reported that the **Pauma Valley Poker Run** was one of the month's highlights as well.

That particular Saturday found me getting rained and snowed upon in Ely, Nevada as part of the **Nevada Open Road Challenge** events. You might be more familiar with its erstwhile twin, the “Silver State Challenge Classic,” running every September. My navigator skills weren't sufficient to accomplish a podium finish this year for veteran competitor Wally Stevens. He'll have to relish our 2014 results until next year, assuming my car detailing skills were sufficient to merit another invitation.



Images by SDMC member Sandy Bagnall, who has volunteered at this event for nearly 15 years

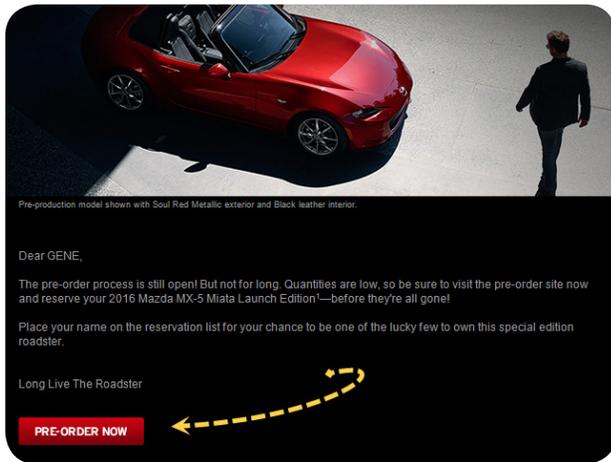
But, from a media and marketing perspective, there were three events where the associated levels of attention and hype overshadowed the events themselves. There was the Pacquiao vs. Mayweather boxing match, with its huge financial prize and ticket prices to match. Even in-home viewing via a cable television feed set you back a hundred dollar bill. (Per post-event commentaries, Floyd Mayweather stands to collect as much as \$209 million from the fight, while “loser” Manny Pacquiao can be expected to pocket a check for \$143 million.) For my money, the subsequent bout between former Massachusetts Governor Mitt Romney, and retired heavyweight champion Evander Holyfield was more enjoyable; never any pretense of it being a gladiatorial contest.

Where I thought “deflation-gate” had finally left the NFL and Super Bowl media circus, it returned in May with a vengeance, this time with sanctions and more reputation-damaging blows to New England's Tom Brady. Recall comments in two previous columns where I equated the underinflated footballs with similarly soft automobile tires – either scenario will get you in trouble.

Lastly, there was Mazda's super-hyped “launch edition” of 2016 Miata NDs. (I just can't bring myself to use the MX-5 label; perhaps it's the lyrical sound of the word “Miata” or just my age-fortified resistance to change.) Apart from Mark Booth's frequent leaking of the latest details, Mazda itself titillated the faithful with the option to buy a well-equipped version in Soul Red Mica livery, with the tan leather interior. If

you took the bait, your only option was in the transmission – manual or automatic. The long lead from last year’s first public displays in September (can you believe it was eight+ months ago?) to the current ordering opportunity had a lot of people ready to commit.

I was committed (or should be ... another story entirely) to ordering one on behalf of another SDMC member. Poised at my computer at the precise time and website, the first hour was consumed by technical difficulties. Again, Mark B. provided updates and explanations for the delay. Even after the website began working correctly for others, I never was able to order a vehicle. My interest was properly registered, but my link was never functional. Familiar with a few of you claiming to be among our eleven loyal readers, thank you for not reading anything additional into that little factoid.



Actually certified as one of our loyal readers, my ND-infatuated friend fortunately found an alternate method of obtaining one. (Did you appreciate the brief burst of gratuitous alliteration?) While our beloved postal service has far more Ripley’s-qualified examples, I finally received a “functional” order button just a few days ago. (The long-awaited link image is pictured.) I don’t know what the remaining volume was at that point, but it’s clear the initial offering of 1,000 vehicles didn’t sell out in a few

hours. As I had guessed six months ago, MSRP (manufacturer’s suggested retail price) of a well-equipped model would be about \$32,000. Bill “Bowzer” Bennett can attest to that conversation, but he may wish to tell you an interesting story in the process. Just as Mad magazine’s gap-toothed icon, Alfred E. Neuman, and real-world businessman Ross Perot might suggest – “I’m all ears” when it comes to Bill’s brushes with celebrity. But I digress ...

Both the Pacquiao vs. Mayweather bout and the launch edition sales event seemed to be a “bust” for the first hour, but consider this: At an average price of \$32 thousand dollars, Mazda stands to realize \$32 million in sales and significant marketing benefits. The two professional athletes realized over ten times that amount of money. At first blush, Mazda seems to be in the wrong business. The take-away is that any entertainment value the fight might have provided, it was only fleeting. The entertainment value of the world’s best-selling roadster is far more lasting.

“You meet the nicest people ...”

Because I haven’t yet provided any context, let me complete the sentence for you - “... on a Honda.” Before you launch any “cancel my subscription” disgruntled e-mails, let me explain. Motorcycles in the 1950s and early 60s didn’t enjoy widespread public acceptance in the United States. Riders were seen as rebels, or worse, outlaws. Honda wanted to bring Japanese and European-style commuting and recreation to this country and had lofty sales goals for its small-displacement two-wheelers.

Their marketing slogan became “you meet the nicest people on a Honda.” Sales of Honda 50, 70, and 90 models burgeoned as the advertising campaign took root and public acceptance became the norm. Sales of their larger-cc (*cubic centimeters*, for those of us not steeped in the metric language) motorcycles took off as well. Even other motorcycle manufacturers benefitted from the effort. The vehicles themselves became more than just transportation, they became recreation, and just plain “fun” to own and ride. One might argue that Mazda may have had a similar marketing plan for the Miata, even though I’ve never

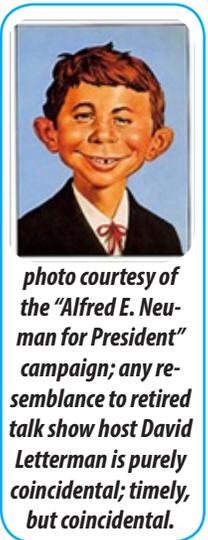


photo courtesy of the “Alfred E. Neuman for President” campaign; any resemblance to retired talk show host David Letterman is purely coincidental; timely, but coincidental.

heard it suggested.

Where there wasn't a "bad boy" image associated with nimble, fun-to-drive European roadsters leading up to the late 1980s, there was a widespread reputation "afoot" these vehicles weren't reliable. (Being "afoot" could occasionally be a part of the ownership experience.) Most of us look to Lotus, MG, Triumph, et al, with gratitude for the gestation of our beloved Miatas.



2010 marked the height of the "friendly" look, not entirely unlike the "talking" cars from Chevron's commercials.

All this to say, it seems Mazda took a page from Honda's earliest playbook. While my choice of images (above) is extreme to make the point, is there any doubt that Mazda was cultivating a friendly image with their design? Blinking our headlights (even more demonstrative with the NAs) and waving to other Miata drivers is part of the culture they wrought. IMLTHO (translated: "in my less-than-humble opinion"), the new ND seems the greatest departure from that image. Its styling is purposely aggressive from its jungle cat-like headlamp shapes, to its tightly-wrapped outer skin. Mazda's design team describes the new look as "organic." I agree, but would add "from the animal kingdom." It immediately struck me as a smaller-scale Jaguar F-type; at a price more *friendly* to your wallet in the process.

"Everyone Knows Wally"

Let me bring it home for you; my musings in the previous paragraphs stem from a recent experience I had in the Poway Farmers' Market, assembled there every Saturday morning. Before you assume I've "lost it," let me explain. I patronize a pond store there in Old Town. I dragged Lady Bonnie with me a few Saturdays ago to pick up some parts; once done, we stepped outside the store into the every-Saturday Farmers Market array of 65 vendors. We sampled a few items, bought a few more. Nearly done, I was gently accosted by a complete stranger who inquired "Do you know Wally?"

Without hesitation, I replied "*Everyone knows Wally ... if you're referring to Wally Stevens.*"

It turns out she was; she introduced herself as "Robin" and explained she sells him her specialty coffees. She had noticed the Miata script on the sleeve of my long-sleeve SDMC tee-shirt and made the assumption I might know him. She asked me to relay her friendly "hello" to Wally; "he's such a nice man." (In keeping with my new policy, I'm not apologizing to those I've already tortured with this story.)

As it happens, there's quite a collection of nice people in our club, despite the variety in our membership and our liberal admissions policies. (Case in point - you accepted me.) I thought of the ad campaign Honda had waged decades ago. They were "on to" something back then, just as we are in the present. Our interactions with the community as a club, our individual conduct, the regalia we wear, and, yes, even our automobiles all influence public perception. "You meet the nicest people in a Miata."

"On Your Marks..."

June marks just four months until Surf 'N Safari, 2015. The S N S Committee and Fun Team meetings I've

attended have convinced me of the following:

- a) We're in "good hands" (please don't tell my long-term employer) with immediate past-president Neal Mills and well-past president Steve Waid at the helm of these respective committees.
- b) SDMC's version of a regional event – *a party*, is going to play well. The intentions are to over-plan, attempting to achieve perfection; then plan for contingencies.
- c) I share Steve Waid's assessment of our plans to date – "I can hardly wait to see them unfold."

Our budget for this party? \$32,000 – does anyone else see the irony or significance in that number? Were I "into" numerology, I might make even more of the significance. Early reports out of Europe, based upon test-drives of the 2016 1.5 liter Euro-spec ND, are glowing with praise for its roadholding, quickness, and fun-to-drive quotient. In the event Mark B hasn't already shared it, here's a link:

<http://kinja.roadandtrack.com/first-drive-2016-mazda-mx-5-miata-1682768267>

With this "value" comparison, the issue to be decided is "what experience and memory will last longer? The Surf 'N Safari party or the new MX-5/Miata?" I'm betting it's going to be a draw for those experiencing both.

Shoulder Bolts



Letters to the Editor

The Twists & Turns staff, your editor, and your club president are committed to journalistic integrity. Accordingly, we aim to protect the anonymity of all those who provide valuable information and/or voice their opinions. If you prefer, we'll happily credit you with your letters and comments – your name, initials, or *nom de plume*.

- Really enjoyed the latest installment of Surf 'N Safari articles. Steve Waid's literary genius and discussion of the "green flash" phenomenon brought me all the way back to the 50s and 60s. Cool, Daddy-o!
 - "Agreed" regarding the prolific Mr. Waid's literary genius. I'm concerned about both of you where the "green flash" is concerned. – Ed.
- Where are the member profiles I once enjoyed? It really helped to explain some behavioral observations of mine.- Sigmund Freud III
 - Mr. Freud, thank you for your input. We have many talented writers in our club, including former Editor Les Smith, who can perhaps fulfill your request. Just curious, how is your lingerie line doing? I haven't heard of "Freudian slips" for quite some time now. –Ed
 - PS. I'd be interested in your analysis of the member-submitted photo appearing immediately below. Any cause for concern?

Here's a photographic submission from one of our eleven loyal readers. While it's not likely to be selected for display at the San Diego County Fair, the subject matter and composition are rather interesting. If you're so inclined, it might be great fun to hold a "Caption that Photo Contest." What do you think? Mail your submissions and the "entry fee" you deem most appropriate; no checks please.

On a more serious note, I recently learned that Greg Lee had two of his photos accepted for display and formal judging at the Fair. Way to go, Greg! ■



Image by co-conspirator Laurie Waid

(chronologically speaking, at least) grinning like little kids as they ride their street legal go-karts on some of the best twisties around! Steve and I were both sporting our new SDMC t-shirts, he in the gray, and I in the black. With the large twisty sign on the back, it was very appropriate attire for the day!

We then proceeded toward Mt. Palomar. Our approach was hampered only by a large black SUV that pulled over just the really fun sweeping curves not long before the turn off of 76 to head up the mountain.

On the mountain itself, we had an absolute blast. We were delayed for about a mile by a large flatbed tow truck (laden, of course), but the driver did eventually pull over to let us pass. When we got to the top of the grade, Lou punched out and headed home. The remaining foursome continued to the observatory, and made some, well, observations.

One of the first things we observed after parking our Miatas was a beautiful Illusion Blue Honda Goldwing, which some of you will recognize by now as another shared addiction, er... passion for Rick and yours truly. Steve and Ken were patient as Rick and I spoke with the riders thereof. (Illusion Blue was only available for a couple of years, so they're not all that common.)

The observatory holds much interest for those of a scientific or just plain historic bent, and since people who attend the Surf'N'Safari may be scientific, historic, and/or bent, and many will be from out of town, state, or even country, we decided we should probably give folks about an hour to peruse the grounds before we head down the South Grade for lunch.

Heading down the South Grade provided an opportunity for some more collaboration, and I believe the result is going to be a ride that's fun for locals and not-so-locals alike! And the ribs and other cuisine at the Roundup BBQ at Lake Henshaw was the perfect way to wrap up the fun before heading back to the hotel.

Before I turn the mic back over to Gene, perhaps I can squeeze in a shameless plug for the **Punxatawney Re-Phil Run** on Saturday morning, June 6! ■



with 146 days to go. Oh, I already mentioned that.

President, Gene Streeter, often refers to the 11 faithful readers of this newsletter. I thought it was a funny remark, but I am beginning to think that he may not be too far off. The same thing could be said of the number of people that use the club web site for a reference and a way to find out about upcoming events. I am often surprised by some of the questions that are asked, when I know that the answers lie in these easy-to-access tools.

All of that said, the Surf N' Safari web site is about to become the source of up-to-date information regarding scheduled happenings at the event. Much of Surf N' Safari so far has been couched in general terms. Well now it will start to become a great deal more revealing. Here is a sample of what will be added:

City by Night Tour

See downtown San Diego like never before

Thursday evening, after the dessert reception at the hotel, we will be taking a tour of San Diego that has never been done before. Not in a pedi-cab...not in a horse drawn carriage...but in your own top down Miata. This approximate 80 mile tour will take you from the hotel south and over San Diego harbor via the landmark Coronado Bay Bridge giving an overview of the harbor and city lighted in spectacular fashion. Drive along Harbor Drive with the city on one side and the harbor attractions on the other. Drive through the historic Gas Lamp district with its vitality and energy. Then it is into the serenity of Balboa Park at night. You will see the landmark California Tower and Laurel Street Bridge lighted for your enjoyment. You may even recognize that they are depicted in the San Diego Miata Club logo. In less than 2 hours you will see these things and more that promise to delight you, and build anticipation for seeing the same city in the day time too.



photo courtesy pdphoto.org

If you are already registered for SNS 15, you will want to start looking at the SNS 15 web site more regularly. It will build anticipation and excitement even though we are 4 months away as you read this. If you are vacillating (not the personal use of Vaseline) on whether or not to register, frequent visits to the web site might help push you one way or the other. There is so much more yet to be revealed, so for now just visit the SNS 15 web site frequently and continue your "California Dreamin'". ■

Upcoming Events

Date	Event	Time	Meeting Location	Point of Contact
Friday June 5 th	Crusin' Grand	6:00 pm - 8:30 pm	Tom's # 23 in Escondido	Steve Waid at swaid@cox.net
Saturday June 6 th	Punxatawnay Phil/ Hearts & Marmots RERUN	9:15 AM - 7:15 PM	Rancho San Diego 2991 Jamacha Road, El Cajon, CA 92019, USA	John Lord johnlord@calvarychapel.com
Thursday June 25 th	Del Mar Fair Car show	9:00 AM - 3:00 PM	Albertson's parking lot	RSVP Steve Waid swaid@cox.net (Currently waitlisted)
Thursday June 25 th	SDMC Monthly Meeting	7:00 pm - 8:00 pm	Boll Weevil Restaurant, 9330 Clairemont Mesa Blvd., San Diego, CA 92123	Gene Streeter, gene.streeter.CZLI@statefarm.com
Sunday June 28 th	Tech Day at Rockies	7:00 AM - 3:00 PM	Rocky's Miata Motive 2951 Garnet Ave, Pacific Beach	Rocky 858-395-2547
Sunday June 28 th	MCRD Car Show On The Bay	3:00 pm - 7:00 pm	MCRD on the bay	Register online at mcrdcarclassic.eventbrite.com

Our Mission

The purpose of the club is to promote the enjoyment of, and enthusiasm for, one of the world's most exciting sports cars—the Mazda Miata.

Owning and driving a Miata is one of life's great pleasures, and adding the company and camaraderie of like-minded enthusiasts only enhances the experience. Won't you join the fun as we enjoy the beauty of San Diego County from the seat of a very special little roadster?
Let's have fun driving our Miatas!

Monthly Meetings

Our monthly meetings are a great opportunity to meet your fellow club members, ask questions, and share stories. **Meetings are held on the fourth Thursday of each month, except in November and December when on the third Thursday.** We meet at the Boll Weevil restaurant, 9330 Clairemont Mesa Blvd., in San Diego (between I-15 and SR 163). To contact the restaurant, call 858-571-6225. Many members arrive around 6. p.m. to enjoy meals, snacks, or beverages while chatting with their Miata friends. The informal meeting starts at 7 p.m. We guarantee you'll have fun.

Next Monthly Meeting: **June 25th, 2015**

Dues

Dues are \$35 per calendar year, for either an individual or a dual membership (two members in the same household). Members who join the club in the first half of the calendar year (January through June) pay \$35 for their first year; those who join in the second half of the year pay \$20 for the remainder of the year.

Badges

Have you noticed those engraved plastic name badges that other members wear? Would you like to get one? Badges are available in colors to match your car. The cost is \$10 each including magnetic fasteners. Add \$2 for shipping to your home. Badge request forms are available at the Regalia table at monthly meetings and on sandiegomiataclub.org in the "Regalia" section. All orders must be prepaid.

Member Discounts

Many vendors offer discounts to Miata Club members. The club does not endorse these vendors, but lists them as a membership benefit. Some offers may require you to show a current SDMC membership card.

Businesses that wish to be listed must offer a discount from their normal retail prices to SDMC members. Listings are limited to five lines (about 30-35 words). Contact newsletter@sandiegomiataclub.org for additional information.

Automotive Services

American Battery. Miata batteries & all other batteries. 525 West Washington, Escondido. 760-746-8010. Contact: Jeff Hartmayer. Discount: Fleet discount on all products.

Auto Image Paintless dent repair, leather/vinyl/plastic repair, headlight restoration & paint touch up. Free estimates at your home or work. Contact Britt Colton. 619-244-2227. Discount: 10%

Dent Time: fast reasonable paintless dent removal. 800-420-DENT (3368). They come to your door, provided quick and professional service.

Express Tire. Auto repair, tires. 12619 Poway Road, Poway. 858-748-6330. Manager: David Dolan. Discount: 10% on parts and labor, including tires.

Good-Win Racing LLC. Miata intakes, exhausts, shocks, springs, & goodies from Racing Beat, Moss, and more. www.goodwin-racing.com. 858-775-2810. Special club price on everything.

Hawthorne Wholesale Tire. Tires, wheels, brakes, and suspension. 877 Rancheros Dr., San Marcos. 760-746-6980. Discount: 10%

Knobmeister Quality Images. 3595 Gray Circle, Elbert, CO 80106-9652. Joe Portas, joe@knobmeister.com. 303-730-6060.

Langka Corp. Guaranteed paint chip and restoration products. 800-945-4532. www.langka.com. Discount: 30%.

Rocky's Miatomotive 2951 Garnet Avenue, San Diego, CA 92109. 858-273-2547. Discount: 10% on labor.

Lutz Tire & Service. Alignment specialist, tires. 2853 Market Street, San Diego. 619-234-3535. Ask for Mike. Discount: 10% on parts (tires not included).

TJM Enterprises (formerly Magnolia Autobody). Restorations, body work. 10027 Prospect Avenue, Santee. 619-562-7861. Ask for T.J. Discount: 10% on labor and parts.

Pitstop Autoglass Rock chip repairs free to SDCC Miata club members for club Miatas. Must show valid membership card. In-shop only. Non-Miatas save 25% off regular prices. 858-675-GLASS (4527)

Porterfield Enterprises Ltd. Brake pads, rotors. 1767 Placentia Ave., Costa Mesa. 949-548-4470. Discount: 15% on Porterfield & Hawk brake pads; \$10 off rotors; \$9.25 for Motul 600 brake fluid (1 pint).

Smog Squad. 3342 Rosecrans, San Diego. 619-223-8806. General Manager: Jose Munoz. Discount: \$10 on smog tests.

Thompson Automotive. Cool accessories for our cool cars; oil filter relocation kits, gauge kits, air horns, brakes, Voodoo knobs, & MORE. www.thompson-automotive.com. 949-366-0322. Discount: 10%

Tri-City Paint. Professional detailing, products, paint, airbrushes, car covers. West Miramar Area: 858-909-2100; Santee, Mission Gorge: 619-448-9140. Discount: Body shop pricing #CM6660.

U Fix It Automotive. Open to anyone that wants to work on a car. 6 bays, 5 lifts, and tools, Rent by the hour, day or multi-day. Contact Joel Muoz, 760.544.6181. 10% SDMC discount.

World Famous Car Wash. Complete professional car care. Complete detail, hand wax, leather treatment, free shuttle service. 7215 Clairemont Mesa Blvd, San Diego. 858-495-9274. Discount: 10%

Mazda Dealerships

Mazda of El Cajon. 619-590-3700. Discount: 20% on parts and labor. VIP Membership: 3 oil changes for \$19.95 with \$5 going to Rady's Children's Hospital.

Mazda of Escondido. 760-737-3200. Discount: 20% on most parts; 15% on labor (not including smog). For purchase, ask for Barb and receive free SDMC membership for 1 year!

Westcott Mazda. National City. 619-474-1591. Discount: 15% on parts or labor (except oil changes).

Other Services

David Bryan your friendly neighborhood REALTOR; Pacific Sotheby's International Realty. I sell garages with homes! I will provide SDMC members who buy or sell a home through me with a free 1-year home warranty. DAVID BRYAN 619.334.4625 DavidBrealtor@cox.net DRE#01009295

FIRST BRAND Inc. Web/Logo Designs and Development We are currently offering a 10% discount off our promotional packages listed on www.FIRSTBRANDinc.com or you can call us at 951-672-6677.

Classifieds

For Sale. This Miata has been in the San Diego Miata Club since its birth in 2001. Original owner, garaged. 127000 miles. Mainly highway. A basis few extras like Typhoon Air Intake, Oil guage is real, Oil filter on top, luggage rack, Roll-bar, After market light weight muffler, interior extras, etc. Runs great. Rocky has been the main mechanic for 12 years. \$3000
John Minnich
619 441 0650 c ell 619 203 0313

For sale. Hard top with rear defroster. Color: Merlot or Mahogany (They are the same, trust me!) Will deliver anywhere in San Diego area.
Phil Daoust
bearschili@aol.com or 760-789-7416.

SALVAGE PARTS. Mainly 1990 to 2005 parts, at least 50 % off of cost new. Some 2006 and newer parts including tops, seats and trim.
wallymiata@gmail.com or 619-203-2801
Wally Stevens SOCALM & SDMC member.

Classified ad space is provided at no cost to SDMC members only. Ads must include first and last names, telephone number, and e-mail address, which must agree with current club roster. Send ads to newsletter@sandiegomiataclub.org Ads will run for four months unless canceled, and may be revised and resubmitted.

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