Summer 2015

GENESEE VALLEY CHAPTER BMW CAR CLUB OF AMERICA

BAYERISCHE

2015 GVC Annual Pancake Run

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See page 12-13

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der **bayerische** brief is a publication of the Genesee Valley Chapter, Inc., (GVC or The Club) a non-profit New York corporation and chapter of the BMW Car Club of America, Inc., and is not affiliated in any manner with Bayerische Motoren Werke AG or BMW NA. The Club assumes no responsibility for any of the information contained within. Ideas and technical information are solely those of the authors and no authentication is implied. Contributions from all members are welcomed and encouraged! Information contained within the newsletter is for The Club's use and permission is granted to reproduce material only if GVC's der BAYERISCHE brief is given credit.

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by Sean Grant

Oil changed. New tires. New brakes. A bottle of smudge remover sitting patiently waiting on the garage shelf... Priceless.

Sounds like you are ready for the 2015 GVC Auto Cross series sponsored by the Little Speed Shop. The Little Speed Shop, offering clients a variety of automotive services for the greater Rochester area. Looking to get more information? Head on over to thelittlespeedshop.com for details.

Curious about auto cross but never took the step into the adrenaline filled world of "cone hunters?" Want to experience a car's limits in a safe and controlled environment? Well then, have we got an opportunity for you. Head on out to Cherry Valley on June 27th for an exciting and funfilled day of auto cross on a go-kart track!

Still have your hesitations and a few questions? Let us answer a few general questions.

...But I don't have a helmet? No problem, we have loaners available for nearly every shape and size.

...But I don't know if my car will allowed to run? For the most part, if your car is NYS inspected and registered, you are all set. For further information regarding car tech, please visit our website: gvc-bmwcca.org

...But I won't know anyone? Auto cross is just as much about making new friends and meeting new people as it is about fast times. We welcome new faces and look forward to helping you with any questions or concerns.

...But how can I remember the course? Relax, we have a group of great instructors who are there to help you out and make you feel comfortable. We also offer a novice/newbie walk through at every event.

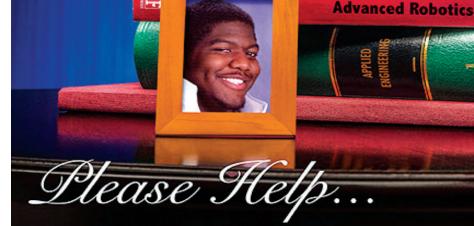
...But I have some friends that want to come down and check it out. Great! Guests can catch a ride with an instructor and I promise you, they will want to co-drive YOUR car next time (or make them bring their own).

...But it might rain. You are right, it might. But we run rain or shine. Just ask a few of the veterans about what we call "Hurricross."

...But what if something happens to my car! From time to time, a small mechanical issue may arise. There are enough fellow auto crossers who are willing to lend a hand and tool.

We as auto cross chairs, look forward to meeting new comers at any of our events. Feel free to contact either chair for event details, questions or concerns. I look forward to seeing all of you on June 27th.

JOEL AJAVON MEMORIAL SCHOLARSHIP



Our community is joining together to create a permanent memorial to honor the life of Joel Ajavon. His wonderful spirit and giving nature brings us together to honor his memory. The rules and regulations governing scholarships are complex and we have enlisted the help of a special advisor at the Rochester Area Foundation who will assist with administration, guidance, IRS filings, etc. The concept is to award an annual scholarship to a worthy student studying Robotics or Engineering, which were Joel's educational choices. If you would like to contribute to this most worthy cause, visit www.racf.org/Donate, or your tax deductible check, with "Joel Ajavon Memorial" in the memo line, should be made out to:

> The Community Foundation 500 East Ave Rochester, NY 14607



DAS FAHRERSITZ Story & photos by MARC M. MINNICK

BMW of NA enhances buyers experience with Genius

had the pleasure to sit down with Michael Gugliuzza and Brian Ngambi at Towne BMW in late March. It was time for my scheduled 15K maintenance, and what better time than that to catch up with my former colleague and friend Michael G, and meet the new kid on the block, Brian Ngambi. Michael and Brian are what BMW of America calls "BMW product Geniuses" (plural). Now if you don't know what a BMW product genius is, that's OK because everyone has their own definition of what defines a Genius. Most people when asked to describe a genius would likely answer that a genius is a smart person, someone who designs, invents or, in the case of a self-proclaimed genius Kanye West, someone who is adept at self-promotion. Yet, in actuality these traits might be pieces of the genius puzzle; none of them by themselves forms a true "Genius."

If you were able to speak to Buckminster Fuller, architecture genius of the geodesic dome and other living space innovations and ask him if he was a genius, he would have said, "I'm not a genius. I'm a student of a horrendous bundle of experiences." So according to Bucky, life experience is a key ingredient to genius. Or suppose you were able to time-travel back to the invention of the wheel and meet the caveman that invented it. Certainly all the other cavemen would proclaim, "He's a genius." The wheel caveman meets the criteria of inventor, but lacks an important element of genius. Practicality. What is it that all geniuses have over all other "smart people?" I'll give you a hint. Ever try to ride a unicycle? It's possible, but not practical. Practicality is the marketable aspect of genius. The caveman that suggested adding three wheels to the original is the true Genius.

So it is with Michael and Brian. They are not re-inventing the wheel, but enhancing the four-wheel experience with years of experience and "technical practicality."

Michael's experience is that of a former IT professional with countless hours of IT design problem solution programs for a large financial institution. Back that resume up with a fivetime BMW owner is a good start to qualify for resident "Genius." Michael chose BMW design genius over Asian performance when he first got behind the steering wheel of his '94 325 in Boston Green and experienced the center stack of the dashboard tilted towards the driver. He said,

"It gave me the feeling that I was a fighter pilot. The design was so different than anything else, I simply fell in love with car." Brian's experience dates back to childhood growing up in Kinshasa, Democratic Republic of Congo. His passion for BMW was born and nurtured by his Aunt Josee who drove a BMW through the streets of Kinshasa. Brian came to this country with his family to escape civil war. With the help and guidance of a strong family, he earned and his Masters of Education from the University of Buffalo. With his education and Genius experience he hopes to own an E60 M5 "before he gets old."

So when I asked Brian and Michael what exactly does a BMW genius do to enhance the sale, they pondered the question and slowly began to complete each other's line of thought.

Michael -

A Genius is the no-pressure associate of the delivery process. Our job is to complete the delivery process in a non-intrusive, low-stress fashion. The customer excitement is at its peak, but we as genius still must be ready, willing and able to answer all questions as they relate to connectivity."

Brian -

We bring passion and knowledge about all the tech advances in the I-drive system. We highlight the experience.

Marc -

Ok so is there any special training that a BMW Genius must attend to become "certified?"

Michael -

Yes, we must go through a 5-day training session in Woodcliff, New Jersey. After classes we get together as a group -- whether it be bowling or just eating out. This encourages cooperation between each other and improves relations for future networking.

Brian -

It's more than just 9-5 training.

Mike -

We had fun. What happens in Woodcliff doesn't stay in Woodcliff! But seriously there is a bonding that occurs between all Geniuses. We have hands-on training through the year and access to a private online forum where we are able to address customer issues and bounce ideas off of.

Brian -

We are lifelong students of technology and networking. Hurray!

Marc -

Ok guys, as you may or may not know, your competitors such as Mercedes Benz, Lexus and Cadillac are initiating their own type of genius programs. How is BMW's program different -- or is it?



Michael and Brian -

Well, you can be sure we'll look into it. With us it's not a job, but an adventure! We like to see a customer's expression when they say "I didn't know my BMW could do that!"

Marc ·

Why BMW, when there are so many other good cars out there?

Brian -

Look at two diamonds. They look similar, but the difference is in clarity and color. What dictates the clarity is close scrutiny. Our car might be sixty thousand dollars and the competition might be priced less, but our car will have a "Certificate of Authenticity" that dictates paying more. Like 50/50 weight distribution and our inline 6 cylinder engine. You don't hear them say they are striving to be like a Buick, do you?

Marc -

Wow, like that. You knocked it out of the park with that analogy. You should consider running for office. We're just about done here, so I'm going to leave talking about "Encore" for another time. My last question is this. Is Towne BMW doing anything now or in the future to implement the BMW initiative called "Future Retail?"

Michael -

Not sure about that, that's probably better answered by a higher power when it involves any building reconfiguration.

But we are planning on integrating the "I" product with local learning institutions such as the University of Buffalo's "Green Solutions" and UB "sustainability" program. As you know, Buffalo is on the forefront of solar technology with the acquisition of "Solar City" breaking ground near the old Bethlehem steel plant.

Marc -

One other thing. Do you know what Albert Einstein said when if he was asked if there was any advantage to being a genius?

Brian -

No, what?

Marc -It helped with the ladies

Michael, Brian -

Yea, right! Ha-ha. ("I heard that Michael's passenger's seat is empty and that he is looking for a nice co-pilot") "Albert Einstein was a ladies man. While he was working on his universal plan, He was making out like Charlie Sheen He was a Genius."

Album "My Ride's Here." Music and lyrics, Warren Zevon



Basic training, orientation, instruction manual, code of conduct, SOP, and on and on and on. I don't know how we get through life without someone somewhere telling us what, where, how and when. If it isn't in print, you can watch someone do it on YouTube, get it tweeted, instagrammed, or it's on Facebook. I remember mimeograph copies and the way everyone in the room picked up the paper and smelled it. Much better than sniffing glue, I'm guessing.

With so much information out there, how do we choose what to read, what not to read, what we need to know, what we already know? What is intuitive to one person is totally incomprehensible to another. When you sign up for a Genesee Valley BMW CCA High Performance Driver School, the first thing you need is a driver's license. No problem – you know how to drive already. Except the rules of the track are totally different and yet the same as all that stuff you learned in Driver's Ed.

But now you need more equipment. A helmet to start, but when you get there you see all these other people and they have driving shoes, fire suits, special gloves, etc. Do I need those? Nobody told me to get this stuff! Or did they? What was really in all that paperwork I got last week? I skimmed it, I didn't read it all, I think I know most of it anyway. RTFM, what does that mean anyway?

I packed up clothes – could be warm and dry or cold and wet. Maybe I should have just brought the whole darn closet. Comfortable shoes, something to drink, tools.... And, oh I almost forgot, I'm bringing the car too.

Now how about this tech thingy? I drive my car every day. I know there is nothing wrong with it. It just passed New York

State inspection, what more do they want? I read the form, it seems straightforward, and the car is only two years old. The brake warning light is not on, service isn't for another 4,000 miles, I think I'm good to go. After all it is only two hours of track time; that's like driving to Buffalo and back. Piece of cake. No need to take it to the local Jiffy Lube.

What to expect in a tech inspection? The whole goal is to make sure your car is safe for operation at the track. Track driving creates more stress on brakes, suspension and tires than normal operation. Don't worry, your car is designed to handle it – we just want to make sure something that would need attention in the next 10K miles of normal operation isn't going to make itself known and ruin your weekend. We will not get into the details (it's all in that pesky paperwork), but your friendly tech inspector will explain what's up. Biggest thing is, don't wait for the last minute to find out your brake pads should be changed or there is a worn bushing. Experienced folks get their cars etched 3-4 weeks before an event to make sure any items that need attention are easily remedied.

Nothing ruins a weekend faster than needing parts and not being able to find them. If you have aftermarket brakes, bring spare pads and rotors; if your car is less common, bring spare pads and rotors.

Give any of the Club contacts listed a call/email and they will be happy to help make recommendations.

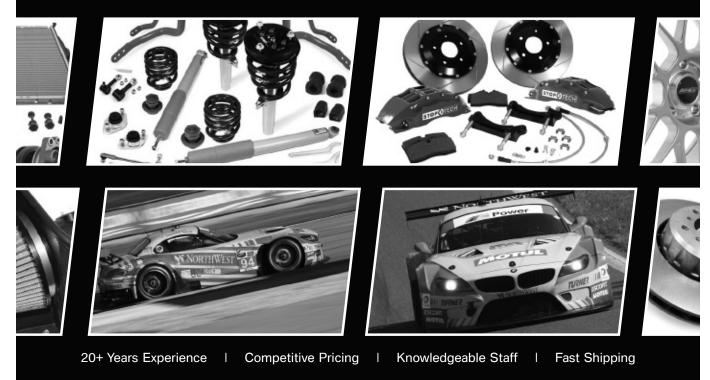
By the way RTFM means Read the Manual.

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The Genesee Valley Chapter of BMW CCA, Inc. Financial Statements For the years ending December 31, 2014 and 2013

		12/31/14		12/31/13
Assets		, <i>_</i> _, <i>_</i> .		<u>, 0 1, 10</u>
Cash in Bank Accounts	\$	172,733	\$	190,922
Deposits		1,253		826
Total Assists	\$	173,986	\$	191,748
Liabilities & Equity	ć	10.000	ć	10.010
Other	\$	16,068	\$	10,813
Equity		157,918		180,935
Total Liabilities & Equity	\$	173,986	\$	191,748
	Income S	tatement		
			<u> </u>	/Y 2013
Income				
Driving school fees	\$	156,903	\$	174,587
Other event fees		20,611		18,789
Membership dues		18,100		18,329
Autocross fees		4,510		7,515
Newsletter sponsorship		3,179		5,412
Rebates from National		-		2,000
Other		56		510
Total	\$	203,359	\$	227,142
Expenses				
Driving schools	\$	154,759	\$	156,802
Other events		42,360		32,412
Newsletter		9,862		7,662
Misc./other		3,587		7,607
Insurance		8,152		7,149
Autocross		2,658		4,535
Meetings		3,772		3,117
Telephone/postage		1,226		1,258
Total	\$	226,376	\$	220,542
				· · ·
Net Income (Loss)	\$	(23,017)	\$	6,600



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Come in and speak to either of our GENIUS, Michael or Brian, for the latest on BMW technology. Or an email at bmwgenius@towneauto.com

Towne BMW

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*0-60 time based on BMW AG test results for the X5M and X6M.

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n a brisk Sunday morning last March during maple syrup season, a hardy band of GVC members made our annual drive to Cartright's Maple Tree Inn for a family-style breakfast of pancakes, sausage, and fresh maple syrup. Cartright's is a family-owned maple syrup farm that started in the 1850's, and has been serving pancakes for the short maple syrup season since the 1960's. So if you want fresh syrup and buckwheat pancakes, you can't be too choosy about the weather. We met up at in Rush at the Park and Ride lot at Exit 11 from I390 early Sunday morning, and drove down a scenic route to the Maple Tree Inn in Angelica, NY. We usually plan on getting on the road by 8:30, and the early start time is dictated by the long lines waiting to get into the small restaurant at Cartwright's. It takes about an hour drive down, and the wait in line goes up

exponentially the later you arrive. The wait is always worth it, and we had a great breakfast of all-you-can-eat pancakes and sausage. Most folks also bought some maple syrup to take home, and then our group split in two: some drove back directly to Rochester, and a hardy bunch went on to visit Letchworth State Park. Letchworth has been called the "Grand Canyon of the East" for the canyon that has been carved out of the land by the Genesee River, and has spectacular 600 foot water falls. Additionally, if you arrive before the weather warms up you can look at the frozen sculpture those results from the outdoor water fountain at the Glen Iris Inn. It was a great chance to catch up with old friends after a long winter, shake the cobwebs out of our cars, and eat pancakes. Everyone is welcome to join us next year!





der bayerische brief



der bayerische brief -

PERSPEKTIVE HAL MILLER

Stick with it Bl

Recently, when a neighbor was riding 2005 E60 545-6 Speed they exclaimed, "Oh you can drive a manual?" Many times when I use valet parking the attendant asks me to park it because they can't operate a manual. As a matter of fact, less than 15% of the U.S. population can drive a car with a manual transmission today!

Many of us bimmerphiles bemoan the discontinuation of BMW's manual trans-

missions. This trend has engulfed most of the other sports car manufacturers as well. Recently Satch Carlson, the learned editor of Roundel, weighed in on the subject with an editorial: "There is something essentially right in the rituals of shifting a manual gearbox." In spite of the push for manu-matics and dual-clutch gearboxes, nothing – and I repeat nothing – can equal the control and driving finesse of three pedals on the floorboard and a gearshift knob in your hand. The ritual of heel-and-toe downshifting while matching RPM's is like tap dancing: it separates the masses out there from the professional drivers. Those of us who have this talent have earned it by going to the many driving schools advertised in Roundel. My E60 545 6-speed is the last true high performance Five-Series sports sedan. The current F10 Series has too much weight and too much girth (plus electric steering and turbo charging) to handle as a sports sedan and be competitive on the track.

BMW

We took delivery of our E60 545 6-speed at the factory center in Munich (an experience that every bimmerphile should add to their bucket list). The first thing I did was head for the Autobahn which leads to Innsbruck. It is one of the few stretches of the Autobahn left without speed limits. From there we headed into the Alps. Carving corners is but one of the many performance criteria that separate a BMW sports sedan from all others in its class.

After that we headed for the Nurburgring to test it on one of the most challenging racetracks in the world. On certain days of the week you can run the track for a few dollars a lap. This was a thrilling experience that brought out the sports car handling prowess of this incredible machine. Since then we have run it on Virginia International Raceway (VIR), Palm Beach International Raceway (PBIR) and Watkins Glen International Raceway (WGIR). There is a very disturbing trend in the automotive market these days, and that is to take the driver out of the equation; cars that stop themselves if they sense an obstruction, cars that park themselves, and now the driverless automobile. Recently I read about a fleet of Google/Lexus driverless cars that were involved in several crashes. Of course they claim that it was the other guy's fault. Perhaps Google will be able to quickly develop a robot legal attorney to defend these driverless cars in court.

The automotive industry has gone bonkers on electronic nannies to protect the driver from crashes, but they have overlooked the most important appurtenance – the nut that holds the steering wheel. Driver training in our country consists mostly of parallel parking and three point turns. Teen age drivers are then released to drive modern vehicles that are capable of speeds that far exceed their ability – and on superhighways where the traffic flow runs bumper-to-bumper at 80+ MPH. Fortunately, BMWNA excels in the field of driver training for their customers. Street Survival is by far the most comprehensive driver training program available anywhere. I have shepherded several of my grandchildren through this course and we of the GVC are pleased to report that our editor Seth Berlfein has been nominated for the Tire Rack Street Survival Circle of Excellence Award.

If any of the suits at BMW Headquarters read this (maybe someone like Satch Carlson will pass it along) I would like to request that that the 6 Series Gran Coupe be made available with a 6-Speed manual transmission. If so I would immediately place an order.

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PRESIDENT'S MESSAGE JIM TULLOCI

The Genesee Valley BMW Club got off to a great start in 2015 with a very successful Casino Night at the end of March. It was a charity event held at The Country Club of Rochester and was very well attended. Casino Night is always popular with members dressed in their "Sunday Best" enjoying a night of blackjack, poker and craps along with some very tasty food. After dinner there was a charity auction with Mike Hostutler as guest auctioneer. Mike sure knows how to milk a crowd! At the end of the evening, proceeds amounting to over \$6000.00 from the auction and gambling were raised for donation to Alternatives for Battered Women (just renamed Willow Domestic Violence Center).

Special thanks must go to Michelle Buschner who devoted countless hours of her time and expertise planning the festivities. It should also be mentioned that simultaneously she was getting the Buschner house ready to be put up for sale while finishing the building of their new home. Remarkable!

Although Michelle shouldered much of the work, there were many others who contributed in significant ways. Thanks to the merchants, auto shops and others who donated items to be auctioned. Their generosity, combined with the products they offer to our community, make the quality of our lives better. Finally a great big thanks to everyone who attended the event. It's the people who make an event successful and those who attended certainly open their hearts and pocketbooks for a great cause.

I chose to highlight Casino Night for several reasons. First, our club has a history of making charitable contributions to local organizations. Year in and year out the Genesee Valley BMW Chapter is near the top of the list of chapter contributors nationwide.

Second, the heart and soul of any club are the members who volunteer their time. Our club needs lots of volunteers to manage the club, organize and conduct events. Some members have been volunteering for many years with little thanks or even recognition. They continue to give of their time, but they could use help. For example, although Michelle was able to plan, organize and pull off Casino Night very successfully, I know there were times when she wished there were others she could have contacted to help out.

The same is true for our other volunteers. Gene Skic worked very hard to acquire the items donated for the Casino Night auction and door prizes. He could have used help. Thank you Michelle and Gene. So, to continue to grow the club, identify and plan events we need some new blood. Do you have some time? We would welcome your involvement!

The third reason I picked Casino Night is that I am quite aware of the wide geographic area this club serves. I'm certain there are a significant number of GVC members who would have liked to attend Casino Night, but just live a little too far away from the Rochester area. Our club must do a better job of serving the total membership by having events at different locations. We need to find volunteers in Buffalo, Syracuse and Binghamton who could plan and implement events in their local area. They know the area, the members, and the facilities available to host events. I was amazed to find out there are 400 GVC members in Erie County. With club support they could have a Casino Night. I'll bet Michelle would love to attend!



and

CLASSICS AT THE HILL

A weekend celebration of the automobile

This special event, now in its second year and sponsored by The Landmark Society of Western New York and Oak Hill Country Club, will take place on September 26 and 27, 2015.

The weekend kicks off Saturday at 4:00 PM with an exclusive "Cruise-In" at Horsepower Motorworks, 825 Phillips Rd., Victor. Ticket holders who drive their exotic, classic and special interest autos will have preferred parking in a well-lit area adjacent to the shop.

At 6:30 PM the indoor party begins for all ticket holders at the adjacent car restoration shop. There will be live music, hearty hors d'oeuvres, an open bar and plenty of time to roam among cars stored, those at the Cruise-In, and those undergoing restoration. A few cars will be for sale. Bid on silent auction items. The Cruse-In and party will take place rain or shine.

Sunday, the fun continues with Classics at the Hill from 9 to 1. This will be the fourth annual invitational car show at Oak Hill C.C. Vouchers (included in your ticket price) can be used for food service at this event. Rain date for Oak Hill is October 4th.

This promises to be a very special weekend to view cars that are seldom accessible and to meet with their owners. The event is <u>limited</u> to 125 tickets and sold out last year. Price is \$125.00 per ticket which includes both days. To reserve your ticket(s), call Carolyn Haygood at 546-7029 ext. 11. For further information, contact GVC member Jerry Ludwig at 387-9271 or jludwig@rochester.rr.com

Genesee Valley Chapter BMW CCA













der **bayerische** brief

















der bayerische brief -



THANKS TO THOSE WHO SUPPORT US

There were many vendors and individuals who donated items for the Casino Night event. In large part it was their donations that allowed Genesee Valley BMW to make the \$6000 contribution to the Willow Domestic Violence Center. It was the quality of their donations that allowed this much money to be raised.

Contributors to the Auction were:

Turner Motorsports2 Turner	Pit passes (priceless)
The Little Speed Shop\$500, \$	400, \$300 certificates
GVC BMW Two \$450 Drivi	ng School certificates
Eksten's Autoworks \$500 certificate	, four \$50 certificates
Vince Leo Golf round at	Oak Hill Country Club
Brighton Personal Training6 month member	ship, personal trainer
PAD Auto Detailing\$25	0 detailing certificate
Mini of Rochester	5190 detail certificate
Berg RacingTw	o \$125 Dyno sessions

Contributors of door prizes and silent auction items:

HANKYOU! THANKYOU!



NEW MEMBERS

March

Victor Becker Andrew J Burlingame Kevin Butler Nathan Cassata Vishnu P Challapalli Richard Ehlinger Chad Allan Everitt Peter Geatrakas Thomas Roth David Santillo William John Scott William Robert Shephard Craig Hobson Smith Luc Tetrault

April

Jarrod P. Adams **Raymond W Agnew Ryan Patrick Agnew Tyler Brant** Rocco Cannata **Carolyn Clemence** Samuel Clemence Ian Casey Edmister Stephen Ford **Charles Jeffrey Garrison** Kristen Garrison Kelly C Gendrou Paul Guillod **Ricky J Hoyt** Ryan Hoyt **Bill Mehlenbacher** Michael Mincher Kevin Thomas O'Connor Nicholas Michael Park Paul Pichey Alex Pumm Mark Pumm

Michael P Rade Jay B Soper Jonathan Stachura Christopher Terrell Nick Twentyfive Gregg Vandivert Michael Wildrick

May

Daniel Arbuckle Charles Basil Dave Cramer Steven M. Cunningham Jean-Mark Desautels Matthew Funderburk Kenneth W. Goetz Michael Hajzus **Klaus Hartkorn** James O. Hooge Tom Jurkiewicz Gerald Bernard Korn Patapee Laopiyasakul Lynn Leclerc Michel Leclerc Jonathan Liu Robert Moniz Saul D Moshenberg **Richard Share Roger Slade** Derek Solarino Fleanor Sullivan John E Sullivan **Kris** Tobias Jesse Turley Kam Uppal David Warden

2015 Calendar of Events

July

12th Sunday Joel Ajavon Memorial AutoX with the SCCA – MCC

25th Saturday Go-Kart Day - County Line Raceway

25th Saturday Joel Ajavon Memorial Car Show - Exit 11 Auto

August 16th Sunday AutoX – MCC

September

26th Saturday AutoX - Cherry Valley Motorsports Park

please visit our web site at gvc-bmwccal.org

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BMW Car Club of America

640 S. Main Street, Suite 201 • Greenville, SC 29601 questions@bmwcca.org or call 864-250-0022



Genesee Valley Chapter of BMW CCA

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