

NEWSLETTER OF



Show Me Your Curves

VOLUME 4, NO. 10

Muskoka in the Fall



Inside...

Blast From The Past

Halloween Costumes for your Miata

Winter Storage Tips

And more....



Check out some Halloween Miatas - see Page 14

On the Cover



This month's cover is a beautiful Mazdaspeed owned by Andrew Menchions of Newfoundland



For frequent updates, Join us on Facebook

INSIDE THIS ISSUE:

<i>IN THE REAR VIEW MIRROR</i>	3
<i>LOOKIN' DOWN THE ROAD</i>	9
<i>ST. JACOB'S CRUISE PICTORIAL</i>	10
<i>HELPFUL HINTS</i>	11
<i>BLAST FROM THE PAST</i>	12

Special Thanks to...



www.orilliamazda.com

[Click for our web site](#)





In the Rear View Mirror



Our Start Off point in Ardrea

St Jacobs. Sept. 13-14

Starting out on what seemed to be a brisk fall day a group of 12 enthusiastic cruisers braved the elements to make their way down to St. Jacobs. Heather Fraser lead the group via Mansfield, Shelburne, Arthur and Salem en route to our date with one of Ontario's most vibrant Farmer's market.



We're off...

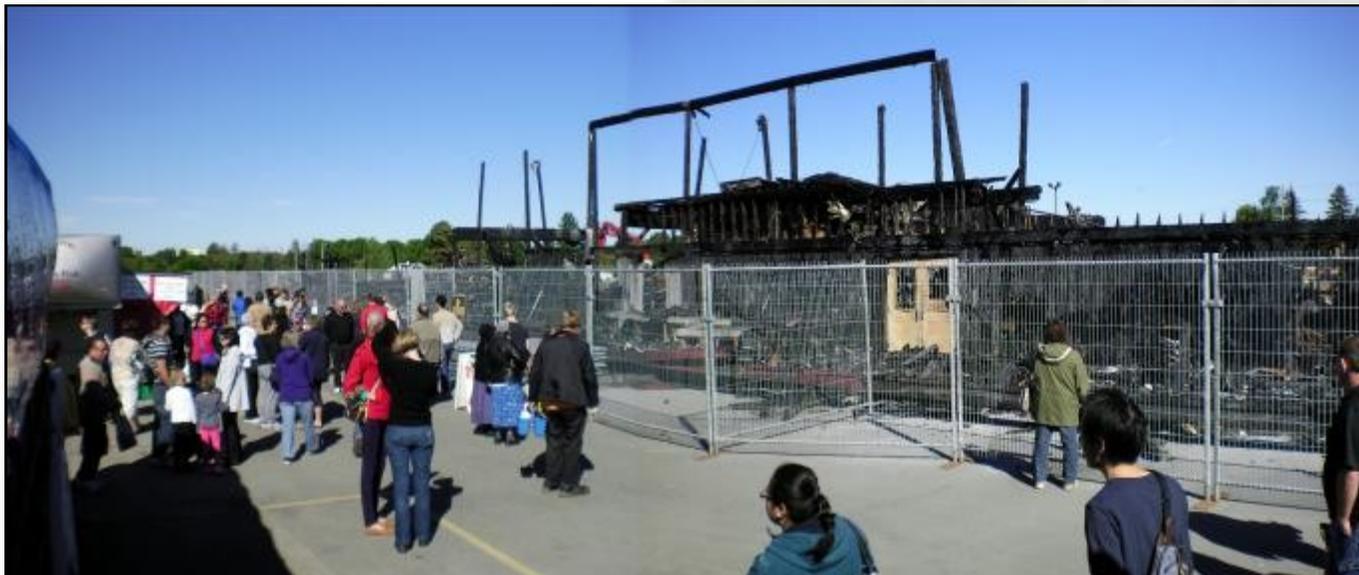


The top really does go up

After arrival we freshened up & went for a marvellous dinner at a Mennonite restaurant nearby. After returning to the hotel several of the members enjoyed a quick swim before having a brief nightcap and heading off to bed.



Some people just have a knack of hitting that “tickle” spot at the right time. Don Nickalls, not known for being overly talkative spiked up the breakfast morning conversation with a well timed comment that had the group smiling to start the day.



The charred remains of the Market's Main Building

It was only a few days earlier we heard the main building of the market had burned to the ground and we were concerned the Market may be closed. However, the residents in and around this Mennonite community are made of sterner stuff and many booths we set up under tents for the day. And what a day it was not a cloud in the sky and just refreshing cool enough to make perusing the Market an enjoyable experience.



Business as usual...



After the group reconvened from their various food court excursions we made our way back to the hotel parking lot to ready our self for the trip home. Perfect cruisin' weather all the way home with lots of interesting sites a long the way; the windmills of the Melancthon wind facility, Ontario's oldest operating covered bridge (Kissing Bridge), a stop for ice cream of course, Gord's almost close encounter with an oak tree and Michael's Miata just dying due to a starter problem at one of the last stops .

Windmills everywhere !!



Kissing Bridge



Who doesn't like ice cream?



In the Rear View Mirror

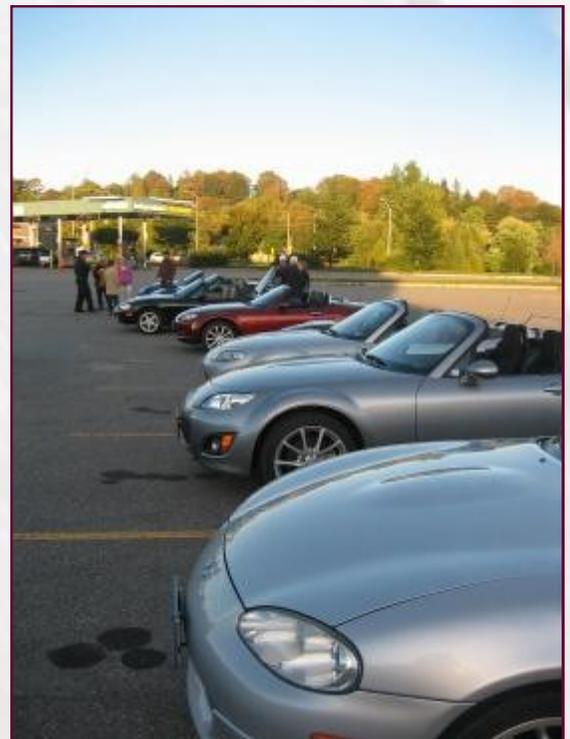


Ice Cream Cruises - Finale

This year's final Ice Cream Cruise started off for most with dinner at Fresh Kutz prior to meeting up with the remainder of the group and heading out to an old favourite, the general store in Port Sydney. Although only ONE person on duty that evening (all the tourists have gone home during the week) everyone was well looked after and got a discount to boot!



Laurel Bauldry got to "test drive" the Phillips' car, in anticipation of getting a new one of her own. We anxiously await the arrival of a new PRHT into the group.





In the Rear View Mirror

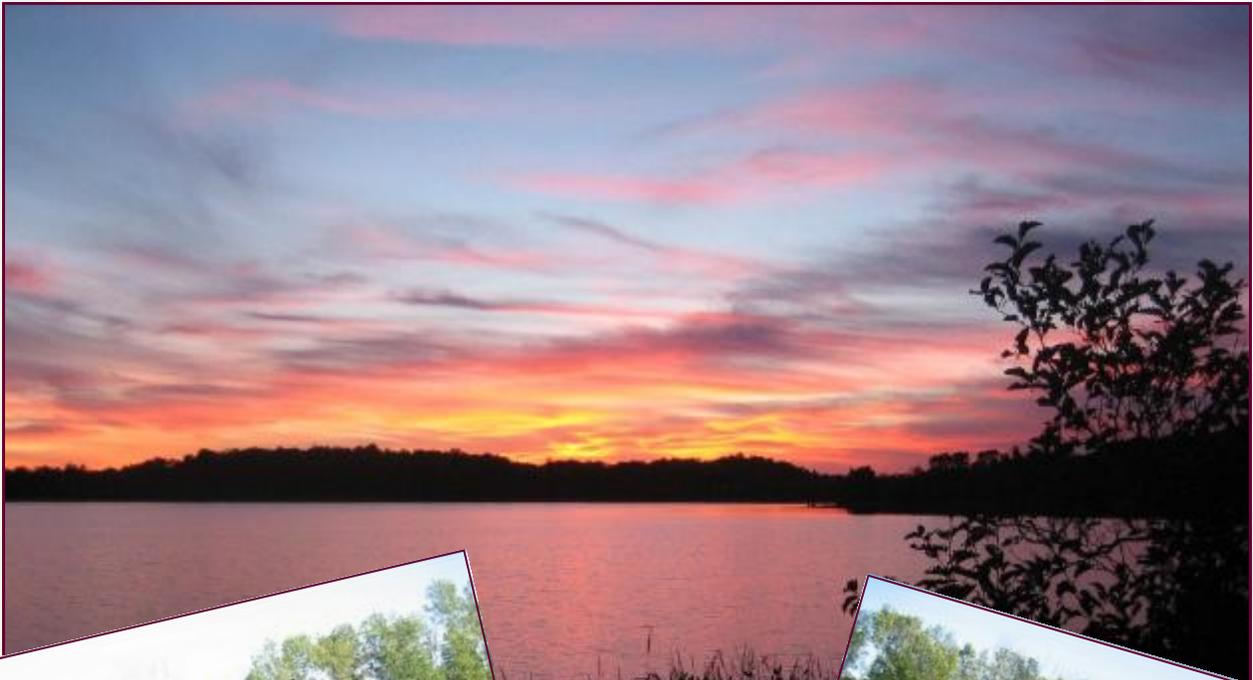


Corn Roast—Sept 3.

Sometimes our Ice Cream Runs are “special” such as the corn roast hosted by Don & Maureen this year on a beautiful evening made for such an occasion.



A buncha Miatas





In the Rear View Mirror

MoM Fall Colours Tour IV

Fall Colours Cruise - Oct 6th

MoM's fourth annual Fall Colours Cruise actually started on the 5th as Sue & I travelled to Orillia to meet our guests from the Niagara Peninsula Miata Club for dinner and welcome them to Muskoka.

Although the weather forecast did not look promising, I reminded them of last year when rain was called for three days yet cleared up the morning of our cruise; Don't worry, Be happy. LOL as the kids say today. It "sprinkled" a little on cruise day with the exception of about a ½ hour when we were able to go topless. Needless to say the constant rain didn't dampen the spirits of anyone as we explored many a coloured back road on our journey throughout the area.

Starting at Webers restaurant just north of Orillia the NPMC and a couple of MoM Members meandered their way to the Gravenhurst Warf via Southdown Road through the Torrance flatlands.



The line up at Webers after our morning coffee.

This route is a personal favourite as it is loaded with plenty of "twisters" and with colours in bloom even the rain couldn't reduce the fun factor. Arriving at the wharf we were greeted by several MoM Members eager to do a little cruising themselves.



What a difference a couple of days make

Fall Colours - Con't

After our "pit stop" it was up Muskoka Beach Road towards Bracebridge, which we had to bypass due to the Run For A Cure, into the country side to the village of Rosseau where another well timed pit stop helped everyone to re-connect.



It was now top down weather (as good as we were going to see as it turned out) so down came the tops and we were off to the town of Minnett stopping for lunch at The Rock golf course. Lunch was handled very efficiently by Ted Carruthers' crew and most even slipped in for some dessert.

A few cars left early from lunch to check out the Marriott Hotel (Red Leaves) and met up with the rest of the group at Abbey's Bakery for some little take home treats. From there began the long haul to Huntsville and our date with some ice cream.



The return trip towards Orillia took us through Dwight, Dorset and Carnarvon before heading back to highway #11. Some great colours to be seen but the weather really did put a damper on it.



Lookin' Down the Road

End of Season Dinner November - Date TBD

The details for our End of Season dinner have yet to be worked out but two favourite candidates are in the running R&L Bistro, last' year's location or Patterson-Kaye Resort. Details will be communicated to all when finalized in a separate e-mail.



Cruisin' season is over?



In the Rear View Mirror

St. Jacobs Cruise - Pictorial



Helpful Hints - Winter Car Storage

Every year Members ask the question, What is the best procedure for storing my Miata for the winter? We have addressed this in past issues, even had a tech seminar from a Miata employee but it is always nice to go over the steps again so my plan was to provide a compilation of information taken from multiple sources. I realized, after about a hour or so of researching this topic, with all of the various procedural arguments this could become a full time job so humbly submit this [link](#) as perhaps the most specific to start from.

There are varying opinions on whether to start the car for 15-20 minutes several times a winter vs not at all. If you do start it, it should be driven to get all fluids, seals etc. up to operating temperature. Here's a tip provided by one of our members, John Hill. I told them that I never start my car during the winter, when the time comes to start my car, I pull out the fuel fuse & turn the engine over two or three times, then replace the fuel fuse & start my car. This allows the oils to get up into the heads before starting.

This year's Council would like to thank you for your participation and support

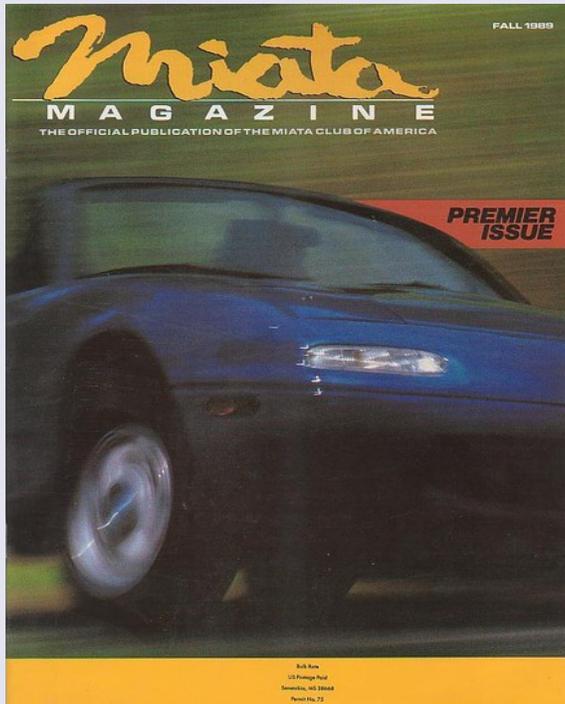


L to R; Maureen Newton, Lynne Bryan, Heather Fraser, Michael Topping, Bob Macaulay, Ted Bryan, Laurel Bauldry

Blast from the Past

Miata Club of America (MCA)

The Miata Club of America was the be all end all for the Miata enthusiast in the pre-Internet era. MCA was a for-profit business located in Norcross, Ga. run by Norman Garrett and Vince Tidwell. Starting in 1989, shortly after the Miata introduction, its membership numbers rose to 25,000 in the early Nineties. Local clubs were born with their Members taking part in many Miata events throughout North America.



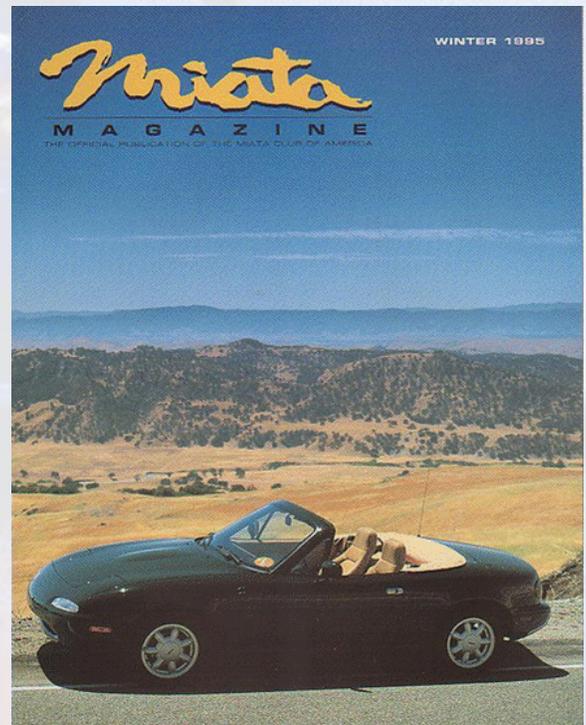
MCA produced Miata Magazine (considered still be the premier publication the Miata) as well as sponsoring a national event that was held in a different place every year put on by the local club for that city.

Lyn Vogel (one of the original columnists of Miata Magazine has this to say about the beginnings of MCA.

In 1989 I was, among other things, an advertising copywriter specializing in marketing concepts. At around the same time that the Miata debuted (and before it was even on sale) I was looking for the next chapter in my professional life. Then it struck me: What about a national club dedicated to this "I-know-it's-going-to-be-a-huge-success" car? I knew I couldn't begin to form a business plan for such a venture on my own. I would need help. So I turned to my close friend, and one of the smartest people I knew, Barbara Beach.

Barbara was professionally, at the time, primarily involved in sales, though her background is quite diverse. We created a marketing plan for something we named "Miata Club America". It was a plan for a national organization dedicated to all the things you'd expect. Membership benefits, a magazine, and all the rest. We knew that the national organization would exist largely to support local chapters. There would also be a complete and proper business plan and budget, all to be made as public as possible. And, to be candid, part of the plan included salaries for the both of us.

We managed, after repeated tries at Mazda Motors of America in Irvine, CA, to receive a return phone call inviting us to stop by to talk. We found ourselves entering the intimidating doors of Oz. We met Rod Bymaster, Manager of Sports Cars for MMA who very graciously talked with us for a time and even allowed us a drive in a Mariner Blue B-package. (This was BEFORE the car was on sale!) We learned from Mr. Bymaster (known to trivia buffs as the man who discovered the word "miata" while seeking a name for the car) that Mazda had received over two dozen proposals for a "Miata Car Club" in the short time since the car made its official debut. That would've been discouraging had he not also informed us that ours was one of the strongest. More to the point, ours was one of two that Mazda was considering giving their blessing to.



Miata Club of America (MCA) - Con't

As it turned out, and as you may know, our proposal was not the one selected. Mazda bestowed the rights to use the Miata name, logo, and related marks to the partnership of Norman Garrett and Vince Tidwell. Swinging the tide in their favour was: the full-colour mock-up of an issue of Miata Magazine they produced. Barbara and I were informed that Mazda-Japan was in favour of Norman and Vince's proposal while MMA liked ours better. The surprise was that, while Japan had the ultimate say-so, MMA stipulated that Ms. Beach and I had to be involved in this newly-formed Miata Club of America.

I do not know how Norman and Vince felt about this stipulation coming from Irvine. I can say that Norman and Vince were always gracious and polite to me. As to how they felt about having to share their toys with Barbara and me? I didn't hang around long enough to find out. Why? There wasn't anything for me to do.

Barbara was able to stay and carve out a place with MCA as Miata Magazine's sales rep eventually becoming owner editor et al.

Miata Magazine changed ownership (sold to Barb Beach and company) in 1997 when Norm's plate got a bit too full with a family of 7 kids, although both he and Vince continued to write. The deal for the magazine was the beginning of the end for MCA. Norm and Vince sold the magazine to Barb, figuring they had a contract that she could only supply the magazine to MCA. Barb figured she was allowed to sell the magazine on the rack as well as supply it to MCA. MCA, the business, freaked because the magazine was the primary benefit to club membership. By messing up on the contract, Barb was free to sell the magazine independently which precipitated a "membership" revolt that led to MCA shutting down.

In the end, MCA was dissolved in 1999 because the only thing they really did was put out the magazine, and the internet (Miata.net in particular) largely erased the need for such but it got people thinking, "What am I spending \$29 a year for?"

After MCA self-destructed, Mazda stepped in to try to sponsor and create a more grass-roots, member-focused club that would offer real benefits to Miata owners - the Miata Owners Club. It was still allied with Miata Magazine, but the plan was to develop a real car club that offered appealing benefits to members, like other member-owned and managed car clubs. Mazda's desire was to foot the bill to get MOC off the ground with a real structure and potential to succeed.

When MOC was trying to get off the ground, the local Miata clubs were all independent, and few had any interest in becoming linked to a new national organization. There was a real "show me" attitude from the local clubs, with none being willing to commit to support and help the development of a national structure.

Mazda NA decided to refocus on supporting all Mazda enthusiasts rather than just Miata enthusiasts and decided that the return wasn't good enough, and pulled the plug, shutting down MOC pretty much on the spot.

Times change - the internet was barely invented when MCA was formed in 1989, and the Miata Magazine was needed to communicate with all the new Miata enthusiasts. These days, the function of a national magazine is rendered faster, available to more without the time or expensive restrictions for such a publication. Having said that wouldn't a National (or International) Miata Convention be neat to attend?

Happy Halloween



*The ultimate costume for your Miata
Disney's Mater*



NICE HALLOWEEN COSTUME

What are you supposed to be,
a volkswagen?

motifake.com



A couple of tired Miatas



© Davis Trinh

