

## Board Members 2007-2008

**Gail Lenhard, Chairperson**, Term expires 2010  
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**Kelvin Dodd, Secretary**, Term expires 2009  
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**Carl Heideman, At Large**, Term expires 2008  
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## This Issue

- BMTA 2009 Winter Conference
- Do We Undercharge? by Paul Dierschow
- YouTube for You by John Twist
- My Worst Day by Glenn Lenhard

## BMTA 2009 Annual Conference

Do you have a gal in Kalamazoo? Even if you don't, make plans now to attend the BMTA's 2009 Annual Conference in Kalamazoo, MI, from March 27-29, 2009. This year the conference will be hosted by Matt Meisner and our friends at Engel Imports. A part of the Denooyer Jaguar Automotive Group, Engel was an MG, Triumph and Jaguar dealer starting in 1975, the same time their wholesale parts business started.

While in the early stages of planning, this conference will offer members the chance to see a wholesale parts business in operation as well as a fully-functioning Jaguar dealership. Seminars are being planned to cover topics that will interest all BMTA members, with Engel lending a hand at some specialty talks related not only to the wholesale business but classic and modern Jaguars as well.

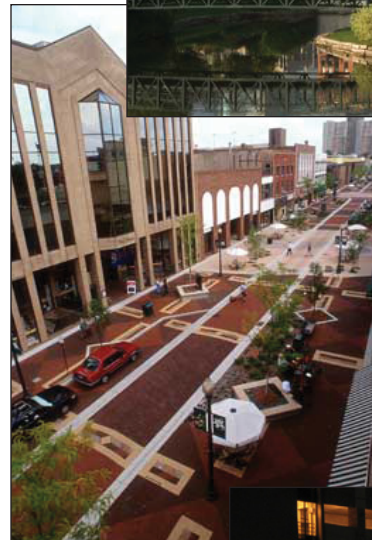
More information about the 2009 Annual Conference will be coming soon in the Fall Newsletter and on the website at [www.britcar.org](http://www.britcar.org). In the meantime, suggestions for conference seminars are being welcomed by the Board.

We're also looking for potential volunteers to present seminars. If you've got an idea or would like to offer your speaking voice, please contact any of the Board members!

So put some Glenn Miller in your stereo, hop in your British car and make plans to go to Michigan to see the sweetest gal in Kalamazoo!



*Above: Radisson Hotel is the host hotel.*



*Left: Streetscape in Kalamazoo will welcome BMTA members.*



*Below: Radisson Hotel at night.*

*Far left: Denooyer Jaguar Automotive Group*



## From the Chair

By Gail Lenhard

As you may have noticed from the "Member News" section, Michael Engard has just purchased a second business. Because of the time constraints of dealing with two full-time businesses, he has decided to take a step back and has tendered his resignation as chairperson of the BMTA. The Board has accepted his resignation and he will continue to serve the remainder of his term as a member-at-large.

In order to keep the BMTA moving in the right direction, the board voted to promote me from Secretary to the position of chairperson – a position that I have chosen to accept. I am looking forward to serving the BMTA members in this position for the remainder of my term!

Kelvin Dodd has agreed to assume the secretary position.

The BMTA is currently revising and strengthening its administrative structure. We are in the process of creating

a set of bylaws to operate by. There is a lot of work to be done, but the board and I are looking forward to the challenge.

I am also very pleased to announce the 2009 BMTA Annual Conference will be held March 27-29, 2009, in Kalamazoo, MI, and will be hosted by Engel Imports. We have already begun working on an excellent lineup of speakers and topics for discussion, but I would like to encourage anyone who would like to speak at this conference to send a proposal to the board. We would love to hear your ideas for making the 2009 conference a success.



## BMTA Member News



John Mangles has renamed his shop to better describe the work he does. Formerly called **Hi Tech Collision and Repair**, the St. Louis shop is now called **All British Car Repair**.

### Moss Motors

has announced its East Coast expansion and relocation. Moss Motors' East Coast distribution facility is moving. Established in 1988,

Moss' Dover, NJ, warehouse no longer has sufficient space to expand. Taking into account distribution patterns, cost of living and lifestyle issues, the decision has been made to move distribution to a new facility in Virginia. The move will take place in the second half of 2008. Notification will be given before New Jersey ceases operations.



However, orders will continue to be processed daily from California as usual. This will mean slightly increased delivery times for east coast customers while the move takes place, but availability will improve, and delivery times drop as the new facility comes on line.

**Eclectic Motorworks** (Holland, MI) has sold its MGA sheetmetal restoration jigs and fixtures to **Sportscar Craftmen** (Denver, CO). Carl

Heideman and Alan Dalman are changing the focus of

Eclectic Motorworks' business to center more around information and innovation: training, writing/media development, and product development. Eclectic will still be offering its popular hands-on sheetmetal restoration seminars throughout the year. Sportscar Craftmen is expanding its already broad set of service and restoration services to include high-end sheetmetal restorations for British cars. The MGA jigs and fixtures pick up over 60 dimensions of MGA bodies and chassis, offering tighter tolerances and greater accuracy than the factory ever could.

Michael Engard, founder and president of **Ragtops & Roadsters Inc.** in Perkasio, PA, is pleased to announce the acquisition of **Pollock Auto Restoration** in Pottstown,



PA. Most recently owned and managed by the late Ralph DeStefano, Pollock is the premier restorer of brass era and classic prewar automobiles in eastern Pennsylvania. Michael states, "Through this new strategic alliance that we are developing between Ragtops and Pollock, we can enhance the quality and reputation of both organizations by sharing our expertise, combining our resources, and providing the highest quality vehicles and services for all of our clients."

## New Member

**Restoration Supply Company**  
– Escondido, CA

*Do you know someone  
who should join the  
BMTA?*

# Sometimes, I Wonder if We Undercharge...

by Paul Dierschow, Sports Car Craftsmen, LLC

Recently, I had an incident happen at the shop that made me think that, perhaps, we're a little too close to our daily operations to notice how we relate to the rest of the business world, and what things really cost elsewhere. For example, a trip to your local dealership to repair your own late-model car that you can't service yourself will shock you into reality really quick.

A highly educated and professional customer was picking up his car, a beautiful Sunbeam Tiger, after we had it in the shop for nearly a year. It was an unattractive job that we're all familiar with – the mop up after a major renovation by a local semi-pro who found his level of incompetence, causing the frustrated owner to bring it to us to fix and finish. His list was long (ours was much longer), and they were the types of repairs that were made more difficult due to the lack of knowledge of what was done previously, other than what we could observe. The job

drug on excruciatingly; after following numerous red herrings, dealing with many nonsensical beginner-level errors, and following the trail of several problems that led to subsequent others in onion-like fashion. Finally, after getting the car completely sorted, the patient and understanding customer was reunited with the car he hadn't driven for nearly a decade.

The impending delivery required accounting and reconciliation which was not too difficult: the bill totaled \$7,470.28; a progress payment of \$5,000.00 had been previously made, leaving a balance due of \$2,470.28. Since I (stubbornly) don't accept credit cards, the well-trained customer pulled out his checkbook to settle up, and asked the amount that was owed. I responded with the aforementioned details and said the final check should be made for twenty four seventy and 28 cents. Silently, he scratched out the check and asked if it was correct as he handed it over. I did

a double take as I read the numbers he wrote: \$24,070.28. After fumbling for half a second (and idiotically not thinking fast enough to keep my mouth shut), I pointed out his error, and he quickly replaced the faulty check. After that was done, I asked, "Tom, didn't you think that was a little steep?" His response: "I dunno, you did a lot and it was here a long time."

After he was out the door, passing along the story throughout the shop caused me to chafe a little. I wondered if the customer was prepared to fork over an amount 10 times too much, maybe I had priced our services a little too cheap. Perhaps our nation's ingrained work ethic surfaces occasionally to bite us in the butt and make us feel guilty about charging a reasonably competitive price for our knowledge and what we do.

Of course, as a very smart mechanic of mine was fond of saying, "The best part of working on any car is the taillights."

# 21st Century Marketing

by John Twist, University Motors LTD

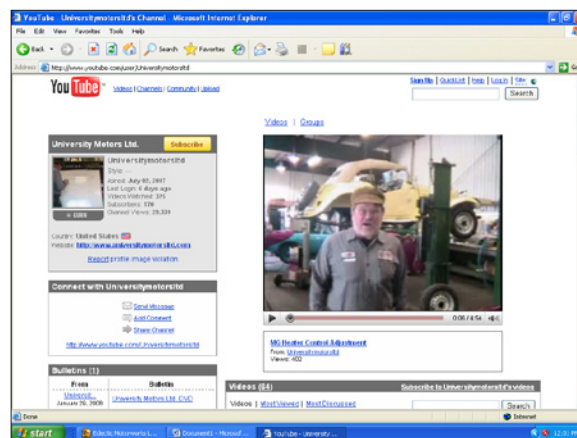
YouTube! It was always right in front of me but I had imagined it the medium of teenage fantasy – until last summer. In my employ I had a high school student who was stellar in every way. Asked to check out an MG, he would speed through the process, ensure that it was right and clean, and then ask, "What more can I do for you, Mr Twist." He worked the summer after high school performing tasks as varied as transporting customers to and from the airport, collating materials for the mailers, changing oil, or answering the phone. Always cheerful and ever competent, I sat down with him the last day of his employment and asked him, for his sake, not to come back to work for me. I told him he needed varied experiences to expand his horizons. "Go to work next summer in Texas, Aruba – get experience," I impressed on him.

So, at the beginning of last summer he stopped around to say hello. Asked if he'd found employment he said he was about to start looking. "How'd you do your first year at the University of Michigan," I asked. "I could have done better," he

started. "We all can do better; how did YOU do," I continued. "Well, I got a 3.4." Gosh – that's not bad for a freshman at the UofM! I asked him if he was looking for experience or money – he said money. Why not get a job slinging asphalt for twelve hours a day? He said he was just starting to look.

I went home that night and talked to my wife Caroline about his impressive qualities. Caroline suggested that I employ him to answer my email, organize some of my technical information. "Ah ha!" I could re-employ him as it would be offering him "experience." He performed wonderfully well throughout the summer. In August, perhaps, after an especially complicated technical query during my tech hour, I thought how handy it would be to refer the caller to a video. "Andrew," I called out, "If we filmed a short scene on the digital camera, would you be able to put it up onto YouTube?" "Duh!" was his response – he's under twenty, of course he could.

That combination of employing a very sharp young person, having the technical equipment handy, and dare I say "thinking outside the box" led me to making the tech videos we now have on YouTube. Not a day goes by that a customer or enthusiast posing a tech question refers to how wonderful and helpful the YouTube videos have been. It is the single most important advertising tool I'm now using. And, it's free. Although it's a dramatic conflict in technology – working with British spanners on SU carburetors while posting it onto a worldwide video medium, it's worth its weight in gold.



# My Worst Day in the Business...

By Glenn Lenhard, Glenn's MG Repair

Keep in mind that the following tale all happened in one day, and it was quite a few years ago.

This involves an XK 120 FHC that arrived from another shop that had installed an E-type transmission. The job done on the rear mount was very poor, so we had to design and fabricate a different system. This all turned out very nicely, but when raising the car on the lift, I had left the drivers door open for some reason. While the car was in the air, we brought in another car for some work and had the passenger door open on it. In lowering the Jag, since the lift control was on the passenger side of the car and obstructing my view, the two doors decided to collide, with much rendering and splitting of wood and aluminum. Of course this meant I would have to fabricate some new wood,

and straighten the door skin as well as some paint work, but I decided to get on with the rest of the work in the meantime.

Then to top off the day, I started the Jag up and let it run for a few minutes. After blipping the throttle a few times without problem, I blipped a little further and the car immediately ran up to full throttle and stayed there! I reached for the ignition key and turned it off. NO RESPONSE! It seems that someone else thought a good idea for this car would be to install a magneto ... which of course can't be controlled by the ignition switch. It had a toggle switch under the dashboard that had to be thrown in order to ground out the little beggar.

In the ensuing panic, I completely forgot about that damn toggle switch, so I started racing around to the front of the car

to start pulling on wires. As I reached the grille area, the harmonic balancer decided it had endured quite enough of this stuff, and exploded in a dozen pieces, cutting the water pump in half, going through the radiator, and sending shrapnel just past my face, whereupon the engine decided to stall out, bless it's heart.

It turns out that a previous shop had installed the throttle linkage improperly that made it make contact with the rear shelf, but only after we installed the different rear transmission mount that had lowered the back of the engine by the 16th of an inch or so that was needed to make this all happen.

It's a wonder I made it through the day without slitting my wrists.

Name withheld on request!!!

## 2008 Board Elections

The BMTA will be holding its annual elections in September. While this seems like a long way off, preparations are fully underway. This year there will be two board positions open as both Carl Heideman and Kip Lankenau are stepping down as their terms expire. The election will follow this schedule:

- Now thru June 30 – Nominations accepted.
- July 30 – Summary/Biography sheets sent by Executive Director to all members
- August 1 thru September 15 – Campaigns - Candidates allowed one (1) campaign mailing during this period.
- September 15 – Paper ballots sent with the September 15 newsletter.
- September 30 – Ballots due. No late ballots accepted. Buffer time will be given for international members; postmark MUST be September 30 or earlier.
- October 8 – Votes counted by Executive Director in secret.

Currently the following names have been brought forward as nominees for the BMTA board, terms to expire in 2012:

Jonathan Stein – Hagerty  
Pete Cosmides – Motorcar Garage LLC  
John Twist – University Motors LTD  
Matt Meisner – Engel Imports  
Skip Harris – rpMGroup

Nominations are still being accepted! It is not too late to nominate yourself or someone else for a board member position.

Please email all nominees to Alan Dalman (Eclectic Motorworks) at [eclecticalan@yahoo.com](mailto:eclecticalan@yahoo.com).

## Have you been to the BMTA discussion board lately?

If you haven't, you've been missing some great discussions including:

- Fuel pumps
- Parts quality
- Sunbeam Tigers
- Daily tech tips
- ... and more!

Visit <http://www.britcar.org/discussion/> and join in! If you cannot remember your login and password information, are having difficulty logging in or do not currently have access to this area of the website, please contact Alan at Eclectic Motorworks at 616.355.2850 or email him at [eclecticalan@yahoo.com](mailto:eclecticalan@yahoo.com) for more information.

## Put the BMTA Logo in Your Ad!



For questions about getting the BMTA logo in your advertisements, call or email Alan at Eclectic Motorworks or download the logo from the BMTA website at: <http://www.britcar.org/logos.html>