

Board Members 2009-2010

Gail Lenhard, Chairperson, Term expires 2010
 Glenn's MG Repair
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 (727) 521-9890, gail@glennsmg.com

Mike Engard, Treasurer, Term expires 2010
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 203 South Fourth Street, Perkasie, PA 18944
 (215) 257-1202, mikee@ragtops.com

Kelvin Dodd, Secretary, Term expires 2009
 Moss Motors, LTD.
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John Twist, At-Large, Term expires 2011
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Jonathan Stein, At-Large, Term expires 2011
 Hagerty Insurance
 141 Rivers Edge Drive, Suite 200
 Traverse City, MI 49684
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Contact the BMTA

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- BMTA 2009 Conference
- Board Member and Member News
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Keeping Up With the Times

The 7th Annual British Motor Trade Association Conference is now in the history books. With more than 40 businesses in attendance “Keeping Up With the Times” exceeded the expectations of everyone involved.



The conference started with a highly-informative and entertaining round of introductions. Founding members, new members, even non-members were given ample time to introduce themselves and their businesses. David Wallens followed with a talk about getting the most from your media outlets. Due to major show in the Denver area, we re-scheduled the Jaguar Classic presentation for Saturday morning at Engel. Following a great dinner of beef, Jamaican chicken and cheese ravioli, the group broke up in to some friendly Focus Discussion Groups and then called it a night.



After breakfast on Saturday the group moved to Engel where we had a session on melding your modern shops and services with the classic vehicles and expanding into more modern versions of our classic marques given by Engel employees. Bill Terry of Terry's Jag gave us a presentation on vintage racing and marketing. Jaguar Classic Parts also gave their snow-delayed presentation on how Jaguar handles its classic parts division. After lunch we made a visit to University Motors in Grand Rapids where John Twist gave us all tours

of his facility and we heard presentations from John and Alan Dalman of Eclectic

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From the Chair

By Gail Lenhard

A huge – huge Thank You goes out to Matt Meisner and Engel Imports for the successful 2009 BMTA Annual Conference that was held in Kalamazoo this past March. I would also be reticent if I did not thank Alan Dalman, Carl Heideman and John Twist for their assistance. It takes a lot of time to put on a conference and they did a superb job! It was great seeing old friends and make new ones. Plans are already underway for the 2010 BMTA Annual Conference and once the venue and dates are finalized, information will be available to you.

Have you checked out the new BMTA Discussion Forum yet? If you haven't, please do so. Alan has spent hours upon hours on this, and it's well worth it. Not only can members access this, but also if you choose, you can allow an employee or spouse to access this. It's an invaluable tool for our industry. Potential BMTA members are able access the Guest forum to get a better understanding of the networking that the BMTA offers.

I also want to say Thank You to Kip Lankenau and Carl

Heideman for their endless hours as board members for the BMTA. They were both integral in establishing the association and I know they will continue to offer their support. Our new board members, Jonathan Stein and John Twist have already stepped up to the plate and have offered their support to help the BMTA grow.

Your support in helping the BMTA membership grow is needed. If you know of a business that you believe would be mutually beneficial, invite them to join.



Board Members Notes

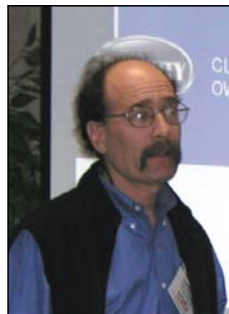
Jonathan Stein – New Board Member

By Jonathan Stein

For over four years I've worked for Hagerty Insurance of Traverse City, MI. However, when I'm not traveling, I work from a home office in Reading, PA. I have two titles: Director of Publications and Associate Publisher of Hagerty's Magazine. I'm responsible for most of the non-sales publications to come out of Hagerty, although my most important role is to manage all aspects of the company's magazine. In addition, I help underwriters value cars, assist in finding obscure parts and generally lend a hand where my extensive historical knowledge of automobiles can be useful

The first car of any kind I can remember was my father's 1957 TR3A. I was a car crazy teen, but loved sports cars most of all. In 1975, a few months before my 18th birthday, I saw a picture of an MGA coupe and fell in love and had to have one. In November of 1975 I found a 1959 coupe in the *New York Times* auto classifieds. For part of my senior project (combined with a poetry independent study), I restored it

I started my career as a copywriter for magazine promotion and insurance, but in 1984 I began freelancing as an automotive writer. In 1988 I joined *Automobile Quarterly* and within three years rose to Publishing Director, a position I held until the magazine was sold in 2000. I then joined Bentley Publishers as



Jonathan Stein

an acquisition editor and was responsible for editing many high-quality automotive books. In addition to these staff positions, I've written two books, co-wrote another, have edited another 8 or 10 and have written scores of automotive articles in more than a dozen publications. One of my most interesting projects has been serving as study leader for two Smithsonian Journeys trips to the car sights of northern Italy

In 1976 I graduated from the Princeton Day School. Four years later I received my BA in English Literature (with a minor in Writing) from Drew University. I'm married and have a 17 year-old daughter. Since 1975 I've been totally immersed in the MGA world and have been the world-wide registrar/special interest contact for the MGA coupe for more than 20 years. I currently have the 1962 MGA 1600 MK II coupe I bought in 1977 and a freshly restored 1959 Twin Cam coupe I've had since 1999. I'm fascinated in all aspect of automotive history (not confined to British cars), I enjoy travel, particularly to Europe, listen to blues music and love to sample local craft beer as I travel for business.

John Twist – New Board Member

by John Twist

I became aware of MGs when my best friend received an MGA from his father in 1965; I purchased my first MG in 1968 and was immediately captivated by the British technical language in the workshop manual. After two years in the Army, a friend at college involved me in servicing another fellow's TD – so I was first paid and therefore entered the profession in May 1971. By November, 1971, I resolved to focus my life with MG and found a job as

a mechanic in England. I worked for the original University Motors in Hanwell, just west of London, for about a year, 1972-1973 and then moved to Grand Rapids. After several different jobs at several different dealerships and independents I hung out my shingle in Jan, 1975.



John Twist

Several times a year I travel with my wife to MG events around the US as the featured guest, to give technical seminars or to present my "rolling technical session." Over the past 25 years, we've travelled to scores of shows from coast to coast working with enthusiasts to demonstrate the ease of maintenance and repair.

The British Motor Trade Association was also launched at University Motors and I list myself as co-founder. I have been fortunate to have attended all but one of the yearly conferences.

In my spare time, I enjoy family history and have published several genealogies. I've published several small books: a biography of *Sam Hill* (as in "Who in the Sam Hill...?"); and the *Combat History of the 50th Field Artillery Battalion in WWII*. I occasionally write historical articles for my home town newspaper. Coin collecting is a hobby, two-cent pieces to be precise, and I am on the board of our local coin club. I serve as chairman of our local Boy Scout Troop and have attended summer camp for six or eight years.

Caroline and I have been married for 30 years – we sport matching MG tattoos. We have two girls and two boys all two years apart from 16 through 22. I am a Vietnam Veteran and a high school graduate. We have been living in our home for over 20 years. I continue to drive my 1962 MGA 1600 Mark II Deluxe that I purchased in 1976 and totally restored (in five months!) in 1980 – I drove it today!

I consider it an honor to be a board member of the BMTA. I bring with me MG hands-on technical expertise, business skills, writing ability, years of club involvement, event organization know-how and a life-long dedication to the Marque.

BMTA Farewell (Kip Lankenau and Carl Heideman)

In it's earliest days and for the first couple of years thereafter, the questions that most frequently came to mind were; "Are we a trade association or a social gathering?" and "Is there going to be another meeting?". The last several years has been an interesting time to be active and "in the loop" as a BMTA board member, and I think we can now confidently answer "yes" to both questions.

Now the time has come for the next generation of leaders to take their place at the helm. But remember, it is not just the leadership, but the active participation of all members that makes an association successful.

– Kip Lankenau

It's been six years and seven conferences and I have to say I've really appreciated getting to know so many people whose lives are the British Motor Trade. I'll admit there were many times when we wondered if there would be another few weeks of the BMTA, let alone more years. It's exciting to see what the BMTA has done – and that there will always be more for the BMTA to do. Moving forward, it's clear that the BMTA is in good hands and it will be great to see the differing skill sets of the new board take us to new levels. More importantly, seeing more of the membership become as active as the leadership shows that the organization will continue to keep the business and hobby alive.

– Carl Heideman

Member News

Grassroots Motorsports and Classic Motorsports Open House and the Triumph Trans-American Charity Drive Kick-Off



Saturday, June 27 marks two events at the Motorsports Marketing World Headquarters in Holly Hill, FL. Tim, David and the rest of the staff will be hosting an open house at their new facility from 9-11 a.m. and are encouraging anyone nearby to stop in (and of course drive your cool car and show it off in their parking lot). Visit www.classicmotorsports.net for details and directions.

In addition to the Open House they will be hosting the kick-off of the Triumph Trans-American Charity Drive. Classic Motorsports is sponsoring the event where well-known British classic car enthusiast John Macartney from Evesham in Worcestershire, UK, will be driving a restored 1973 Triumph Stag on a 10,000-mile charity drive across the US.

The Charity Drive objective is to raise funds for three charities – Anxiety Disorders Association of Canada based in Montréal, Québec; Assist Trauma Care of Rugby, England; and The Sidran Institute of Baltimore, Maryland, USA. For more information on the charity drive, the route he'll be taking and how you can help support it please visit www.triumphtransamerica.org.uk.



Dues Due Soon!

Just a friendly reminder that the BMTA will be collecting dues for the 2009-2010 financial year (July 1, 2009-June 30, 2010). We collected dues late last year but are planning on being more on-time this year! If you've joined the BMTA within the past few months, do not worry, we will be pro-rating the dues for you! If you have any questions once you have received your dues notice, please feel free to contact Alan or any of the board members.

Member Spotlight: Flying Circus English Cars – Durham, NC

The BMTA Newsletter is starting a new feature called the Member Spotlight. We will be featuring one or two BMTA members in each issue. From new members to the founding members, any business may be chosen for the Member Spotlight. If you have any suggestions, please email them to Alan at eclecticalan@gmail.com for consideration in upcoming issues.

For 21 years now the owners and employees of Flying Circus English Cars have been helping British car owners in the Durham, NC, region maintain and enjoy their cars. Located with easy access from any direction, their shop is constantly filled with a variety of British marques from Minis to Bentleys, E-types to big Healeys and Rovers to MGs.

Starting in the family driveway, Alan Briggs and his sons Simon and Toby built their business into a four-stall industrial building and finally into their current location beginning in 1994.

Currently owned by Toby Briggs and his sister Sarah, Flying Circus employs three full-time technicians, an online sales and marketing specialist and a detailer/shop support person.

Flying Circus offers full repair facilities for older British vehicles as well as support for the latest Jaguars and Land Rovers still under manufacturer's warranty. Flying Circus can handle mechanical repairs as well as collision and rust repair, painting and final detailing. Pre-purchase



inspections are available to customers who are looking to buy their first (or their twenty-first) classic car so they are fully aware of what they'll be purchasing. In addition, Flying Circus offers a full line of detailing services to keep their customers

originals for restorations and those looking for a bargain. They've recently begun the monumental task of putting this inventory on-line for customers to browse and purchase directly. Their large inventory of parts cars is also viewable online as well as vehicles for sale.



FLYING CIRCUS
English Cars

cars looking great. Flying Circus also performs restoration work from sub-assemblies to partial and full restorations of Jaguars, Austin-Healeys, Triumphs, Land Rovers, Rolls Royces and MGs.

Flying Circus maintains a large selection of new parts for both their service work and for retail customer sales. They also have a well-cataloged inventory of used parts for those needing hard-to-find

Flying Circus English Cars is one of the newer members of the BMTA and have been a member for a little over a year. You can reach Toby and Sarah by calling them at (919) 596-4250, via email at: customerservice@flyingcircusenglishcars.com or simply stop by their shop Mon.-Thurs. from 9-5 and Friday from 9-3 at 2308 East Pettigrew Street, Durham, NC 27703.

Email Marketing – A Primer

by Alan Dalman

Love it or hate it, email has overtaken every other method of communication in the 21st century. Your customers are increasingly using email over other forms of communication for everything from simple notes to loved ones down the street to business communications destined for someone across the globe. Even most of the day-to-day business of the BMTA and other organizations is handled through email. It is also an excellent way for you to reach your customer base with a minimum of costs (time and money) and can net very effective returns.

Unfortunately, with the popularization of email has come the flood of so-called “Spam” or junk emails. Like the credit card offers and Lillian Vernon catalogs of old that would clog the mailbox on your home, spam emails also fill our in-boxes with useless information and offers for cheap medical remedies.

With the potential minefield of being accused of being a spammer, is it still possible for businesses to use email marketing effectively? Of course! It takes planning and preparation but being able to deliver information that your customers

want in a timely manner certainly can't hurt.

In order to have a successful email marketing campaign, you first need to have email addresses of your customers. This sounds like a no-brainer, but especially for the business who is still run the old-fashioned way (multi-column ledgers and lots of adding machine paper), the idea of collecting their customers' email addresses may still be a foreign concept. You should begin collecting your customers email addresses (ideally electronically stored in either your accounting software such as QuickBooks or in an Excel spreadsheet). Whenever you have a customer come in for a sale or service job, ask for their email address. Whenever a new customer contacts you, ask for their email address. Soon your list will be bursting at the seams.

Once you have your email addresses collected, it's time to figure out what to do with them. While most email programs allow you to create an email and send it to multiple email addresses at the same time, this can be a cumbersome project and can lead to other problems. For speed,

quality and accountability, there are many companies out there offering bulk email services at a very reasonable fee. A google search will turn up dozens. The BMTA uses a company called Constant Contact (<http://www.constantcontact.com>) but there are many other alternatives available. For the smaller businesses, a year of service with one of these companies can cost as little as \$150 annually. Chances are you spent that much money in time and materials on your last bulk postcard mailing!

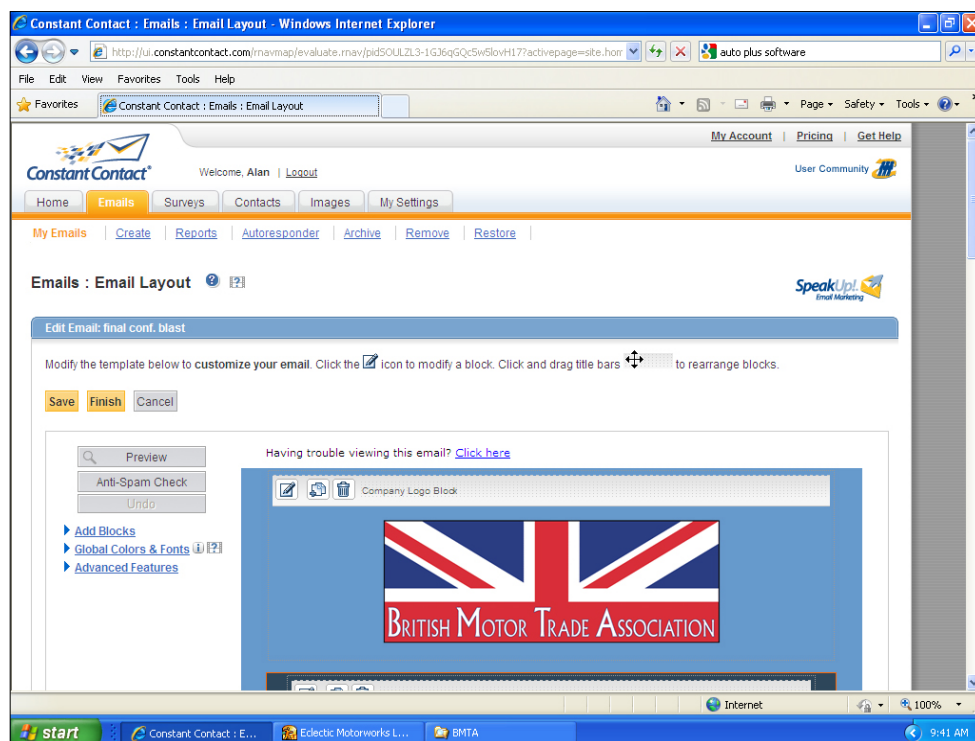
Email services offer you the ability to create and save templates so that you can retain the same look and feel of your emails as time goes by. You can also create emails mirroring the look of your business website. Rather than providing a plain email as would be the case with a regular email program you can provide a full-color brochure, newsletter, coupon or anything else you desire.

In addition, email services offer each customer the ability to opt out of future mailings with a simple mouse click. This prevents people accusing you of constantly “spamming” their inbox with emails they don't need.

Once you've created your email list and built and email, one click sends it to one or one million customers. After the email is sent you can view a report of how many people deleted it, read it, clicked on your coupon, etc. This is all great data to have when evaluating the success of your particular email marketing campaign.

Common uses for email campaigns can include, but are certainly not limited to: Sale flyers, updates on service days and hours, upcoming events, full-blown newsletters, press releases, discount coupons and so forth. Different types of businesses will find which types yield the success they're looking for. With some simple design work and a few hours of up-front setup out of the way, email marketing can be a low-cost, high-return program for your business!

If you have any questions about email marketing or how the BMTA uses this wonderful tool, please feel free to contact a board member or Alan Dalman at eclecticalan@gmail.com.



The New BMTA Discussion Forum Is Here!

First introduced at the business meeting during the 2009 conference, the new BMTA discussion board is up and running!

This new board is much more flexible for both the members who use it and the public who now will be able to view examples of what we discuss in private. In addition, this board allows us to provide more than one login per business. If you have a business partner, a parts guy, a chief mechanic or anyone else you think would benefit from access to this discussion board, we can now add them without difficulty! They merely need a unique email address (such as joetheemployee@mybusiness.com) in order to receive a login and password.

Due to the new software, we are unable to maintain your old username and password. Those who attended the BMTA conference have already received their new logins and are chatting away. If you would like to receive a login and password simply email Alan at eclecticalan@gmail.com or call Eclectic Motorworks between 9a.m. and 5p.m. Eastern and he will get you set up in just a few minutes.

Come and join in the fun on the new message board today and discover topics such as:

- ZDDP oil additives
- The Carlisle Import/Kit Car show
- The Mitty
- The BMTA Annual Conference
- The new "Buy/Sell/Trade" forum
- ... and more!

Update Your Company and Contact Information



Please take a moment to ensure that your Company and Contact information (including email) is correct.

If there are any corrections you wish to make please log into the website with your username and password and update your profile.

If you need assistance or would like someone to make the changes for you, feel free to contact Alan Dalman at Eclectic Motorworks (eclecticalan@gmail.com) who will be happy to help you.

Keeping Up With the Times

(continued from page 1)

Motorworks about marketing your business with websites, online videos and email campaigns. This was then followed by a Mexican fiesta in the Engel showroom where we ate among the modern Jaguars and Joe Alexander's nearly-completed AMBRO racecar.

Everything wrapped up Sunday morning with Glenn Lenhard's discussion on tools, the BMTA business meeting, brunch and a discussion on manufacturing and parts from Jeff Schlemmer and Kelvin Dodd. A post-conference visit to Eclectic Motorworks finished off the day for those who were able to attend.

It was wonderful to see both familiar faces and so many new ones. The number of new businesses attending was at an all-time high and we even had a few non-members who came along and were very impressed. We hope to be hearing from them all soon with regards to becoming BMTA members.

While the BMTA wished that every member could attend, we understand that for some it just was not possible. In an attempt to provide you with as much of the experience as we can, we will be making available on the website as many of the presentations as we can.

A big thanks once again to our host, Engel Imports, and our sponsors Victoria British, Moss Motors and Classic Motorsports Magazine.



www.VictoriaBritish.com
1-800-255-0088

Classic Motorsports magazine



Put the BMTA Logo in Your Ad!



Every day more members are adding the BMTA logo to their advertisements. Putting the BMTA logo in your ad compliments the BMTA group ad and brands your business as a quality business.

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