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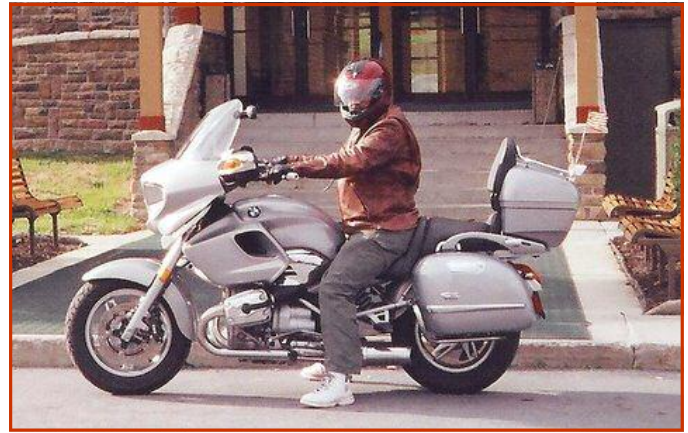
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Message from the President *Robert Davis*

They say that the young man picks a destination and rides there, whereas the old man picks a direction and rides there. I have absolutely no idea what that means; you tell me. What I can tell you is, by the time this letter publishes, your new board will have ridden to some destination in some direction or other to foregather. We shall try to do this monthly, in order to deal with the grunt work. Each Board agenda shall be kept intentionally brief; however, we will always make room for your suggestions. So if you have an idea how to enhance membership, make money, throw an event, or entertain a meeting, feel free to email your suggestions to



board@midatlanticriders.com. Likewise, to send an email with suggestions, ridicule, death threats, or even a romantic rendezvous, to your President, address it to president@midatlanticriders.com

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Looking for Ride Leaders *David Hrenchir*

As the ride coordinator, I will be asking some of you to host a ride this season. It can be as long or as short in duration as you like. It can be as easy or difficult as you like. Maybe just pick your favorite restaurant, pick a date and time and announce, "Hey, let's meet for dinner."

Or choose to lead a longer ride.

Ed did that last year to West Virginia. I'm doing that to Nova Scotia in September.

On a different note, Americase is in June. If you are going, please email me. We might have a MARS dinner there on Monday night.

Also a reminder of the Mason Dixon 20-20 coming up May

25th. For info, check out their website: www.masindixon20-20.org. Come join Cole Mills and me. Let's ride with the Big Dogs! Or if you're not up for the Big Dogs but want a similar ride, join the scavenger hunt on June 16th. It's a smaller 8 hour version.

Joe Litchko Moves to Devon Hill BMW



As most of you know by now, Main Line BMW had quietly closed its doors in February leaving many without a nearby dealer. Since then, a rumor has surfaced regarding their former service manager, Joe Litchko opening his own shop. I've spoken to Joe and here's the scoop . Main Line BMW and Devon Hill Motors are owned by

Cortie Wetherill. When Main Line closed, Cortie offered Joe space in two bays at Devon Hill to continue servicing their BMW motorcycle customers. Since then, Joe tells me that he is working independently and business is booming.

Joe is a Master Certified Mechanic for BMW. While he is busier than ever, he is also taking on new

customers.

If you are in need of service work, please give him a call to schedule an appointment.

Devon Hill Motors
20 W. Lancaster Ave.
Devon, PA 19333
(484) 654-1251

April Meeting Recap *Tracy Novacich*

- The meeting was held at Michael's Restaurant in Newark with 19 people in attendance.
- The votes were tallied and new club officers were officially announced.
President: Robert Davis
VP: Tracy Novacich
Treasurer: Keith Siers
- Davis proceeded with his acceptance speech until the music started and he was yanked off stage.
- 50/50 raffle was held with \$20 to the coffers and \$20 to the winner, Cynthia Davis.
- As president, Davis wanted to make three points.
 1. Meetings should be fun. End of story.
 2. Business should be conducted. This includes old business, new business, treasury report, etc.
 3. We need to bring love to the establishment by recognizing our members' events such as birthdays, anniversaries, marriages, etc. (for more info, please refer to the "Social Director" article in this newsletter.
- Keith reports that our bank account is currently in the black with \$552.00.

Next Breakfast

Meeting:

May 12th at

9:00 am

Maple Dale

Country Club

39 Maple Dale Road

Dover, DE

Dealership Dilemmas: Can't we all just get along?

Rick Godfrey, General Manager, Bob's BMW

Ah, good customer service. It's so easy to say and yet sometimes, it's so seemingly elusive to either receive, or to provide. In the Mid-Atlantic area, we are very fortunate to have a number of quality BMW dealerships from whom we can choose to purchase our bikes, or spend our hard earned dollars on associated parts, apparel, service and even "farkels?". In many parts of the nation BMW dealerships are hundreds of miles apart and at last count there was a couple of states without dealers at all. We truly are lucky to have choices.

I've been a motorcyclist for quite a number of years, logged a fair amount of miles and currently own three bikes. I'm a member of several clubs both local and national and across the brand lines. I subscribe to a number of industry magazines, I quietly "haunt" the forums and I talk to riders. I also work for a dealership. Gasp! [See sidebar]

No wait, don't go, come back here. I'm from a dealership and I really am here to help you! Although the examples that I use may be drawn from Bob's, my point is to talk about customer interaction with any dealership when things don't go quite according to plan. In spite of the common perception, dealers and customers actually want the same things. Customers want to buy a bike and not surprisingly, the dealer wants to sell one (actually lots), and the same goes for parts, apparel and accessories. Luckily

for all parties, in the vast majority of cases this process works flawlessly, but what do we do when it doesn't? Ah, now there's the rub. Here's where I think that I can offer a few suggestions to help both the customer and the dealer.

First, a tiny bit of bragging, and yet it is completely on the subject. Bob's was just awarded the number one position for CSI (Customer Satisfaction Index) in the nation for dealers selling more than 149 units per year. The position is neither easy to achieve nor to maintain, and I only bring it up to say that we know something about good customer service. That is actually the hallmark of our business.

Now, let's get down to the meat and potatoes. What do you do when you believe that your experience at the dealership was less than you expected; you received shoddy service; you felt that you were slighted; or something happened that makes you want to run from the dealership and complain to anyone who will listen? Well, it's been my experience that customers do complain about the experience, but when they complain, they just gripe to other customers, or friends and not to anyone who can actually assist them. This, of course, is not good for either the customer or the dealer. Lose-lose, if you will.

Let me offer a couple of examples. I received a call from

a customer the other day who had made a special trip to our dealership specifically to buy a used bike. He drove a long way through rush hour traffic to get there and then received what he believed (perceived) was less than great customer service. He was not a happy camper and left without purchasing the bike. Luckily for both of us, he called me the next day and gave me an opportunity to explain and attempt to convince him that we are a good dealership and he should buy the bike here. After a nice conversation and a little give and take, he returned to the dealership and bought the bike. Had he chosen to complain to his friends, on a web board or to a magazine instead, he wouldn't have purchased the bike he wanted, and we wouldn't have earned a new customer. Between the two of us, we turned a lose/lose into a win/win. Good for the customer, good for the dealership.

One more example. I noticed a customer at the parts counter one day who appeared to be agitated, and I could also sense that my parts person was on edge. I decided to intervene and see if I could assist. The customer was attempting to return an electrical component which, for various reasons, we don't ordinarily do. This was also the second or third time this particular customer had had a problem with similar electronic items.

"Help us help you, and we all win!"

Continues on pg. 4

Dealership Dilemmas: Don't we all want the same thing?

Continued from pg. 3

The customer explained the problem to my satisfaction, and I made the decision that the item could be returned. It was over in two seconds – the customer was pleasantly stunned. Problem solved. Good for him – good for us. There will obviously be times where there may not be a completely happy ending, but there won't ever be if you don't ask.

Here are a couple of suggestions that may assist you in getting a resolution to an unpleasant dealer experience. First, be nice. No one wants to be

screamed at or have someone throw demands at them – you know, “more flies with sugar” etc. If you can't work out the problem with the person you're dealing with, ask to see the specific department manager and, if they are unavailable or you still can't reach a resolution, ask to speak to the General Manager. Explain the problem as you see it and think about what resolution you would like. If you are reasonable in your request and are willing to compromise, it's likely the dealer will also. Be honest. We've been in this business a long time and it's hard to see clearly with the wool

being pulled over our eyes. Last, if all else fails, you can always, at least at our dealership, ask to speak to the owner. In most cases, if you have a valid point, have presented it in a professional manner and are reasonable in your request, I believe that most dealers would go well out of their way to make you a happy customer.

Remember we're all in this sport together and we all want the same things. So the next time something doesn't go according to Hoyle at the dealership, talk with someone who can help. Help us help you and we all win.

Membership Update *Tracy Novacich*

April is (was) the month to renew your MARS membership. To date, we have 44 active MARS members whom you will find listed on the next page.

I've recently sent out emails to those members who have not yet paid their annual dues. If your name is not on

the list, please take a moment to complete the membership renewal on page 6 and send it in with your payment.

WE DON'T WANT TO LOSE ANYONE!

In fact, the new officers are focused on attracting new members. If you have an idea on how to accomplish this,

please speak up!

For those not on the membership roster, this will sadly be your last newsletter. There are a lot of new and exciting things planned for our little group. Please don't go! You won't want to miss out!

Last Name	First Name	City	State	Email
Allegretti	Bill	Clayton	DE	wallegretti@atlanticbb.net
Allegretti	Mary	Clayton	DE	
Allinson	Zeke	Wilmington	DE	zekeallinson@aol.com
Anstey	Peter	Wilmington	DE	peter.anstey@verizon.net
Atkins	James	Newark	DE	jcmatkins@verizon.net
Atkins	Mary	Newark	DE	jcmatkins@verizon.net
Bayard	Thomas (Tim)	Wilmington	DE	tfbayard@comcast.net
Bayard	Mona	Wilmington	DE	
Bey	Regis	Churchville	PA	regeel@yahoo.com
Blatz	John	Galena	MD	beemergs1150@hotmail.com
Burnham	Noel	Middletown	DE	nlburnham@verizon.net
Cowgill	Dave	Clayton	DE	cowgill@udel.edu
Cowgill	Linda	Clayton	DE	cowgill@che.udel.edu
Culbertson	Jeff	Hockessin	DE	jlculbertson@verizon.net
Davis	Robert	Newark	DE	annie@webmost.com
Davis	Cynthia	Newark	DE	cynthia55@myway.com
Davis	Dan	Dover	DE	daviscd5@comcast.net
George	Rogers	Newark	DE	rogers.george@gmail.com
George	Valerie	Newark	DE	
Goldenberg	Edward	Greenville	DE	heartemg@aol.com
Hougard	Peter	Townsend	DE	dotlermc@msn.com
Hrenchir	David	Dover	DE	maxscycle@yahoo.com
Johnson	Vince	Newark	DE	bloorg@comcast.net
Lewis	Ken	Bear	DE	kenlewis@fastmail.fm
Lombardi	Edward	Newark	DE	edlombardi@comcast.net
McCutcheon	Keith	Wilmington	DE	keithbm@comcast.net
Melchiorre	Joe	Lewes	DE	jmelchiorres@aol.com
Mills	Cole	Cherry Hill	NJ	cam97bmw@yahoo.com
Nolen	Sam	Wilmington	DE	nolen@rlf.com
Novacich	Matt	Newark	DE	novacich@email.chop.edu
Novacich	Tracy	Newark	DE	novacich@comcast.net
Postell	Tom			skydivertom@verizon.net
Prime	Marilyn	Newark	DE	mprime@udel.edu
Reburn	Paul	Newark	DE	vpreburn@yahoo.com
Reburn	Vivian	Newark	DE	
Rogers	Mike	Ocean View	DE	michaelsrogers@verizon.net
Shea	John			jshea@drpa.org
Siers	Keith	Felton	DE	ksiers1@comcast.net
Siers	Barbara	Felton	DE	
Smith	Dean	Rehobeth	DE	gitpicker181@hotmail.com
Smith	Debbie	Rehobeth	DE	
Smittinger	Larry	Wilmington	DE	larry.smittinger@lpl.com
Trans Am BMW		Lititz	PA	transam9@ptd.net
Vayo	Mike	Newark	DE	porsche911mvf@comcast.net
Ward	Geoff		DE	wardyrt@comcast.net
West	Wanda	Churchville	PA	msuvel@yahoo.com
Wicks	Robert	Smyrna	DE	rpfmflowers@msn.com
Wicks	Mary	Smyrna	DE	
Wilson	Brian	Highlands Ranch	CO	bdwilson@mac.com



Mid-Atlantic Riders Membership Renewal Form

Member : _____

Associate Member: _____

Address: _____

Email: _____

Associate Member Email: _____

Home Phone: _____ Cell Phone: _____

_____ *Please check here if you do not have an email address. Your newsletter will be mailed.*

Member dues: \$15.00 per year Add an Associate Member: \$5.00 per year

Please complete this form and make checks payable to Mid-Atlantic Riders. Bring to the April breakfast meeting or mail to:

Keith Siers, Treasurer
120 Pickwick Blvd.
Felton, DE 19943

I am also a member of:

_____ BMW MOA _____ BMW RA

_____ AMA

_____ Other Group
(please specify)

FOR
O
R
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1992 Kawasaki K1000P (Police) Motorcycle. Fully restored for parades, shows, etc. With all lights, sirens, and stencils for the Smyrna, DE PD. It only has 15,000 miles. Email for pictures. Larry.schmittinger@lpl.com
Best offer.

Larry Schmittinger: (302) 235-5500

1984 BMW R100RT 42,925 miles. With historic MD tags. Original gray (silver) factory paint with red and white pin-stripes. In good shape but not perfect. See website for pictures: <http://www.dabell.org/R100RT/>
Tires have low miles, 2 yr old windshield, 1 yr old gel cell battery. Well kept although it is in need of an oil change at the moment. I have service manuals and a swing arm socket that I made as well as the stock seat. Bags are in great shape although one lock has a different key. I also have a new un-installed rear disk rotor. Needs nothing to ride that I am aware of, obviously, since I'm riding it. Asking \$4000. but will entertain reasonable offers. Call or email. walt@dabell.org (302) 832-1499 or (410) 620-6161

2000 R1150 GS 73,000 miles. Many useful extras include Adventure fuel tank w/QD's, Ohlins shocks with heavy duty springs, Cee Baileys +2"ht. windshield, Bill Mayer, Sr. Ssaddle, Jesse cases, TWO sets of auxiliary lights, etc. Full service records since new, excellent condition. \$7250.00 I'll even wash it for the serious buyer! Email John Blatz: beemergsa1200@yahoo.com (Pictures available on request)

Penguin Road Racing—2 day Ducati class. Held in Loudon, New Hampshire. You choose the dates. Includes use of Ducati 999, leathers, class and track time, insurance. Originally paid \$1100. Asking \$600. Contact Geoff Ward for further details. wardyrt@comcast.net

Tourmaster Waterproof Boots, Women's size 9. Almost new! Worn only a few times but they just don't fit *me* quite right. Paid \$125.00 Can be yours for \$85.00 Contact Tracy Novacich: (302) 723-2354
novacich@comcast.net

May 2007

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12 <i>MARS Breakfast</i>
13	14	15	16	17	18	19 <i>Raystown Lake w/ Rogers George</i>
20	21	22	23	24	25	26 <i>Tail of the Dragon</i>
27	28	29	30	31		

Schedule of Events

- } May 12, 2007: Club breakfast at Mapledale Country Club in Dover. Followed by a ride to ???.
- } May 19-20, 2007: Photo Tour to Raystown Lake, PA with Rogers George. This is a weekend trip filled with great roads and frequent stops for photo opportunities. Patience is required! Contact Rogers for further info.
- } May 25-27, 2007: Tame the Dragon! Geoff Ward is planning a trip to the Tail of the Dragon in western North Carolina. Contact Geoff for info.

Planning Ahead

- } June 4-9, 2007: 25th annual Americade Rally, Lake George, NY
- } June 7-10, 2007: 35th annual BMW RA International Rally, Biltmore Estate, Ashville, NC
- } June 16, 2007: Iron Butt ride from Dover, DE to Quebec, CAN. Contact David Hrenchir.
- } June 16, 2007: Scavenger Hunt leaving from Dover, DE. Contact David Hrenchir.
- } June 23, 2007: Annual Pig Roast hosted by Rogers & Valerie George. Newark, DE
- } July 4, 2007: Smyrna Parade
- } July 6-8,, 2007: Join the Davis's to see Professional Bull Riding in Tidiout, PA (near Warren). Staying at the Wilderness Ranch. Contact Davis for details.
- } July 12-15, 2007: 35th annual BMW MOA International Rally, West Bend, WI
- } September 15-21, 2007: Nova Scotia trip planned by David Hrenchir.



Mid Atlantic Riders

c/o Tracy Novacich
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Newark, DE 19702

E-mail: novacich@comcast.net



Parting Shot!

**What
does one
do with a
spare
radial
engine?**

