

Calendar of Events

AWARDS BANQUET
January 13 • 7 p.m.
Spokane Club

1988 Chapter Newsletter CONTEST WINNER

Leslie Jenkins

from the
Inland Empire Chapter
scored 28 points with her
AUSPUFFANLAGE
competing in the
201-400 population category.
CONGRATULATIONS

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President's Notes... by Tony Longinotti

This column is about attitudes. Attitudes that affect business and reputation and success. More specifically I'm talking about a speech that Phil Smart Sr. gave at the ACA awards banquet. Also of note is that Bellevue BMW was represented at the dinner by the owner's son.

Phil Smart, owner of Phil Smart BMW in Seattle, started his speech by asking how many people remembered Maxie Hoffman. Now I wasn't one of the four or five that raised their hands immediately, because I've always seen him referred to as Max in print. Max Hoffman was the sole importer of BMW automobiles into this country until 1975 when BMW AG formed BMW NA. Anyway, Phil went on to tell us about a ride through the Bavarian Alps at night at a high rate of speed in a yet unheard-of Bavaria. He talked about Max's love of these unheralded machines and his generosity as the man who loaned him the money to start his first car dealership in San Diego, Calif.

What impressed me so much was Phil Smart taking the time to attend this gathering of people. He realized that even though these people already owned BMWs, they probably could afford another, and if they decided to buy another car, it would be another BMW. The one thing these people have in common is a love of the MBW marque.

I hope Spokane can benefit from the fresh thinking a new dealership can bring to the community, and I believe Camp BMW will be more successful than anticipated in their sales projections for their first year. BMW has an excellent product and their product line is expanding to meet a larger market. The future looks positive even in the face of more competition from Japan.

The day people start collecting Japanese cars or restoring them, I'll consider working on one. Seen any restored Honda Civics lately? What's the resale value of your Japanese car, ten, fifteen, or twenty years down the road? This last sentence doesn't even deserve correct punctuation. And on that positive note, I wish you all a prosperous New Year and many happy motoring experiences in your BMW.

Thanks to the twenty four people who attended this just past year's Christmas Party. All who attended had a most joyous time. I only wish my camera was working to capture the event for others to see. If you have any camera talents, or nontalent but willing to push the button, please volunteer to help capture our events with photos for the newsletter. We dearly miss Leslie Jenkins with all her contributions to our chapter.