

# Lifter Noise

June 2020 - Volume 47, Issue 6



## What's Going On

Sorry for the delay in this newsletter. I realized that we were a week into June and I forgot to do the newsletter! Then we scheduled a board meeting for June 16 so I wanted to wait for that as well.

We do not have a June event planned. Our next event will be our annual summer picnic in July. Details on where it will happen will be published in the July newsletter. Right now the tentative date is July 11 with July 18 being a backup date. We plan on grilling chicken, which will be provided by the club. We are asking everyone to bring their own beverages, a dish to pass, and lawn chairs.

In August, our official club event will be a movie night at the home of Dennis Willson. Dennis has an outdoor projector where he can project on a large screen. The date for this event is August 15.

A couple of other optional events in August include the Red Barns Spectacular on August 1 and the rescheduled All Air Cooled Car Show on August 8. Both of these events are at Gilmore Car Museum.

We had some discussion at the board meeting on how to increase interest in the Corvair or classic cars in general. One idea was to have a compact car group that would include Corvairs, VW's, Falcons, etc. Scott Olivier created a Facebook page for such a group called West Michigan Vintage Compact Cars 1950-1980. If you are interested in joining go to this link and click Join Group - <https://www.facebook.com/groups/287467045992368>.

## Spring Dust Off Recap

We had a beautiful day on May 30 for our Spring Dust Off! We had a great turnout with eight Corvairs (and one Silverado). We met at Fallasburg Park in Lowell and everyone had a great time catching up (from a proper social distance of course). We left a little later than planned. The first thing we did was cross the historic covered bridge. The original intent was to take a nice scenic drive along the Grand River but the lead navigator missed a turn and we ended up in downtown Lowell. We just ended up taking Alden Nash back toward Byron Center. We had a brief stop along the way when we thought we had an issue with Mike and Anne Wildfong's car. After some head scratching, it was determined that it was a very minor issue with some leaking transmission fluid when they went uphill. We got back on the road where we ended up at the home of Dave and Marilyn Dykwel for a picnic. We all had our lawn chairs and our own food and we continued to socialize. We also admired Dave's new Buick convertible.

Thank you to the Dykwells for hosting us and thank you to all who attended. This was a great start to a return to normal. Look for some pictures below.



## Nothing New Under the Sun

By Dave Dykwell

More recently, I've been extremely disappointed by automotive marketing gurus. While the focus today is on a car's superior manufacturing and technology, the marketing department is taking a lunch break. Slackers, I say. As a former SVP of Marketing, I always tried hard to be creative, original and use intelligent research to do my job. Apparently, today's marketers and their superiors don't care anymore. After all, we don't want to offend anyone!

As William Shakespeare said; "What's in a name"? We've all heard the story about the Chevy NOVA imported to Mexico and other car names that translated to less than appropriate meanings. With today's broad ethnic workforce that no longer seems to be an issue. But creativity is definitely in short supply unless you like milk-toast. LeCar? That must have taken at least five focus groups, three mail surveys and two exit polls.

When contemplating this malady, it suddenly hit me – there's nothing new under the sun. Can't blame the exhausted and confused marketing mavens of today. Take for example these despicable monikers of yore; the Dictator, Edsel, Probe, Gremlin, Thing, Swinger, Scat or Brat. Take a look at Cadillac today. We have the XTS, CTV, CTS, XLR. Generic, meaningless, safe and numbing use of the alphabet. Will the WTF be next!

Honda has the money to hire the best, but what do we see from them? Who wants to drive a Leaf? Oh, I just love my new Twig! Or, a Fit? They must have forgotten the "s". Nissan is going rogue with Nero. What's that got to do with a car unless you're driving a chariot. Oh, I really feel in power driving my new Hyundai Hitler! Even VW lives in a totally different world now. No longer do we get warm iconic names like Beetle or Rabbit. Ever since the Thing we now have Tiguan and Touareg. Names you can't pronounce and clearly stolen from Star Wars scripts!

So, let's just come up with a name that sounds like nothing to avoid alienating anyone. Like a male enhancement drug name - Clarity, Seltos or Velostar. At least Kia still has somebody thinking "car" with the popular Soul and new Stinger. Word has it that Toyota is coming out with a new mega-truck in camo equipped with an AK47 aimed at tattooed, toothless-toter's called the Trump.

So, it appears the automotive marketing and design teams need some creative assistance. So, I've got a few good ideas to share. How about a combination car/airplane or car/boat? HP wars is back on so why not put a turbine engine in one? Future and technology are big so why not a car that transforms into a suitcase? Maybe a LBGTQ – paint like a rainbow and make it change from a manual to an automatic at will. Or better yet, a car that can drive itself – all great ideas don't you think?

Disclaimer: If allergic to Whatsit do not take Whatsit. WMCC claims no responsibility for the contents of this article.

## June Board Meeting Recap

Usually this would show up in the July newsletter but we decided to have a board meeting in early June since it has been awhile since we met in person. The meeting was held at Scott & Heather Olivier's house. In attendance were Dave & Marilyn Dykwell, Dan Konkle, Doug Lectka, Scott & Heather Olivier, Jamie Reinhart, and Dave Ziebarth.

[Movie Night at the Willson's](#)

- Originally planned for July; will now move to August to accommodate our annual July picnic
- Dennis has an outdoor projector that he would aim at his garage and enough shade in his backyard where we could start the movie in the late afternoon and still be able to see it
- Originally wanted to do a drive-in style where we would sit in our Corvairs to watch the movie but the logistics are difficult so we will just sit in lawn chairs
- Tentatively scheduled for August 15

#### Summer Picnic

- Would like to do at a lake
- Could see if Bob Muir is willing to host again
  - Scott Olivier will contact Bob
- The Leckta's home would be plan B
- July 11 or 18
  - Planning on July 11 with a rain date of July 18
- BYOB and a dish to pass and lawn chairs
- Club to provide chicken
- Scott will contact Ryan Counterman about borrowing his large grill
- Social time at 1 PM with dinner being ready at 3 PM

#### July Board Meeting

- July 28 at 6:30 PM
- Champ's in Middleville

#### All Air Cooled Show

- Rescheduled from June to August 8 at 9 AM at Gilmore Car Museum
- Will make it an optional event for the club
- Meet at Burger King on Broadmoor at 7:30 AM and leave for Gilmore at 8 AM

#### September Meeting

- September 15 at 6:30 PM
- Peppino's in Allendale

#### Ideas to Grow the Club and Activities

- Free form discussion on how to grow the club and possible activities
- Allow spouses to serve on the board of directors; everyone seemed in favor of this
- Pinewood Derby
- Expand the club to include other classic cars; would require a change to the club charter
- Expand the club to include other orphan car makes; would require a change to the club charter
- Expand the club to include air cooled cars (VW's, Porsches); would require a change to the club charter
- Compact car club (Corvairs, Falcons, Novas, Darts)
  - Scott Olivier ended up creating a Facebook page
- The consensus is that we do want to keep the cohesiveness of the club going; would do something informally (like Scott's Facebook page) to gauge interest
- Do some event (not sure what) to cater to a younger generation

## WMCC Calendar

July 11	Summer Picnic
July 28	WMCC Board Meeting at Champ's in Middleville; 6:30 PM
August 1	Red Barns Spectacular at Gilmore Car Museum; 9 AM
August 8	All Air Cooled Car Show at Gilmore Car Museum; 9 AM
August 15	WMCC Movie Night at the Willsons; Time TBD
August 25	WMCC Board Meeting at TBD; 6:30 PM
September 15	WMCC Membership Meeting at Peppino's in Allendale; 6:30 PM

## Board of Directors

**President:** Scott Olivier (2020)  
(586) 719-3797 or [scott\\_olivier\\_mi@yahoo.com](mailto:scott_olivier_mi@yahoo.com)

**Vice President:** Jamie Reinhart (2021)  
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**Secretary:** Dave Ziebarth (2021)  
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**Treasurer:** Doug Lectka (2020)  
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## About the WMCC

*Lifter Noise* is the monthly publication of the West Michigan Corvair Club. Deadlines for articles and classified advertising is the first of the month and should be mailed to the editor at: Dave Ziebarth, 7769 Burlingame Ave. SW, Byron Center, MI 49315 or e-mail [wmcc@corvair.org](mailto:wmcc@corvair.org). All material is subject to editing. Original articles are the property of the WMCC and are intended for the use in our publications. Articles may be used by CORSA or any CORSA chapter with credit given to the author of the *Lifter Noise*. Any other use must have written permission from the editor. Articles are written by Dave Ziebarth unless indicated otherwise.

Membership in the West Michigan Corvair Club is on an annual basis. Dues are \$18.00 per year. Dues are pro-rated if joining during the year.

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