

# Alfacionada

MAY 2012



**Ojai Report: All the SoCal Climates in One Trip!  
Plus Spring Tour Information and More!**



MONTHLY NEWSLETTER OF THE

*Alfa Romeo*  
Owners of Southern California



# Alfa Romeo Owners of Southern California

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## **AROSC Business Address**

27152 Paseo Del Este  
San Juan Capistrano, CA 92675  
info@arosc.org

## **Newsletter Address**

1098 N. Mentor Ave.  
Pasadena, CA 91104  
nashwill912@earthlink.net

## **Submissions**

Please send classified ads, articles, letters and photographs to the Newsletter Address above, to arrive no later than the 25th of the month prior to publication.

## **Changes of Address**

To keep your newsletter arriving after a move, please send your change of address information to AROC, P.O. Box 12340, Kansas City, MO 64116-0340.

If you're a nonmember subscriber, or receive the newsletter on a complimentary basis, please send change of address information to the Club Business Address above.

## **About This Newsletter**

*Alfacionada* is the monthly publication of the Alfa Romeo Owners of Southern California, a chapter of the Alfa Romeo Owners Club, Inc.,

a national non-profit organization of Alfa Romeo enthusiasts. Affiliation with AROSC and a subscription to this newsletter are included in your annual \$70 AROC dues. Non-members may subscribe to *Alfacionada* for \$20 per year, and attend meetings and events. See the inside back cover for a membership application form with rates and contact details.

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## **Meeting Information**

General Meetings are held monthly, on a weekend day, at various locations in Southern California. A full listing of activities is on our website, [arosc.org](http://arosc.org); a four-month calendar of events is on the outside back cover of this newsletter, and detailed information is in Previews. Check all three; email any questions to [info@arosc.org](mailto:info@arosc.org), and a Club director will respond.

### **Our Cover This Month**

*Top, A day tour filled with variety: the Ojai-bound group pauses to put tops up and have a snowflake tasting party. Article and pictures pages 12-14. Bottom, Cymbidium orchids in bloom at the Santa Barbara Orchid Estate, just one planned stop on the Spring Tour. Don't miss the fun! Your PCH trip starts on page 17. Both cover photos by Steve Edelman.*

# AROSC Board of Directors — 2012

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Your entire Board is now available at one point of contact: [info@arosc.org](mailto:info@arosc.org). We welcome and encourage your thoughts and feedback. This central email address will allow us to respond, at home or on the road, through our computers and smart phones. Leave your telephone number and request a call-back if you wish; we will be happy to contact you personally.

Don't forget to check our website: <http://www.arosc.org>

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## Previews ... *What's coming up and when.*

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**May 19** – Spring Driving Tour: Coastline Cruise! We are doing PCH north to Santa Barbara. See info on page 17.

**June 3** – Huntington Beach Concours; see page 20.

**June 16** – Chili Cookoff! At the Presidential Ranch in Camarillo; see next page.

**June 24-25** – AROSC Time Trials/Race, Laguna Seca. See info page 21.

**July 13-15** – Wine Tour, Temecula area. Info on page 19.

**July 28** – Braille Rallye, Los Angeles and environs; see page 25.

**July 29** – Summer Party!

**August 16-19** – Monterey! Pebble Beach, The Quail, Concorso Italiano, Concours de LeMons, and of course our party at the Loose Noodle.



Note: Board of Directors meetings are generally held on the last Wednesday of the month. Anyone with business to bring before the Board is requested to please contact II Presidente Mike Riehle.



*The Reception Center at Channel Islands National Park in Ventura is on our Spring Tour itinerary, and will be our lunch stop on Saturday. Steve Edelman photo.*

# JOIN US AT THE AROSC ANNUAL

# CHILI COOK OFF

**JUNE 16, 2012**

The June Chili Cook Off is right around the corner, so get out your secret family recipes and join us for a great day at the home of our AROSC President!

Prepare and partially cook your chili at home. Bring it to the house for the final touches. There will be electricity provided, but bring an extension cord, just in case.

The chili will be sampled and judged by all in attendance so be sure to make enough to go around. (Cups and spoons will be provided.)



**Judging will begin at Noon and include the following categories:**

- Best Vegetarian Chili
- Hottest Chili
- Best Overall (Best in Show)

**Please contact Mike Riehle & Chris Burke  
to RSVP and get directions/details!  
310.780.5427 or email [twoina2@sbcglobal.net](mailto:twoina2@sbcglobal.net)**

## FROM THE TOP ... *the Word from Il Presidente*

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My better half just doesn't understand that my idea of "nesting" is getting the garage just the way I want it. She has some unfathomable idea that the house should take priority. I got my way a few times by saying we couldn't do the projects she wanted because the necessary tools were still packed up in some undetermined box. However, my credibility ebbed as more boxes were unpacked. It is nice to note that it is now physically possible to walk around both Alfas.

Speaking of Alfas, Jeff the contractor guy next door and Jeff the neighbor on the other side actually recognized our Alfas as Alfas! We love the new neighborhood. Turns out Jeff, the neighbor, had owned a Spider and a Milano. Wouldn't be surprised to see him wander over anytime there is a gathering of Alfisti in the driveway.

Have you started thinking about Monterey yet? The First Lady has advised me that we are going this year, so we are busy getting our act together. She initially pushed for motoring up in modern car comfort, but changed her mind when we went to sign up for Concorso Italiano. It seems our Japanese Alfa would have to pay double and would not be allowed to park on the grass with the real Alfas. The bottom line is we are committed to taking the Sprint to Monterey in August.

The Ojai Road Tour seemed like a



*Il Presidente Mike and First Lady Chris*

perfect warm up event for the Sprint, but the car needed a little tender loving care first. People sometimes ask if I'm restoring it, but preservation is a never ending process with a 50 year old car. It seems like the tailpipe rusts out every 15 years or so – so I consider it routine maintenance. Centerline said they had some on order and would get them in a couple of weeks. Figuring that was Eyetalian for maybe in a few months, I asked the locals where the good muffler shop was and was referred to an excellent shop that patched up the hole no problem.

Spring is that wonderful time of year when we can forgo air conditioned comfort and take a vintage Alfa without melting. We took the back roads to Hwy 118 East and then I-5 to Valencia. Oddly enough, the drive time to Valencia would have been about the same from our old house in South Bay. We met up with the group and our dedicated organizer, Steve Edelman, filled us in

on the latest weather and road reports. He had reviewed the situation and developed a last minute Plan B route to reduce the risk of encountering snow-closed roads. I figured we would end up mostly following the group up the freeway to Gorman, but Steve had a different plan entirely. (The Sprint and its near-stock 1300 engine cruise comfortably at 70 mph, but not much more.) Soon we were in the twisties and the snow. Simply beautiful. Then it started to sprinkle and slowly we realized that we were actually seeing snow flurries. The Sprint was quite happy with the minor proviso that the engine didn't get warm until we were approaching Ojai. Talk about micro climates, we dined alfresco under a large oak tree and were quite comfort-

able. Afterwards, we invited the whole group to our new house for a little wine & cheese.

Next month is the Spring Tour. I'm sure Jim & Elyse have detailed event info in this issue. Reserve your room early! It is always a well-attended and fun event, so prepare to pack up the Alfa and make one more trip before air conditioned comfort becomes a necessity. I'm not privy to the details yet, but the event will start in the Long Beach area and will generally stay close to the coast.

Remember, if the women don't find you handsome, they should at least find you handy. And don't forget the duct tape, a handyman's secret weapon.

*– Mike and Chris*

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# The Tech Guy ... *Here Comes the Sun!*

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A few issues ago I told you how to winterize your car for the severe Southern California winter. Well, we have all survived that, and have now reached the transition time of spring. While others may turn their minds to flights of fancy, we turn ours to thoughts of Summertime Adventure.

But before you dash out to the hinterlands, make sure that your valiant steed is ready. The change of the seasons is a good time to dig out the owner's manual and see what needs to be done.

Simple things first. Check to make sure that all of the lights work, including the brake lights. The simplest way to check the brake lights by yourself is to do it at night: if you back up to about three feet from a wall or garage door, you can see the reflection of the brake lights on it. Turn off the running lights and then press the brake pedal. The light should be even on both sides; if not, you may have a defective brake light. The other lights you can easily check by yourself. Be sure to check the turn signal lights with both the turn signal switch and the emergency flasher switch. They're the same lights but on a different circuit.

How long has it been since your last oil change? If you don't put many miles on your car, then changing the oil each spring will be an easy thing to remember. Most experts recommend changing your oil at some fixed interval, either miles or time, such as 5,000 miles or six months. The reason for the time interval is that most people who do not cover 5,000 miles in six months usually drive only short

trips, where the oil does not get warm enough to get rid of the condensation. But if you take your car on just a few long drives, 50 miles or more, you can let the oil change interval go longer since there's less buildup of acids from condensation. I would recommend at least a yearly oil change for low usage cars.

Now for the cooling system. Is the coolant low, possibly from a leak? Or is it looking kind of yucky? It's recommended that you change the coolant at least every other year, to keep it in top condition. If you do have a leak you need to take care of it now.

How about the brake fluid? The brake system is essentially a closed one, and unless there's a leak you shouldn't be losing any brake fluid. However, brake fluid can absorb moisture from the air, decreasing its boiling point, possibly leading to brake failure. It's recommended that the brake fluid be changed every two years, so if it's been in there longer than that you should change it.

Next, it's time to get rid of that old winter air in your tires and replace it with fresh smelling spring air! Okay, you don't need to change the air, just check the pressure and adjust as needed. The correct tire pressure is posted on a sticker either in the glove compartment or on a door pillar; it is NOT the maximum pressure listed on the side of the tire. The pressure should be checked with cold tires (driven three miles or less). A tire's working heats its air, and checking pressure when hot can cause you to under-inflate your tires. When you check pressure don't forget the spare.

There is nothing worse than having a flat and finding that your spare is also flat.

While you're dealing with tires, this is a good time to jack up the car and try wiggling them to see if you have any worn suspension components or bad wheel bearings. If there's any movement, get the car checked out right away; having your suspension fail in the middle of a fast sweeper can ruin your whole day. And while the car's jacked up, pull the wheels and inspect the brakes.

Some of the older cars have suspension lubrication points that should be checked and lube added if needed.

Don't forget the grease fitting on the U-joints. While you're under the car, check fluid levels in the transmission and differential; those fluids should be changed periodically. Your owner's manual will tell you how often.

Most mechanical failures are due to lack of maintenance. Doing a full checkup each spring helps to avoid spoiling summer's nice drives.

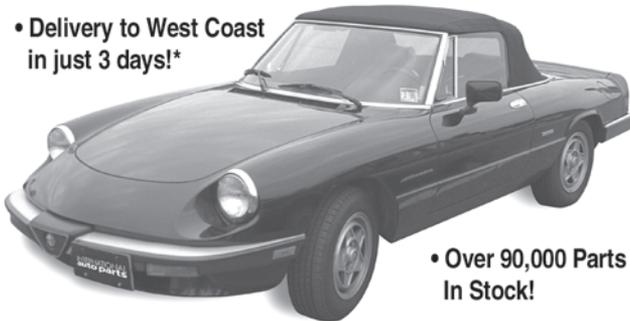
So now that everything is inspected and okay, put the top down and head for the open road. Enjoy!

P.S. Putting the top down only applies to convertibles. If you have a sedan or a coupe, please leave the top up.

— Gene Brown

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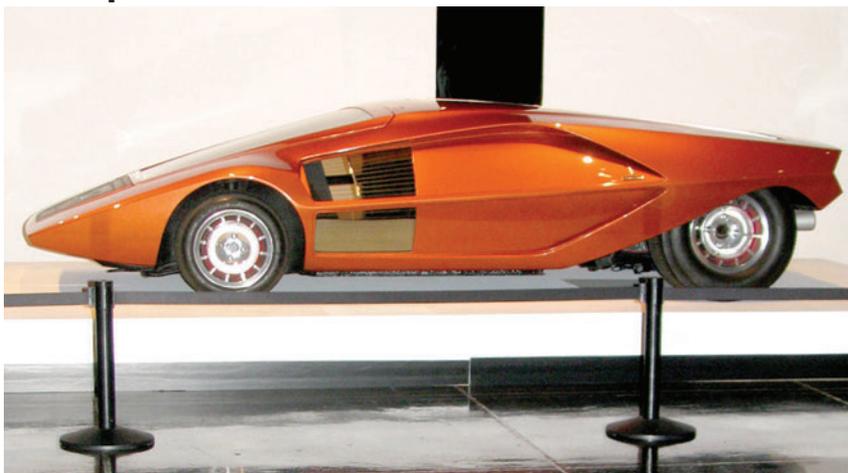
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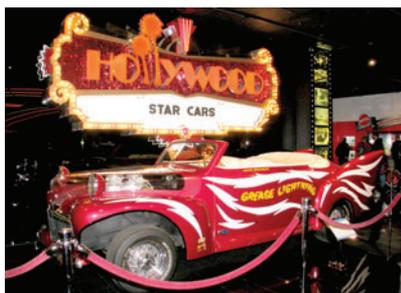
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## “Sculpture in Motion” at the Petersen



*If you thought the production Lancia Stratos was wild, how about the original? This Stratos Zero was designed by Marcello Gandini for Bertone, and shown at Turin in 1970 with a mid-mounted Fulvia engine; production versions had the Ferrari V6, and a somewhat more practical body. All photos by the Sizemores.*



*Above left, the popular Hollywood Gallery exhibit features both movie/TV cars and some belonging to famous stars. Right, Norm Silverman in his other role as Petersen Docent. Below, glorious Scaglietti-bodied Ferrari 250TR; how race cars should look!*





*Top, 1949 Villa d'Este by Touring was last hand-built production Alfa; 1956 1900 SSZ was on Alfa's first mass-produced chassis. Below, a nice pair of Deuces!*



*Above, burgers for lunch at Johnny Rocket's. Below, Jordan Lee admires Batman's outfit.*



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# OJAI, THE ONE-DAY ~~ROAD~~ WINTER TOUR



*A postcard view of Quail Lake, snow-dusted mountains and our path, made just for us.*

Two nights before our carefully planned Ojai tour, Mother Nature decided it was winter. According to CalTrans, State Hwy. 33 over the mountains to Ojai required chains, so the day before the event a new route was devised: Plan B, that would (fingers crossed) avoid weather impediments.



*Steve Edelman convenes the driver's meeting for the Ojai Day-Tour at start headquarters, Denny's in Valencia.*

We met at Denny's near Magic Mountain, many arriving early for a pre-tour breakfast. The group headed north on the first leg with hopes of reaching Gorman. With predictions of possible snow and unknown road conditions we forged bravely ahead to see what surprises the roads and weather held. Picturesque lakes, trees and vegetation lined the road, drizzle



*As we gained a little elevation past Lake Elizabeth, it became a different day and season.*

turned to rain, then when we reached higher altitudes this lovely scenery began to turn white with snow.

After turning onto one of the canyon roads, we were suddenly faced with "the fording of the puddle" to challenge our resolve. Like our 2006 Spring Driving Tour to Ojai, rain and



*As promised, no fording of rivers. No one said anything about fording puddles.*



*Descending from our pit stop along Gorman Post Road at the base of the Grapevine.*

fording water seems to be a recurring theme. Fortunately this road rewarded our bravery with the most snow-covered winter spectacular and vistas of the entire event. And, even though it was snowing, there was no snow



*Charlie and Bonnie Schwartz's color-coordinated spider.*

on the road surface. At one point we stopped to regroup and realized that two cars were driving with their convertible tops down! Taking advantage of the stop, the intrepid occupants decided that they might be a bit more



*It was a completely different world in the Ojai Valley, where every sunny view sparkled in spring greenery.*

May 2012

comfortable if they put their tops up.

After leaving the higher altitude mountain road and snow flurries we reached Gorman for our pit stop. Refreshed, the group headed east and south leaving the snow and driving by



*The patio at La Fonte was the perfect lunch venue. Cindy and Patrick Terrisse (center) chat with Sergio Mihalich (left) and Mike Riehle and Chris Burke (right).*

the poppy-free Antelope Valley Poppy Reserve. Winding through Bouquet Canyon we passed the Bouquet Reservoir, then headed east and up through



*New friends Ben and Heidi Roope (green and white caps) from Santa Maria join the Silvermans (right), Perls (center) and Merriams (left) for arugula pizzas and chicken salads.*

Santa Paula to our lunch destination in Ojai. The mid-60s weather there was most accommodating for our al fresco dining at La Fonte Restaurant, where we enjoyed a delicious, freshly-cooked Italian luncheon.



*Classic Alfa in a classic setting: Mike and Chris and the Sprint heading through Antelope Valley.*

There's always room for foot-touring, and after lunch a number of us visited the Ojai Valley Museum, outdoor bookstore Bart's Books, and checked out the local shops and dessert opportunities.

The final stop was at First Lady Chris Burke and Il Presidente Mike Riehle's new home in Camarillo, where we were invited for beverages and snacks. This was a welcome op-

portunity to break up the drive home and spend more time socializing. Thank you, Chris and Mike, for your hospitality so soon after the move!

All in all, Mother Nature's enhancements provided us with a magnificent scenic tour beyond imagination – all redecorated in one day!

– Steve Edelman



*Stopping to enjoy a winter wonderland ... in April!  
All photos in this article are by Steve Edelman, or Jim or Elyse Barrett*

# *Alfa Parts*

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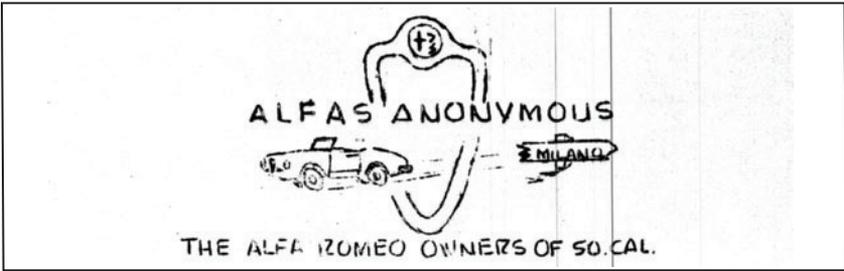
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# 50 YEARS AGO ... An AROSC Jubilee Special



## Having Some fun in '61

Welcome to No. 3 in a series on the history your Club, as gleaned from the pages of its earliest publications. This installment is from *Alfas Anonymously*, January 1961, volume 1, number 1, possibly the first publicly available history of the Club.

Though not yet chartered by AROC, this group of Alfa owners was highly motivated. The newsletter was still quite hand-crafted, just a single typewriter-generated sheet.

The big news was that "... 22 Alfa enthusiasts turned out for our first meeting, many braving the L.A. traffic, others traveling 50 miles or more ... Principal areas of concern and interest centered on the scarcity of adequate service facilities, and a belief that dealers displayed little interest in the car after delivery. It is hoped that the ... club could provide a series of technical meetings, while at the same time work toward promoting better owner-dealer-factory relations."

An informal steering committee of five met the day after Christmas (that sounds familiar!) to lay the foundation of our chapter. They decided upon a formal request to join the national Alfa Romeo Owners Club, an annual dues assessment of \$5, and set the tone for the SoCal outlook on

club structure. "The hope is to keep the club largely informal while ... providing effective technical and social programming, and this can only be done with the active cooperation of all members ... Working together, we may yet learn to live happily with Giulietta and her sisters."

In spite of their trepidations about the mindset of dealerships, they at least had dealerships to consult or criticize. The January meeting was set for the Brewster Gray Imports showroom, facilitated by Max Briney Foreign Car Service, with an Alfa Romeo specialist from Hoffman Motors to be the speaker.

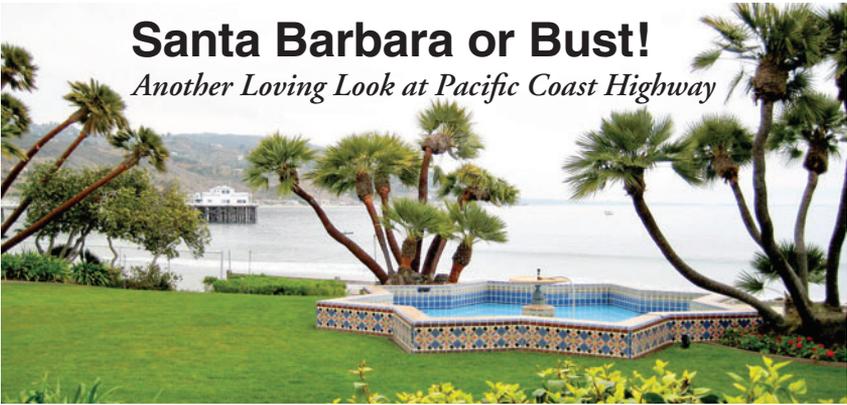
The February meeting had no date, but "... on some sunny Sunday afternoon, the Club will undertake to teach those members interested the basic principles of rallying." An orientation lecture was planned, then an actual rally with gimmick and navigational legs to be led by experienced rallyists as faculty. Sort of sounds like today's high-performance driver's ed and driving schools, with a lot of fun to be had while making new friends and learning the capabilities of our cars.

It looks as though our founding fathers had the right ideas.

— Elyse Barrett

# Santa Barbara or Bust!

*Another Loving Look at Pacific Coast Highway*



*Adamson House lawn, Malibu – Steve Edelman photo.*

## **10th Annual Spring Driving Tour May 19-20, 2012**

We sort of knew in 2002 as Charlie and Bonnie Schwartz established our Palms to Pines Tour for AROC National Convention that this drive would become tradition. It was a “best of” slice of SoCal driving, socializing and sightseeing format that has stuck, so it is natural to find ourselves here, 10 years out, preparing to honor that tradition once again.

One of the most revered driving roads in the West is Pacific Coast Highway, comprising Highway 101, Highway 1 and El Camino Real. We toured south to San Diego in 2009. This year we tour north to Santa Barbara.

As in '09, we'll start from Long Beach. This time we'll be sticking to PCH all the way to our overnight location in Goleta. It will be typically “May Gray” on the coast, so light layers and sunscreen are highly recommended.

Upcoast, we will have a gimmick rally-style “20 Questions” to give your co-piloto something to do whilst sitting at intersections. Stops are

planned for Malibu, at historic Adamson House (only recently opened to the public), and Ventura for lunch, education and museum-shopping at the Channel Islands National Park headquarters.

Foodies be advised: the Juried Picnic Basket competition is alive and well!! Do your utmost to deck out your tablesettings to this year's themes, or break the mold and wow the judges (who look forward to your creative bribes!) and win a cool prize. Categories include: Native American Fare; Seafoods of the Left Coast; Alfamania, and more as we think them up.

Downcoast on Sunday has morning activities after optional sit-down breakfasts. We'll check out what's growing at the Santa Barbara Orchid Estate before diving into the Pacific Standard Time exhibit of Cliff May architecture at UC Santa Barbara.

As we roll home, lunch is recommended at Via Maestra 42, then a tasting of the latest pressing at Jaffurs Winery in Santa Barbara. But we can also shop at Lewis & Clark and the Italian Pottery Outlet before leaving town for good.

Please note that our hotel block of rooms was released on April 26. Rooms throughout the Santa Barbara area are now two or three-night minimums. You are welcome to make yours a longer weekend. Call Extended Stay America at 805.692.1882 to book.

RSVP to Elyse and Jim Barrett by emailing, eddinab@mindspring.com or telephoning 714.964.9530 for full details.

### Preliminary Itinerary

SATURDAY, May 19

8:30 The Corner Bakery,  
The Marketplace, Long Beach  
(Early-bird breakfast people: The Corner Bakery opens at 7 a.m.)

9:15 Roll-out - Pacific Coast Highway in all its permutations, Long Beach to Malibu  
Gimmick Local Knowledge Quiz "20 PCH Questions" (to keep your navigator engaged)

11:00 Adamson House

12:00 Roll-out - PCH to Ventura

1:30 Channel Islands National Park  
Special Channel Islands video screening; tower views.  
Juried Picnic Basket Lunch

3:15 Roll-out - PCH to Goleta

4:30 Check-in Extended Stay America  
4870 Calle Real, Goleta CA  
93111  
805.692.1882

7:30 Dinner & 20 Questions Awards  
Pastavino,  
6920 Marketplace Dr.  
Goleta, CA 93117  
805.685.7300



*The Green Man, Malibu Pottery – Elyse Barrett photo.*

SUNDAY, May 20

9:00 Continental breakfast at Ext. Stay America / Optional full breakfasts at Cody's or IHOP

11:00-11:30 Santa Barbara Orchid Estate

12:00-12:24 UCSB Art Design & Architecture Museum  
Pacific Standard Time exhibit: "Cliff May and the Romance of the Rancho 1920-1960"

1:00 + + Afternoon Options:

Lunch at Via Maestra  
423343 State St., SB 93105  
Shopping at Lewis & Clark  
1116 State St., SB 93101  
Shopping at Italian Pottery Outlet  
929 State St., SB 93101  
Tasting at Jaffurs Winery  
819 Montecito St., SB 93101

*Is Long Beach too long a drive for Saturday morning? Overnighting opportunities are:*

*Pacific Inn  
600 Marina Dr.  
Seal Beach, 90740  
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*Golden Sails/Best Western  
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Long Beach 90803  
562.596.1631*

# ANNUAL WINE TOUR

JULY 13 - 15, 2011

**SAVE THE DATE!**

The AROSC Annual Wine Tour is headed to Temecula, CA this year!

Look for more details on the tour in our June Newsletter!



**Please contact Margi Brown-Orozco to  
RSVP and receive important updates!  
[margibrown@thekernorg.com](mailto:margibrown@thekernorg.com)**



## JUNE 3, 2012

Join the rest of the gang at the Huntington Beach Concours. In addition to the fine cars on exhibit ,you will have the opportunity to show your Alfa in competition against other club members.

As a reminder the cars are grouped to compete against each other in the following categories: Daily Driver, Competition, Closed and Open.

Awards will be given in each class dependent on the number of cars entered in each group. If you have a car entered in the concours you will be asked to help with the judging. You will be partnered with someone who has experience doing this. It is a great experience as you talk to the owners and see how they solved their problems getting their cars to this high level.

If you have never participated in a concours, do not be afraid that your car is not good enough. A clean, well presented car has an excellent chance for a ribbon. Bring your car early and get it parked on the field. This is the time to do any last minute detailing...hint: a clean trunk looks great and shows effort!

Judging starts promptly at 10AM. Registration for the AROSC concours will take place at the event, but **you must register in advance for the Huntington Beach Concours, by May 25**. For an entry form, go to the web site: [hbconcours.org](http://hbconcours.org) or contact Phyllis Gaylard at (714) 377-6377. See you there!

# AROSC Time Trials & Race

## Laguna Seca Raceway, Monterey, CA

**Sunday, 6/24 – Monday, 6/25**

**\$430 for two days of track time!**

**All makes and models welcome!**

Join us at Laguna Seca Raceway for Time Trials, Racing, and lunchtime Intro Group! Laguna Seca is a world class track and a great driving experience, with excellent food and RV facilities, so bring the family for a fun weekend of driving and spectating! This is your chance to drive the famous “Corkscrew”!

**OUR RUN GROUPS! - We have changed our run groups and vehicle safety requirements to provide more fun, and to allow cars in street trim to experience the thrill of getting your car out on the track!**

- **Solo:** For relatively new drivers, passing with point-by only in certain straight sections of track. Stock seat belts OK.
- **Point-By:** For drivers with more experience, passing anywhere on the track with a point-by. Stock seat belts OK for 2000 & newer cars unless engine mods or race tires.
- **Open Passing:** For very experienced drivers & faster cars, passing anywhere on the track with no point-by required. 5 or 6 point harnesses
- **Race Group:** Wheel to wheel racing, typical racing equipment is required
- **Intro Group:** A classroom session, then laps around the track following an instructor during the lunch break. Only \$35/day.



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**More details at [www.aroschpd.org](http://www.aroschpd.org)**

Questions? Phone Terry Watson at 443-462-7834 (cell)  
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- **FOUR (4) 30-MIN. SESSIONS BOTH DAYS**
- **SOUTHERN CALIFORNIA GTA REUNION**
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## *Classified – Parts For Sale*

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**2000 GTV parts:** Fuel injection pump \$150. Thermostatic actuator \$50. Fuel injection lines and injector set \$50. Alternator and voltage regulator \$50. Head gasket set (New) \$20. Shankle heel & toe kit \$10. Front grille w/ emblem and headlight rims. \$100. Brembo front disc (New) \$35. Tool kit in original case (like new) \$40. Left/right door handles w/key. \$60. Oil pumps \$50. Call Alex at 949.497.1487 or rbirac@cox.net (Laguna Beach).

**1991 164 –** 139K w eng rbl'd @ 100K. Time Belt with 5K. CA car. Auto trans. Wants to cruise 70+ @ 20+ MPG. Interior good, A/C cold with good step motor, all electronics, lthr seats, sun roof, windows, dash, rear window def + shades, color white. Trans close to rebuild time. \$1800 OBO. Call 818.427.2054.

**Rare 1956 Henway –** Complete, but needs restoration. Please contact cjones@me.com for info.

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## **Classified Advertising**

Classified (non-commercial) ads are accepted and published as a free service to members, and for \$10 per insertion for non-members. Content must be Alfa-related and/or of special and specific interest to the membership. Deadline for ad art files to be received by the editor is the 25th of the month before publication.

## **Commercial Advertising**

Display space may be reserved and purchased at any time during the year. Rates are for 12 months and are renewable upon receipt of invoice. Now that the publication is electronic, advertisers may take advantage of bonus circulation available when posting their logos and links to the Club website, arosc.org. Deadline for ad art files to be received by the editor is the 25th of the month before publication.

Annual Costs, Color or B&W:

Full Page \$275

Half Page \$150

Business Card/1/4-page \$100

Please contact Advertising Coordinator Jim Barrett at info@arosc.org for a detailed rate card and complete advertising information.

# MEMBERSHIP APPLICATION

## *Alfa Romeo Owners of Southern California*

Dues for a one-year membership in the Alfa Romeo Owners of Southern California (AROSC) and the Alfa Romeo Owners Club - US (AROC) are \$70. Please fill in the information blanks in this form, clip and mail with your check, payable to Alfa Romeo Owners Club, to Alfa Romeo Owners Club, P.O. Box 12340, Kansas City, MO 64116-3040. You may also join online using your credit card by visiting [aroc-usa.org](http://aroc-usa.org), or by telephoning 877.399.2762.

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STREET \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

HOME PHONE \_\_\_\_\_ WORK PHONE \_\_\_\_\_

E-MAIL \_\_\_\_\_ ALFA(S) OWNED \_\_\_\_\_

AROC MEMBER # (IF APPLICABLE) \_\_\_\_\_ CHECK ENCLOSED FOR \$ \_\_\_\_\_

### *Affiliation/Subscription*

Non-AROC members, automobile enthusiasts, industry friends and special associates may subscribe to Affiliacionada for \$20 per year, and attend meetings and events. To become an affiliate/subscriber, or renew your affiliation/subscription, send this form with a check payable to AROSC to AROSC Treasurer, 27152 Paseo Del Este, San Juan Capistrano, CA 92675

*Alfa Romeo Owners  
of Southern California  
20872 Case Circle  
Huntington Beach, CA 92646*



## Our 2012 Calendar of Events

### *May*

19 Spring Driving Team  
Councilhas Cruised We've tak-  
ing PCH North!

### *June*

3 Huntington Beach Concours  
16 Club Concourse, Comstock,  
RSVP to Il Presidente.  
24-25 Team Trials/Race,  
Logans Sea

### *July*

13-15 When Time, Tomorrow,  
Plan now!  
28 Roselle Rallye, Los Angeles  
and environs.  
29 Summer Party

### *August*

16-19 Monterey Middle Beach,  
The Quail, Concours  
Inland, Concours de  
Lebanon, end of concou-  
rse party at the Lotus  
Neville.