

# Sotto Veloce



THE CHICAGO ALFA ROMEO OWNER'S CLUB NEWSLETTER

JUNE 2012

## Independence Day Challenge July 2, 2012 Blackhawk Farms Raceway - South Beloit, IL

by Event Chairman Don Brubaker

Once again this year, we return to the friendly confines of Blackhawk Farms for what has called in the past the Independence Day Challenge. We cordially invite you to participate in the event on Monday, July 2nd. We need your support to help make this a success. Even if you don't attend (What a sad day for both of us!), please publicize this event to friends, neighbors, acquaintances, etc. Most of our driver participation comes from car enthusiasts with cars other than Alfas, so talk it up with those people as well. We want all the participation we can get, but we would most like to see a "gaggle" of Alfas in the pits. Just a few years ago we had 11 Alfas among the 44 cars that participated. It is such a superbly enjoyable event that Mike Pranka routinely drives his GTV all the way from St. Louis to participate! (and win Fast Alfa of the Day in 2007!!) We would love to see even more Alfas this year.

Information is available on our web site the event – [www.caroc.com/events](http://www.caroc.com/events) - including tips before you get to the track; a typical day at one of our events; tech inspection form; medical forms; track map; etc.

Registration and tech inspection will begin at 7AM. We will be sending out the first practice group at 9:00AM. The format will be open lapping by class. We are using transponders this year, allowing us to time all laps. Touring will be at noon and will run for approximately 45 minutes for those who would like a more relaxed track experience. It is a superb way to exercise yourself and your car without the pressure of trying to post a fast time. You may take passengers out with you and enjoy the scenery and track. It only takes about 90 minutes to get to the track from the Chicago area, so it is an easy drive there and back. Additionally, you have the camaraderie of visiting with and seeing other Alfa friends and making new friends. On track activities will wrap up at 4:00 PM.

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Moving? New address?

If you have an address change, make sure that you notify Jolene Justus at the AROC office. The contact info is inside the Alfa Owner each month. They keep the membership lists by chapter, and they provide the mailing labels that we use each month to send you the Sotto Veloce.

We'll see you at the Blackhawk Farms event. That's me in our red Spider at BFR years ago, below left, but we'll probably drive the TI out - she needs a bit of exercise now and then. You should take a drive out for the day - the social gatherings at our track events are some of the biggest each year. Always new folks to meet!

Have fun,  
Roberto





Blackhawk, cont'd

Those that have already participated in one of our events realize the tremendous track time you get and what great fun you have!! If you haven't run in one of our events yet then it's about time you find out. It is also a great time to see and schmooze with some of the other Alfa owners that you haven't seen lately. It is always fun to see who and what shows up. What better way to enjoy your Fourth of July weekend and your Alfa.

Sandy GaNun will be in charge of corner workers again this year. Please come help us by being a corner worker. Not only do you get to hear what's going on, but you also get a great seat to see the cars and lines taken in the corner. On top of that you get free touring and lunch. Contact Sandy at (847) 234-0733 or GaNuns@aol.com

Contact Don Brubaker if you prefer that an entry form be mailed to you, at (847) 550-8422, or with event questions

## Coming up..

**June 21st, 2012**

Club meeting (7:00 PM) at:

Spuntino's

516 Higgins Rd

Park Ridge

Come out and join us for food and conversation in a casual setting!

**Monday, July 2**

Independence Day Challenge at

Blackhawk Farms Raceway

(see article for details)

The full calendar, a list of club officers, disclaimers, membership information, etc. can be found at [www.caroc.com](http://www.caroc.com)

Food for thought-

Al Promisco suggested that I run this quote by journalist Peter DeLorenzo. Peter was comparing the brand image of all the brands in the US market today.

**“Alfa Romeo:** The brand that for the most part exists as a figment of Sergio Marchionne's considerable imagination. Historically? A smokin' hot brand image with a large measure of overt sexuality thrown in for good measure. Today? A once-great marque reduced to a sentence of underpinning Sergio's incomprehensibly aggressive plan to dominate the automotive world. Somewhere in there the inherent goodness and likability of the Alfa Romeo brand lives. But the reality of today's AE Brand Image Meter suggests that Alfa is the automotive equivalent of a shackled mushroom, kept in the dark and fed just enough to play a largely supportive, badge-engineering role in Sergio's Empire. The AE Brand Image Meter ranking? Pathetic.”

Al agrees - what about you? You can find the entire article at [www.autoextremist.com](http://www.autoextremist.com) under Rants from 6/6.

