

MCA's Regional Group Roster Keeps Growing

If you are wondering what kind of year it has been for the Mustang Club of America, you might want to consider this: during the first nine months of 1990 we have had 10 new regional groups join our worldwide organization.

As long as I have been associated with MCA, I can't remember any year when we had such extraordinary growth in regional group affiliation. In fact, during most years, we have been fortunate to add two or three groups to our club.

To average better than one new regional group a month so far this year is further evidence to me that the Mustang hobby is as healthy and vibrant as it has ever been.

Look back over the record of the past nine months:

The board has approved the charters for the following regional groups:

- ★ The Magnolia Mustang Club of Columbus, MS.
- ★ The City of Firsts Mustang Club of Kokomo, IN.
- ★ The Northeast Georgia Mustang Club.
- ★ The San Antonio Mustang Club.
- ★ The Shiloh Valley Mustang Club of Lebanon, IL.
- ★ The Tennessee Valley Mustang Club of Oak Ridge, TN.
- ★ The Bluegrass Mustang Club of Lexington, KY.
- ★ The Bay Mustang Club of Lynn Haven, FL.
- ★ The Wabash Valley Mustang Club of Terre Haute, IN.
- ★ The Northeastern Mustang Corral of Kankakee, IL.

In addition, we have been in communication with a number of other groups in several parts of the country interested in becoming regional MCA affiliates and I expect we will see several other groups approved by the board before the end of this year.

Needless to say, the club's overall membership has grown significantly during 1990 as a result of the addition of these new groups.

From what must be described as humble beginnings back in 1976, MCA is now just a few weeks away from the dawn of its 15th year serving the hobby. During that decade and a half, there have been many peaks and valleys, but we have definitely entered the decade of the '90s in the best of health.

It's no secret that the interest in the Mustang — and the interest in MCA — seemed to be fading somewhat during the



Charles Hampton
MCA President

middle of the 1980s. Our club membership was stagnating, Ford was talking about dropping production of the Pony car, and about all we were seeing at our national shows were early model Mustangs.

No doubt the most important thing that has happened to renew interest in the Mustang was the nationwide publicity resulting from the 25th anniversary celebration. We saw Mustangs on TV, Mustangs in magazines, and Mustangs in newspapers from coast to coast. No amount of money could have bought Ford — or MCA — the tremendous publicity resulting from that historic event.

But there's more to MCA's resurgence than that. Your officers and board have worked tirelessly to expand the hobby to a broader spectrum of people. I guess you could say, in the vernacular of Ford's national sales department, we've made a concerted effort to expand our "market share."

During the past year we've had a record number of participants entering our late model classes at national shows. We're seeing more and more modified Mustangs compete for trophies. And there seems to be a growing interest in the heretofore forgotten Mustangs.

At the same time, we've tried to broaden our appeal to younger members. Sure, most of us who were around in 1964 when the Mustang was unveiled are grandparents now. But — as I have said before — all you have to do is take a close look at the parking lot at your local high school to see that the Mustang still has a tremendous appeal to the younger generation.

For the past couple of years I have been seriously concerned about the effect the discontinuation of the Mustang would have on our club and our hobby. Frankly, it was nothing short of a miracle when the outcries of Mustang lovers persuaded Ford to continue production into the 1990s.

But there is every indication now that the Mustang will be with us for some time to come. Ford Motor Company recently asked *Motor Trend* magazine to have its readers help design the Mustang of the future and Ford and *Motor Trend* are co-sponsoring a contest to encourage Pony lovers to contribute their ideas about what the next generation Mustang will be.

It appears, then, that we will have the opportunity to celebrate the 30th anniversary of the Mustang while Detroit is still cranking out new models of Lee Iacocca's masterpiece. Few of us thought that possible during the 25th anniversary year.

Meanwhile, the renewed interest in MCA — our ever-growing membership, our expansion into new areas of the country with the recruitment of additional regional groups, and a dramatic increase in the number of regional clubs interested in staging MCA National and Grand National Shows — is a most gratifying way to begin our 15th year of service to the hobby.

Make no mistake. That roaring sound you hear is the *Hoofbeat of America!*



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