

# It's Time To Tell MCA What's On Your Mind!

What do you think?

That's the question of the month for MCA members coast-to-coast.

In case you might have missed it, there is a questionnaire included inside the back cover of the "wrapper" of your *Mustang Times* this issue.

The MCA Readership/Membership Survey was authorized by the board of directors at its April meeting after a committee came up with numerous questions to pose to our members.

The purpose of the questionnaire is twofold:

✓ Our first goal is to find out what you like and don't like about *The Mustang Times*. We want to know how you feel about the quality of your club magazine, what additional features you would like to see included, and what things we might be printing that really don't interest you.

I would like for you to keep one thing in mind as you complete this questionnaire. *The Mustang Times* is a club publication, not a profit-making, commercial magazine. For that reason — and because MCA is a non-profit organization — I hope you will see that it's not quite fair to compare *The Mustang Times* to *Mustang Monthly* or some of the many other automotive publications on the market. We simply don't have the advertising revenues to hire the staff and pay for the slick paper and high quality printing that these profit-making ventures employ.

That doesn't mean we want you to pull any punches. I just hope you will keep that distinction in mind as you evaluate your club magazine.

## Charles Hampton MCA President Member #1230

✓ Secondly, your board of directors is facing a number of major decisions in this, our 15th anniversary year.

We have discussed the possibility of MCA designing and stocking trophies for National and Grand National events and making these trophies available to regional groups for their local shows, if they wish to use them.

This could result in some major savings for some of our regional groups — especially those who sponsor National or Grand National shows. But it isn't a step the board wants to take without getting a consensus of opinion from our members.

There has also been a great deal of debate about the selection of sites for Grand Nationals each year. Several of the questions in the survey relate directly to suggestions which have been made at board meetings, and again your national officers want to get a reading from our nationwide membership before any final decisions are made.

The survey will help us in a number of other ways, too.

For instance, we don't have a good reading on the model year Mustangs owned by our members. We know that a majority of our long-time members have early model Mustangs — 1964½ to 1973 editions. But we also know that a significant

number of our newer members — and we are adding them at a very rapid rate — are owners of later model Mustangs.

The types of classes we offer for our national shows is dependent, in a large degree, on the models that our members own.

Do we need to plan more activities for children and spouses in conjunction with our national shows? Do we need to add a popular vote class, and, if so, who should judge it? Do our members want an expanded line of accessories? And what ideas do you have about the things MCA is doing right and the things we're doing wrong?

The only way we can make an enlightened judgement on these and other questions facing your national officers is if you — our members — will take time to fill out the questionnaire and return it to national headquarters.

It won't take much of your time and it can be of immeasurable help to the board of directors as we face these critical decisions.

If you wish to respond to the questionnaire anonymously, fee! free to do so. Others, who don't mind attaching their names to their opinions, will be eligible for a free one-year MCA membership in a drawing which will be held at the conclusion of the survey. We will be giving away three of those.

The choice is up to you.

But whatever you decide, I sincerely hope you will take the time to fill out and return the questionnaire as soon as possible, but by September 1 at the latest. It is the best way I know to make MCA more responsive to the needs and desires of its members.



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