
From The Saddle...

by Jerry Gilbert
Publisher

Customer Service - There's No Running Or Hiding Here

"Ladies and gentlemen, the captain has turned on the 'Fasten Seat Belt' light indicating our initial approach into the Pensacola airport..." says the flight attendant.

Another trip. Another rental car. Another hotel stay. All the time I am actually the customer. Sometimes it is less than ideal service. These things happen everyday.

Ever since I was recently appointed as your new *Mustang Times* publisher, I have come to realize just how important the job at hand is. This realization comes from my company's culture of providing absolutely the best in customer service. You, the MCA member, are our customer, and customer service is what I intend to implement within the pages of the *Mustang Times*.

Following a recent MCA Board of Directors meeting, Mr. Jack Yeager, our publisher for four distinguished years, offered me his best wishes and informed me that I better have a strong will. He added that the job would be very demanding at times. Well, Jack didn't tell me just how crazy things can get. What I thought would be fun and enjoyable has proven to be a valuable learning experience as well.

During the past two weeks leading up to press time, I have set about learning what I can about the business of producing a great magazine. It has been fun, enjoyable, eye opening, and sometimes downright confusing. Most of the information I have picked

up has come from former and current members of the publishing committee. My thanks go out to MCA members Jim and Sue Osborn, Jack Yeager, Bill Koivu, Bob Vickery, our printer - Grady Stell, and especially our MCA National Secretary - Kitty Wilmot. These individuals have contributed greatly to the learning experience. They have also contributed greatly to cold dinners and the lack of sleep at night.

As with any well run business, there have to be rules and procedures implemented, then a process created that will lead to the ultimate success and viability of the organization. It is my hope that in the months ahead that all of our publishing procedures can be evaluated, and changes made as appropriate. Since we are faced with ever increasing costs of producing and mailing this magazine, we have many things which will be evaluated. Most of the costly items deal with getting the magazine produced and in your mailbox each month. We will do our absolute best to produce an outstanding magazine at the lowest possible cost for you - our customer.

In order for us to know what articles are important to you, "our customer," we need your input. In the January issue, our editor, Jim Smart, included a Reader's Survey questionnaire. The response, thus far, has been minimal at best. I got to thinking, "Why the lack of response?" I figured that most people wouldn't

want to destroy their magazine by tearing out the center pages of the magazine. Some of you may have wondered why we didn't make it a tear-out insert. After checking on costs, I found that it was obviously cost prohibitive. So please take another look at your January 1994 *Mustang Times*, make a copy of the two Reader's Survey pages, and kindly fill in your answers. Most importantly, please give us your opinion. It will take only a few minutes, but the results could last for many years.

As I travel around the country, I use idle evening time to call on local MCA Regional Groups. Much to my dismay, I have found that many regional groups do not know who their representatives are on the MCA Board of Directors. This tells me that both the MCA Board of Directors and the *Mustang Times* have failed you, "our customer." It is my goal to publish a listing of all MCA Board members and the Regional Groups they represent. This in itself should help you effectively communicate with your representative and afford you more direct input into the activities and affairs of *your* national organization. This is, after all, *your* national club.

There are many changes that began to take place with the November 1993 issue of your *Mustang Times* beginning with our new editor, Mr. Jim Smart. Jim has worked hard to make

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improvements in your magazine and his efforts continue. As mentioned in previous "From The Saddle" columns, Jim, along with myself and others, has gone through a learning curve. We are far from being the magazine that we ultimately want to be. A lot of work lays ahead of us. It is the goal of our editor, myself, and our publishing committee members - Amanda Perry, Bill Koivu, Bob Vickery, and Andy Richardson to provide you, "our customer," with the very best club magazine possible.

All MCA members responsible for publishing your *Mustang Times* are available to hear, and read, your comments and criticisms, both good and bad, because that's what it takes to improve. We will all benefit as MCA members in the years to come as a

result of your input.

Please address any comments that you have pertaining to the publication of this magazine to the attention of the editor, publisher, or any other member of the publishing committee. We're looking forward to your active participation and input.

"Ladies and gentlemen, in preparation for takeoff, please be sure that all carry-on luggage is stowed safely..." ah, communications with the customer. That's the way it is supposed to be. "Ladies and gentlemen, the captain has turned on the seat belt sign indicating our initial approach into the Phoenix area..." There it is again, more communication. We cannot run, nor hide, from it.

Jerry Gilbert is our new publisher who lives in the Atlanta area in Roswell, Georgia.

GOT A RESTO' QUESTION? Ask Fred Glazier...

Whenever you're baffled by a restoration problem, it's nice to know there's help within your MCA. Fred Glazier and the staff of *Glazier's Mustang Barn* have been restoring Mustangs for nearly two decades. Fred has chosen to share his expertise with fellow MCA members any time they need it.

If you have a restoration question, all you have to do is write to Fred Glazier via the MCA National Headquarters, P.O. Box 447, Lithonia, GA 30058. Just remember, when you're stumped, Ask Fred.

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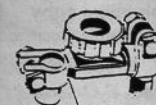
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