

People Column

I would like to propose an idea for an ongoing club column in *Mustang Times* that could have some tremendous implications for solving club operation and management problems common to all MCA clubs. If a topic were to be suggested such as the following examples, then perhaps various clubs might propose solutions that they used effectively, and these solutions might then assist other clubs.

1. How to effectively recruit new members.
2. Motivating members to become active in the operation of a club.
3. How to generate publicity for club events.
4. How to obtain raffle gifts without getting rejected.
5. Strategies for effective meeting management.

These are but a few of the possible topics that might be presented. I know that as president of a 500-member club and as a 45-year veteran of car club management, I would be extremely interested in reading answers and sharing some answers.

As a start in that direction I include the following example:

To disseminate information about club events and to provide recruitment fliers, our club has been successful in using publicity racks. These are professionally built at a cost of \$80.00.

Racks are placed on a wall with screws and in a good visible area. Twenty racks are placed at various locations throughout Southern California including Ford dealers, Mustang vendors, and auto parts stores.

Our publicity chairman uses a committee to stock the racks on a monthly basis. Results have been outstanding for 10 years bringing in many new members, advertising club events, and producing an

avenue for raffle gifts.

The enclosed photograph of one of our racks might inspire other clubs to use the same system.

I hope this information might be helpful in considering a "people column" for the magazine.

Craig Cunningham
Mustang Owners Club of
California
Van Nuys, CA
MCA #20704



Thank you very much for an excellent idea. We always maintain that this publication is one of the best ways for regional groups to share ideas with each other as well as the membership. It seems though that everyone has become so caught up in the Internet and Web sites, that most folks have forgotten the ease and power of the printed page.

As is the case with any good idea, it takes involvement to make it a reality. We can certainly establish a section for such an exchange of ideas, but it's up to you folks out there to make it work. Do we have any takers?

—Editor

Disappointed Member

I just finished reading my November issue of *Mustang Times*. My wife, Carol, and I always look forward to receiving it.

I read under Committee Reports where there are plans to have three promotional events for the Mustang Museum around the country. One on the West Coast, one on the East Coast, and one in the South. What about the Midwest? What about towns like Des Moines, Iowa, or Moline, Illinois, or Minneapolis, Minnesota? Don't we count? I realize you can not visit every town but to ignore the Midwest is wrong.

We are the MCA and that includes the Midwest. How do you even hope to be successful if you ignore an entire region of the country. Here in the Midwest we are thrilled about the Museum and I can assure you we have many money making ideas.

One disappointed member,
Stephen A. Thurman
Andover, IL
MCA #29456

We here at Mustang Times can appreciate your disappointment. However, we must point out that the Mustang Club of America is not involved in the Mustang Museum project. That endeavor is spearheaded by Mustang Museum, Inc., which is a completely separate organization from MCA. Although MCA is a Founding Sponsor, as are several other organizations, we have no say in the goings-on of the project.

We encourage you to present your concerns directly to Mustang Museum, Inc., by writing to P.O. Box 865, Dearborn, MI 48120-0865 or calling (888) 687-8397. The folks at MMI are very interested in your opinion and suggestions.

—Editor