

REGIONAL CLUB NEWSLETTERS

*"...your newsletters are the lifeline to not only your current members, but also to prospective new members!"*



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Every month I have the distinct pleasure of reading many MCA Regional club newsletters from various parts of the country. This way I get the pulse of what is happening and trends in the Mustang world from a sampling of these highly interesting newsletters. You would be surprised what I learn, as some of the editors really tell it like it is! Some newsletters are rather sparse, some are elaborate with color, and a few are almost in a magazine format. For example, my club, the Rio Grande Mustang Club of New Mexico, previously had a small newsletter printed with no color until we gained a new energetic editor, with lots of talent and great imagination. He is a proud Mustang owner who participates in National shows, as well as local shows and local club activities. Our newsletter has grown in size, but most importantly, the addition of color, new formatting, more interesting and timely articles, plus the added bonus of new advertisers has been a bonus. Thus, we now have more interest, and last but not least, more new members. I want to congratulate our newsletter editor and friend, Bill Robinson. Oh, I didn't mention that Bill is a respected Albuquerque High School teacher. Guess what he teaches—Marketing!

I challenge regional clubs: Look at your newsletters with a jaundice eye and objectively see what improvement you can make for your members reading enjoyment, as well as technical education. Remember there are some great newsletters out there now that already set a high-quality standard with no need for improvement.

A recent article in the Oklahoma Mustang Club's newsletter, *Mustang Express*, caught my eye and I want to share it with you. It reads as follows:

News from the MCA

*At the end of this month I will be heading to Park City, Utah, for the MCA Grand National. I have been planning and working on my car since I left Columbus, Ohio, because I had to drive through four rain and hail storms and almost hit a deer that literally walked right out on Interstate 70. My biggest fear as I approached the deer at 65 mph, was would he move? Fortunately, he did, and I missed him.*

*So I spent about five hours last weekend and probably eight this weekend just working on the undercarriage and the engine compartment. I'm not bragging, I'm just stating that my car was probably as dirty as I can ever remember it being. I'm feeling better now, and*

*I have learned a lot of things that I didn't know about my Mustang in the process."*

*Recently I had to purchase new tires because the original tires were no longer dependable and I had a bad bumpy tire as far back as 2002. Safety was an issue, and I contacted the MCA to find out what the protocol was on this since this could cost me points. According to them, as long as I show a receipt for the purchased tires, it should not be held against me in the Unrestored class. Of course, I'm at the mercy of whomever judges my car, and I have to accept this.*

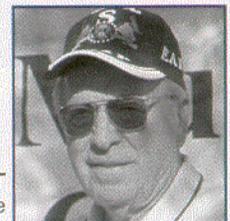
*If you read the Mustang Times, it was obvious an issue occurred in Columbus, which I did not witness, that involved poor sportsmanship on some Mustang car owner. Over the years I have heard grumbings throughout our club that they did not like the way their car was judged at both MCA events and our own club MCA event. Keep in mind that you are at the mercy of whomever judges your car. You may not like it, but it is the way it is and will probably always be. The only way to change this is to get involved in judging yourself. This way you can make sure that people are treated fairly and consistently.*

*I took awhile to find this out, but once I did, I really started having a good time at National and Grand National car shows. I really enjoy the judging part of the show. I love helping others learn how to judge, also. So step up this year when we have our show and ask to help. We will find someone for you to go judging with, and we will do our best to have as fair a judged show as we can. Let's make this a good show.*

MCA Regional Director, Billy Henson

Thanks to Billy Henson and the Mustang Club of Oklahoma for permission to reprint the above article. Mustang clubs please take note, your newsletters are the lifeline to not only your current members, but also to prospective new members!

*Wally Short*



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National Head Judge