



EXECUTIVE OFFICERS

C. Steven McCarley President.....2010
 Steve Prewitt..... Vice President.....2010
 Randy Jacobson..... Secretary2010
 Ron Bramlett..... Treasurer.....2010
 Bill Johnson..... Past President.....2010

NATIONAL DIRECTORS

Bill Birch..... Indianapolis, IN.....2010
 Lark Bragg..... Pensacola, FL.....2010
 Beverly Bragg..... Pensacola, FL.....2010
 Patsy Brown..... Stokesdale, NC.....2009
 Rodney Brown..... Stokesdale, NC.....2010
 Jim Chism..... Dickson, TN.....2009
 Elizabeth Cofer..... Concord, CA.....2009
 Ray Coleman..... Lewisville, TX.....2009
 Austin Craig..... Parkland, FL.....2010
 Randy Cunningham..... Hueytown, AL.....2009
 Bill Dillard..... Cathoun, GA.....2009
 Charles Hampton..... Anderson, SC.....2010
 Billy Hensen..... Mustang, OK.....2009
 Ed Hockaday..... Houston, TX.....2010
 Tom Hernquist..... Lititz, PA.....2009
 Benita Lawless..... Evans, GA.....2010
 Rick Lawless..... Evans, GA.....2010
 Kerry Lawrence..... Long Beach, CA.....2009
 Jeff Mays..... Sugar Hill, GA.....2010
 Deb Miles..... Monroe, NC.....2010
 Millicent Moye..... Indianapolis, IN.....2009
 Robin Orr..... Lake City, PA.....2010
 Jim Silverman..... Brockton, MA.....2009
 Laurie Slawson..... Tucson, AZ.....2009
 Rick Umberger..... Milledgeville, GA.....2010

Regional Club Charter Committee

Chairperson—Jeff Mays
 770.271.4632 • dicastshop@mindspring.com

Regional Club Support Committee

Chairperson—Rick Umberger
 478.451.5175 • fnumberg@windstream.net

National Show Committee

Chairperson—Steve Prewitt
 706.860.4535 • gtpony94@aol.com

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FROM THE DRIVER'S SEAT

As you may have heard by now, MCA membership dues will increase an additional \$10 on January 1, 2010. Before you fire off an email, make that frantic phone call, profess the lunacy of such a move, or throw this copy of *Mustang Times* across the room, hear me out. And, read Shorty Brown's article on page 20 of this issue. If, after that, you have questions, comments, or suggestions, please feel free to contact me.

From 1986 until 2006, MCA dues were \$30 a year. It was an error on the part of the MCA to not raise dues for 20 years—a major error. The price of everything rose during that time frame—gasoline, food, travel, postage, our Mustangs, clothes, music, sporting events, movies. You name it, and the cost was on the rise. But not your MCA dues.

The club absorbed the cost. The Board of Directors, while discussing the increase for 2006, through researching and studying the MCA budget discovered (uncovered might be a better word) each membership serviced actually cost more than the dues paid.

What a deal....we pay \$30 bucks, the organization kicks in about \$16 and we are card-carrying members of the greatest Mustang club around. Oh, wait a minute, counting ONLY 10,000 members per year, the MCA spends \$160,000 on membership servicing alone ... again, PER YEAR. It would take doubling the membership totals to reduce the cost of serving each member to less than the dues that were paid.

So, in 2006 MCA's dues were raised to \$40. Even at that fee, the cost of serving each member was still not covered. I'll be honest with you; I voted for \$50 when \$40 was approved.

When the dues were raised, it was pointed out another visit to the topic of dues would be necessary within 2 or 3 years. Well, that time arrived this year. The majority of the board of directors realized that no other action, no other vote, was going to solve this growing problem.

We want to maintain the quality of *Mustang Times*. In this economic downturn, the number of new members is not as high as we budgeted, the percentage of renewals is also down slightly. The good news for us is that ad revenue for the *Mustang Times* is steady while most other magazines are suffering from lower ad dollars. However membership numbers are down slightly, as with most car clubs these days, and renewals are off from what we usually expect. We want to continue to hold National and Grand National shows of the highest caliber. We want to promote membership at every opportunity. We want to provide the highest quality of judging possible. All these things take a good deal of money.

The staff of *Mustang Times* has investigated ways to cut the cost of postage while still getting the magazine to you in a timely manor. That and their efforts to keep the production and printing costs steady will assist. But, we still need your help.

Am I happy dues are going up? No. However, am I pleased the MCA board faced this problem and worked it out, arriving at the only logical conclusion? Absolutely! I will gladly pay \$10 more in order to make the MCA solvent, to assist in truly growing the club, and most certainly, actually having the Mustang Club of America.

So, how much is a \$10 increase? It's two lunches at Subway (sandwich, chips, and a drink), about 4 1/2 gallons of gas (\$2.23 per gallon for Regular here in Atlanta right now), or 83¢ a month spread over a year's membership.

While I was running numbers, I calculated a \$50 membership over 12 months. I am not going to complain about \$4.16 (and 1/2¢) a month to be a part of this great organization. And, I truly hate to say it but, any one of us who cannot afford this really does need to put all their monetary resources towards family needs and concerns.

Yes, family does come first and today's economy demands your attention relative to basic needs. On the other hand, all of my Mustang friends and MCA members are like family to me. So, in the long-run, doing the right thing for the MCA is a family issue.

Please, read page 20, and think about what I've said here. Consider the alternatives. I hope you come to the same conclusions the MCA board did. We all want a strong organization, a growing club, with a variety of Mustang related opportunities.

As the MCA president, I ask for your support and continued membership!

Sincerely,

STEVEN MCCARLEY



C. Steven McCarley
 President

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