

Has the MCA **O**utgrown Boundaries?

To answer this, one has ask, "Is the Mustang Club of America being hurt by enforcing boundaries for the MCA Regional Mustang Clubs, or is the MCA a better organization because it enforces boundaries for MCA Regional Mustang Clubs?" This question is being asked with more and more frequency as the years roll by. Boundary disputes in the MCA have always been quite nasty, and when the MCA enforces a boundary, someone goes to bed mad. And, the MCA gets the black eye!

In the beginning, MCA Regional Mustang Clubs were expected to be show oriented. The members knew this when they joined. In fact, that's the main reason they joined the MCA. Their focus was showing their Mustangs and putting them back as close to stock and original as they possibly could. As times change, so does focus. Over the years, the focus of the MCA has changed. The MCA has grown to accept new ideas and set new goals. This includes the acceptance of late-model Mustangs; including accepting street driven and modified Mustangs, and setting up classes for them as well as the existing Concours classes.

The MCA wants to have a place within the club for all Mustangs and their owners. This includes accepting those who race their Mustangs, modify their Mustangs, and cruise their Mustangs. The MCA of today is an MCA that has grown to include all Mustangs.

We have now arrived at the reason why every Mustang owner cannot, or will not, become an MCA member. My true feeling is that, by having boundaries, the MCA hurts itself by sending the message to thousands of Mustang owners all over the United States that the MCA doesn't want them in the club. This is because the MCA is mandating that if they want to belong to an MCA Regional Club in their area, they must join the only MCA Regional Mustang Club that is in their area, regardless of whether or not it's a Mustang club that they want to join. In many instances, they would rather not belong to the regional Mustang club. How else would one account for an MCA Regional Mustang Club having 100 members or less in an area that has thousands upon thousands of Mustangs and Mustang owners? It all gets back to the fact that there are many ways to enjoy Mustangs, and if the MCA Regional Mustang Club in your area is not interested in the same things that those Mustang owners

are interested in, then they are not going to join. So, for thousands of Mustang owners all across the United States, they are not allowed to have a MCA Regional Mustang Club to call their home. In many instances, it is because the MCA enforces boundaries. Again, the MCA gets the black eye.

Let's look at this a little deeper. Let's say you love to show your Mustang. You want to become involved in your MCA Regional Mustang Club because you've heard how great the MCA National Mustang Shows are. So, you seek out the MCA Regional Mustang Club in your area. You find that they are into picnics, parades, and having a Show & Shine at the local McDonalds on the 2nd Sunday of the month. Now, I ask you. Are you going to join this club; A club that's doesn't do what you're interested in? It could be that you're interested in road racing, touring, drag racing, or building Restomod Mustangs. This club, even though it's an MCA Regional Mustang Club, has no place for you. So, you choose not to belong to the MCA Regional Mustang Club that's in your area. Now, what's the incentive for you to belong to the MCA? Its membership value has just gone down dramatically!

This is not to say that the MCA Regional Mustang Club is doing anything wrong. It simply goes back to the fact that no single MCA Regional Mustang Club can be everything to every Mustang owner. So, why do they need boundaries? If they aren't going to appeal to all Mustang owners, how does it hurt them to have another MCA Regional Mustang Club in the area that serves as another niche to Mustang lovers? The other Mustang owners are not going to join the existing club, so how are they going to be hurt? Right now, we have MCA Regional Mustang Clubs that have territories that span entire counties or, in some instances, are 50 miles in diameter. In these cases, it's the MCA that gets hurt, not the MCA Regional Mustang Club. The MCA loses members, and that is obviously not in the MCA's best interest.

One last thing... Have you ever stopped to think how many Mustang clubs might apply to become MCA Regional Clubs but haven't because they have been told by their local MCA Regional Club not to bother applying? To go one step further, when one of the MCA Regional Mustang Clubs was recently approached by one of our MCA National Board of Director members about joining their club,

our MCA Board member was told that the MCA Regional Club wasn't accepting any more members at this time! How does that help the MCA? That leaves a terrible taste in everyone's mouth and reflects poorly on our club. I ask you. Would it not be better for the MCA to get a second MCA Regional Club in that area, whose members are energized and want to service all of the other Mustang owners in their area, thereby helping the MCA grow? I think so.

I would also love to have some new blood in the MCA and double the membership numbers! From a financial standpoint, the more members we have, the more our fixed cost of running the club is spread out over more members' dues. That means we can keep the yearly dues lower. We talk about this all the time during MCA National Board of Directors meetings, but again, boundaries always seem to get in the way.

To conclude, if the MCA is going to grow, we need to be open to accepting additional MCA Regional Mustang Clubs from all over the country and abroad. We should have as many as we can to service all the ways in which we enjoy our Mustangs! From my perspective, boundaries stand in the way of this growth and progress. With boundaries, the MCA can never see its true potential as a national or worldwide organization. I believe that the MCA has outgrown the boundary system, and that boundaries should cease to exist at the end of 2009.

What are your thoughts?

As always, your thoughts and comments are wanted and welcomed. After all, this is *your* Mustang club, and your opinion and input are just as important as mine or any other MCA member.

Respectfully,
Ron Bramlett
MCA National Treasurer

Please email us your thoughts regarding if the MCA should keep boundaries, to editor@mustangtimes.org. I will have an independent source compile the results and present them to Ron Bramlett and the members of the Board of Directors.