

Mary Jean,

I read with interest Ron Bramlett's article in the May issue of *Mustang Times*.

I could not agree more, as a matter of fact, this is the same way I thought when I served on the MCA board.

The Mustang hobby has evolved in so many ways since the MCA was formed, MCA must change with the times or suffer.

Some clubs should "get over" petty jealousies and personality conflicts to enjoy the hobby for what it is all about—Ford Mustangs!

It is all spelled out in the MCA's Commitment Statement—a Mustang is a Mustang.

There are so many aspects of the hobby for a Mustang enthusiast:

- Restored show cars
- Performance cars for drag tracks or road courses
- Resto-Mods for driving enjoyment
- All Mustangs for social get togethers, cruises, etc.
- Different ethnic and age oriented Mustang clubs

National internet based organizations; i.e; Bullitt Owners Group, Mustangs Across America, Yellow Mustang Registry, etc. Perhaps these can become MCA affiliate organizations.

The boundaries issue was really apparent when I visited Fabulous Fords Forever at Knott's Berry Farm a few years ago. Southern California is a hot bed of Mustang activity and there are only three MCA clubs in the entire Los Angeles area. Just a few years ago, California had the third largest number

of MCA members and just a handful of chartered clubs.

I feel if boundaries are eliminated, MCA will experience growth due to the action.

In addition MCA should foster clubs by having an annual fee for MCA clubs and offer goods and services:

MCA Club Handbook—with information on how to operate a club, recruit members, organize a show, etc.

MCA decal with a graphic "Official MCA Charter club (year)" to be displayed at club events.

Special offers for clubs on apparel with both club and MCA logos.

Assistance and discounts on club membership cards, membership and event registration software, website development.

Tiered membership could be developed where a club who has 100 Paid MCA members would pay one amount where as club who only has 15 Paid MCA members would have to pay more to receive the same insurance and other club benefits.

The MCA guide that was produced by Austin Craig could be expanded to be a MCA Member Guide to be sent as part of the members packet:

This MCA guide could include:

- List of Officers & Board members
- Committees, members & functions
- Events for year
- MCA Regional Groups
- Website features and how to use
- Membership application
- Merchandise order form

- Offers from sponsors & advertisers
- Hall of Fame members & bios
- Nomination info for the Hall of Fame

At the same time for MCA to grow to its full potential I feel it needs a full-time paid Executive Director who can sell sponsorships and advertising and recruit new clubs and members. This position should be filled by a positive Mustang enthusiast.

Years ago, the late Jim Osborn was working out a way to divide the USA into eight or nine regions. MCA members in each region would elect their own Regional director plus the Officers. This would make the board more balanced. Each region would then "bid" on the National Events with board meetings to be conducted during these events.

With the 50th Anniversary of Mustang just five short years away, now is the time to grow MCA and let it partner with other organizations such as NMRA to have a really "big tent" for Mustang enthusiasts.

Sincerely,
Dean Hillestad

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