

A GOOD PROBLEM

This issue was an example of a Good Problem! If you never thought of problems in that light, this may give you something to ponder.

It's always a fear of mine that there won't be enough information, quality photos, and all that is necessary to put out an informative and entertaining magazine each month. This month, I had too much of everything, and not enough of one main component—magazine pages.

We're all smart enough to know that magazines sell advertising to pay the bill. Well, our ads reach the core enthusiast and are a huge bang for the buck. For the Regional clubs, they are a way to reach every MCA member with information about shows, driving events, cruises, etc. But, they are, none-the-less, ads!

When I create an editorial calendar, I try to plan out a year of issues with articles relating to members and their cars, manufacturers new offerings, new products, the latest news from the Mustang world, and so on. Most months I am not able to follow that calendar as I planned. But, that's not a complaint. It's great to have late-breaking news across Mustang Nation to share. It's great to have new product press releases (which I'm always begging for so that I can present them to you). It's wonderful to have the event calendar jam-packed with events for you to attend. It's wonderful (for those who need it) to have plenty of classified ads. But, it's also wonderful to have the pages to present all this on.

For the first time since I became your editor, I did not have as much room as I needed or wanted. I had to remove the News and Notes column for this month, and the My Mustangs columns as well. This may upset some of you, but know that how ever much it bothers you, it bothers me more. However, that being said, it is A Good Problem! There are so many events to cover, and so many beautiful Mustangs being restored, kept lovingly unrestored, being modified, being raced... You get the picture. There's lots of stuff out there and I have lots more on my desk.

If you sent me an article, don't be upset if you haven't seen it grace the pages of *Mustang Times* yet. Sometimes the best made plans go awry! But, it is a Good Problem, for me anyhow.

In the next few months, expect to see coverage of the Heart of Carolina's American Stampede, Mid-America Ford Performance and Team Shelby Nationals, a driving impression of a 2010 Roush 427R, new Shelby models introduced this summer, and photos and stories about members' Mustangs.

This doesn't eliminate the "whining" I did back in January, however. We still don't receive information from Regional clubs to produce a Regional Spotlight. And, we still want to receive photos and some brief information for our My Mustang pages. It'd be nice to have something like the "big boys" do in there Mustang mags...a Readers' Rides (if you will). So, keep sending in your information and your photos.

Also, to those who send an email and do not receive a response, I apologize. However, I receive nearly 1,000 emails each day. Sifting through all of them takes time, and unless you specifically request a response, I simply don't have enough hours in the day to answer every email.

Our coverage of the 45th Anniversary of the Mustang is completed with this issue. Many have been asking about the next big anniversary—the 50th. Many rumors have been circulating as to location and date. At press time, no contract has been signed, no decision has been made. Much discussion in going on within Ford Motor Company and with the MCA's officers and board members. When a decision is made, we will let everyone know!

Look for me on the showfield!

Your perpetually optimistic and slightly off-center editor,

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