

# MY THOUGHTS ON DUES

I have kept relatively quiet about the membership dues and the recent articles about the expenses of operating the MCA. However, some of the emails and phone calls I've received gave indication that not everyone understands all the facts.

We all know that the economy is in a sad state right now; in fact that's a mild understatement. And, raising the dues right now was not good news for most members. I know it was a difficult decision for the Board of Directors to make. In the November issue, Shorty Brown wrote an open letter and utilized a pie chart to demonstrate the MCA's expenses. I felt that you needed more information about the income side of *Mustang Times*, since it appears as the largest expenditure.

In last month's issue, Publisher Austin Craig thanked all those advertisers and sponsors who have supported the MCA over the past few years, and those who continue to do so today. Those sponsors give money to the MCA as well as many other donations over the course of the year, whether to the MCA directly or through donations to the Regional clubs. In fact, most of our sponsors do both! Our advertisers pay a monthly fee for running their ad in the *Mustang Times*. The membership of the MCA represents some of the most hard-core Mustang enthusiasts on the planet. Advertising in *Mustang Times* gets a company noticed by the most loyal fan. The income from the advertisers helps offset the cost of publishing and printing the magazine.

Having been enthralled with Mustangs since I first set eyes on the 1964 1/2 introduced at the World's Fair on April 17, 1964, I read just about everything that has anything to do with a Mustang. I know that most readers do not appreciate ads in their magazines. We really put forth more effort than most realize to make *Mustang Times* a magazine for the membership, and a magazine that does not look like an ad catalog. That being said, advertising does help pay the bills. Additionally, advertisers have a product that we feel is of interest to our membership. We're selective in which ads run, we won't run anything that has no bearing on our hobby. The membership dues covers more than just a subscription to *Mustang Times*, it covers expenses to run the MCA office in Pensacola, for National Shows, for the membership fulfillment, insurance, website and email hosting, and so much more.

Many have asked what do I get for my membership? Well, outside of the obvious answers, many companies give discounts to MCA members. One major MCA sponsor—Heacock Classic—gives a wonderful discount on insurance to all MCA members. Steeda was the latest to offer a discount on Steeda-manufactured parts. We are also working with other vendors to offer discounts to active MCA members. Look for more companies to come onboard, we will publish their names in the magazine and on the MCA's website, [www.mustang.org](http://www.mustang.org).

There was an insert in the polybag with this issue. It's from Bill Birch, Chairman of the Membership Committee. Please take the time to read his letter. He asks that everyone who has any comments, good or bad, or any suggestions or requests from the board to contact him. He is so serious about this request that he asked me to reiterate it to you in my editorial! So, here's your opportunity. Write to him!

Soon we will be publishing a member survey in the *Mustang Times*. When you see it, please take a few minutes to fill it out. Feedback from the membership is vital to any organization. We want to know what you think, what your interests are, etc. These items are important to provide you with not only articles of interest, but benefits for your membership as well.

So, now that I've stomped on my soapbox for a few minutes, I'll close for this month! I hope you're as excited about the new show season beginning as I am.

I hope to meet many more of you on the showfield this year! Come up to me and say hello. I'm hard to miss!

Your perpetually optimistic and slightly off-center editor,

*Mary Jean Wesche*

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