

# OPPORTUNITIES

**A**s members of the MCA, we have many perks and opportunities. Recently, one of those perks came from Ford Motor Company. Just prior to Christmas, I was contacted by Ford Executives to ask if I would be willing to place a special link on the MCA's website for our members to have "insider" information on the announcement and release of the 2011 Mustang GT. You know, the new 5.0 most of us have been waiting for with baited breath?

I jumped at the opportunity to give all of you this chance. I even came into the office on my week off to get this done! That's how exciting this was. If you had logged onto the Member's Only section of the website, [www.mustang.org](http://www.mustang.org), you would have seen the headline and the link there. On December 28<sup>th</sup>, at 12:01 am, the link went live and MCA members were able to view the latest Mustang, compliments of Ford Motor Company.

Then, just as I was going to press with this issue, Shelby Automobiles PR firm emailed with another "special" link for the MCA website. This time it was for a new release from Shelby that would be a first for the Barrett-Jackson Auction in Scottsdale.

These are but minor examples of the special opportunities afforded MCA members. Ford Motor Company has dedicated a special division, under the umbrella of Ford Racing, for clubs dedicated to Ford cars. Obviously, MCA members are somewhere near the top of that list. If you want to receive timely information on the happenings at Ford, Ford Racing, and other insider information, log onto:

**<http://www.1fordracing.com/fordracing/>**

There you provide your name and email address and you will begin receiving emails on a regular basis from Ford Racing. And, remember, the news will not always be about racing. You just never know what's coming. That's the fun part!

I just returned from three days in Detroit at the Detroit Auto Show. No comments about the cold weather, I live in Florida where it was even colder in some areas than it was in Michigan. Anyhow, Ford executives and engineers were on hand, showcasing their 2011 lineup of vehicles. I can't tell you how much people at Ford value each and every MCA member. They want to know your opinions, what you like, what you don't like, and what you think of their latest models. I saw the 2011 GT, the new 2011 GT/CS, and of course, the MCA Edition Prototype. Look for more on this next month!

The MCA will soon have the ability to Email blast all members. Of course, this is only possible if you've updated your membership information on the MCA's website. This is something each and every one of us needs to remember to do regularly, especially if there is any change in phone number, email address, physical address, even vehicle ownership or club affiliations. This information is vital to keeping the membership advised of upcoming news, important events, etc. Additionally, each Regional club should be sure their information is updated on a regular basis, and that means you should include contact information for your club's President and MCA Regional Director. It's kind of difficult to give you the latest news and info if we don't know how to get in touch with you... So, take a few minutes, right now, go to your computer, log onto the website, go to the Member's Only section, click on a link on the left to "Edit Member Profile" and update your information.

Your perpetually optimistic and slightly off-center editor,

*Mary Jean Wesche*

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## MUSTANG TIMES MISSION STATEMENT

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*Mustang Times* is edited with articles on members cars, new model introductions, inside information from Ford Motor Company, tech, news articles, and all MCA National and Regional events that members will not read about in any of the other Mustang publications.

# MUSTANG TIMES

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