

TREASURER'S CHEST

As I stated in my first column, the "Treasurer's Chest" may end up appearing in the *Mustang Times* once a month or once a year. Be sure to give us your feedback so we know how you feel.

That statement still holds true. And, thanks to the positive responses I've received from my first column, the fact that I have good news to report, and because I still have things to get off my chest, here I am writing to you again.

First of all, let's look at the Mustang Club of America's financial condition. As of February 28, 2010, the MCA has a total of \$342,296.56 in assets with a net gain for the year of \$130,277.25. This increase in assets is primarily due to my first piece of good news. On January 12, 2010, the MCA received a sponsorship check from Ford Motor Company for \$50,000. This was sponsorship money that Steve Ling, Ford Car Marketing Manager at Ford Motor Company had promised was on the way for Ford Motor Company's 2009 MCA Sponsorship. Needless to say, we are all grateful to Ford Motor Company for their ongoing support of the MCA and sponsorship.

So, imagine our surprise when, at the National Director's Installation Banquet on the evening of Saturday, January 24, 2010, Steve Ling presented the MCA with another Ford Motor Company sponsorship check in the amount of \$60,000! Ling told the MCA National Directors and our guests that he had requested the check, which was for Ford Motor Company's 2010 Sponsorship of the MCA, so that he could present it to the MCA at our banquet. But, he didn't know if the check was going to arrive in time until just a couple of days before he left Dearborn. He also made it quite clear that Ford was solidly behind the MCA and was quite proud to be a Corporate Sponsor of the MCA. As you can expect, all the MCA National Directors in attendance gave him a standing ovation after he finished addressing us. I know that every MCA member who reads this will give their thanks to Ford Motor Company for their generous support. Let's all remember Ford's dedication to the MCA and make sure we all "buy Ford products" when we need a new vehicle! I know I will!

Now, let me get something off my chest. Each year, the MCA spends thousands of dollars to remind our members to renew their MCA dues. This is done by sending out renewals notices. Renewal notices cost the MCA for production, printing, and postage.

This turns into quite a sum of money when you consider that thousands are sent out each year. Add to that, on many occasions up to three notices are mailed to each MCA member before they renew or we are forced to drop them as an MCA member. I want you to stop and think about that. When you receive a renewal notice in the mail, it has created an expense that the MCA has to pay. And, this is an expense that each and every MCA member has directly in their power to help the MCA reduce.

To help reduce this expense, I'm going to see what we can do to make our MCA members more aware of when their membership expires. If we all know when our memberships expire, we could all pay our membership dues before any renewal notices are generated. This way, we can all help to save thousands of dollars for the MCA each year. And that's exactly what I'm asking each of you to do—try to pay your MCA dues before you receive that first renewal notice in the mail. If you forget and receive a renewal notice, please pay your dues right then so that you will not receive a second renewal. Remember, it creates another expense for the MCA every time a renewal notice has to be mailed out. The more of them we can prevent from being mailed out, the more money the MCA will save!

Balancing a budget is made up of many small savings that result in either coming in under budget or going over budget for the year. Renewing your MCA membership early is just one small way for the MCA to save money. But, in all honesty, it could be a lot of money! I know we will never totally do away with renewal notices, but as I stated this is one area that every MCA member has direct control over, and our actions can, and will, help the MCA save money.

How much money? Conservatively, it costs the MCA around 50 cents for every renewal notice that gets sent out. Since the MCA has about 12,000 memberships, and since up to three renewal notices can be sent out to each membership that equals \$1.50 per membership. If every membership expired in the same year, that's roughly \$18,000 per year just for renewal notices. If you cut that in half and say that each MCA member gets an average of one and a half renewal notices before they renew, the MCA is still spending \$9,000 a year on renewals. If we could cut that in half, the MCA could save \$4,500 per year right there. To me, that's big money!

Ask your MCA Regional Club

members to renew early. In fact, ask your MCA Regional Club to compile a list of all the MCA members in the club and their renewal dates. Then, get them to renew early so that no renewal notices have to be mailed to your MCA members. In that way, your MCA Regional Club will be helping the MCA save money! If we can save money in this as well as other areas, there will come a time when we can actually reduce the MCA's yearly dues instead of having to raise them. I can tell you right now, that's a goal of mine and of all members of the MCA's National Board of Directors!

Until next time,

Ron Bramlett

Ron Bramlett, Treasurer
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EDITOR'S NOTE:

Each member's expiration date is printed on the line above their address on Mustang Times issues. (see below)

*If you wish to assist the MCA in reducing the cost of generating and mailing renewal notices, you must renew your membership **four months** prior to the expiration date.*

You may do this several ways, one is logging onto the MCA website and renewing online, where you can choose from multiple-year renewal discounts. The second way is by calling the MCA office manager at 850.438.0626 and renewing via credit card. The last way is by US mail. Check the ad on page 65 for pricing and send a check with a note indicating your name, address, MCA number and number of years you chose to the MCA office:

Mustang Club of America
4051 Barrancas Avenue, PMB 102
Pensacola, FL 32507

For our members outside the United States, be sure to include the proper rate for your country of residence.

SAMPLE MAILING LABEL:

Bar code usually here
*****XXX 5-Digit 00000
#0000 0000 0000# MCA#00 **FEB 2011**
Jim & Jeanine Members
429 Boss Drive, Apt. S351R
Corral, GT 64565-2011

