

THE MCA'S FIRST REGIONAL DIRECTOR'S SUMMIT

By Steve Prewitt, National Vice President and Ron Bramlett, National Treasurer

During our time on the Mustang Club of America's National Board of Directors, one question keeps coming up and discussed at each National Board Meeting. That question is, "What should the MCA be doing for the 180-plus MCA Regional Clubs that we aren't doing now?" The wording may not be exactly the same each time, but the thought is always the same. Many of the MCA National Directors feel that, over the years, the MCA has lost touch with many of the Regional Clubs. If you are your Club's Regional Director, or just a long-time MCA member, we know your head is moving up and down as you read this and you're thinking "Yes, that's right!"

During an hour-long telephone conversation this past February, our main topic was the disconnect between the MCA and its Regional Clubs. Since one of us (Steve) lives in Augusta, Georgia, and the other (Ron) lives in Morada, California, this was, in the truest sense, a coast-to-coast call. Out of that call came the idea of an annual MCA Regional Director's Summit, where every MCA Regional Club could send their Regional Director, or any member of their club that desires to attend, to represent their Club at the event. This would give each MCA Regional Club the opportunity to meet their elected National Directors face to face and to let the Board of Directors know what the MCA the National Club can do to help their Clubs grow and prosper. After all, helping the MCA Regional Clubs grow and prosper has been the goal of the MCA ever since the first MCA Regional Club was chartered. But, with time, we feel that the MCA has not done as good of a job as we should have. It is our intention that this annual Regional Director's Summit will bridge the gap that has widened over the years with many of the Regional Clubs. The idea was brought before the National Board of Directors for a vote and was unanimously passed at the April 2010 Board of Directors' meeting in Dallas, Texas.

In last month's *Mustang Times*, there was a full-page Registration form for the Regional Director's Summit at Grand Prairie Ford in Grand Prairie, Texas, a suburb of Dallas. We have held several

MCA National Board of Directors' meetings there. Because of the ease and convenience, it's a great location for the Summit. We have included that form again on the next page for your use and/or reference.

Here is the basic information about the Summit to assist whoever in your MCA Regional Club is going to attend.

- Plan to arrive on Friday evening.
- Each attendee must make their own reservation at the host hotel, the Courtyard by Marriott DFW Airport South.
- Unless you want to, you will not need to rent a car. The hotel has a shuttle service that will pick you up at the airport and bring you to the hotel, which is about 10 minutes away. There is no charge for this service.
- We will have a meet and greet at the hotel on Friday night.
- On Saturday morning a hot breakfast is available starting at 7am in the hotel lobby. The cost of the breakfast is included in the room cost.
- At 8am, we will all board shuttles and be taken to Grand Prairie Ford, which is about a 20-minute drive from the hotel. The Regional Director's Summit will begin at 9am and end at 4:30pm.
- Lunch will be provided.

After the Summit, you can either catch a flight home that evening or stay another night and attend the MCA National Board of Directors' Meeting on Sunday.

Be sure to see the Schedule of Events on the Registration Flyer.

The Board meeting will be held at the host hotel. However, whichever day you choose to leave, transportation back to the DFW Airport is provided. Easy as pie! If you choose to stay at another hotel, or wait until the last minute to make reservations and the host hotel fills up, you will have to provide your own transportation. So, get those reservations in early!

We invite all of the MCA Regional Clubs to have their Regional Director, or someone representing your club, attend this First Annual Regional Director's Summit.

On the positive side, this event is for your club's benefit. One of the greatest benefits of attending is that your club will have closer relationships with the MCA National Board of Directors and with

other MCA Regional Clubs from all over the country. Your club will also benefit from the information that will be shared by the scheduled speakers. Additionally, your club will learn about the direction the MCA is heading and how your MCA Regional Club can directly benefit from it.

On the negative side, there is travel cost involved. But, please don't dismiss attending solely because of that. We have spoken to many MCA members, some who are MCA Regional Directors and others who aren't. Everyone we spoke with wants and/or plans to attend. For some, their club is paying the cost of the entire trip, for some the person coming is paying the cost, others are splitting the cost with their clubs.

We know there are some MCA Regional Clubs that may not have the money to send a representative and we are not insensitive to that fact. But please try to get someone to the Summit. Several clubs have already begun scheduling fund raising activities to generate the funds to send their Regional Director. They are holding car washes, having club garage sales, and organizing special Mustang displays at a Ford dealership in exchange for the dealership covering the cost of the trip. Do something special and use any money raised to help send a representative. There's a lot of creative financing going on for people to get there!

We encourage every MCA Regional Club, however it's possible, to be represented. If your MCA Regional Club sets it as a goal, we're sure you can accomplish it! Your club will benefit from it in the long run so Good Luck in your efforts!

Again, every member of the National Board of Directors looks forward to meeting with a representative of every MCA Regional Club at the first MCA Regional Director's Summit in October.

Also look in the August issue of *Mustang Times* for one Regional Director's perspective on this event.



REGIONAL DIRECTOR'S SUMMIT

OCTOBER 9, 2010

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Grand Prairie Ford—Grand Prairie, Texas

HOTEL INFORMATION:

Courtyard by Marriott DFW Airport South
2880 Valley View Lane, Irving, Texas 75062

Contact Hotel at 972.790.8990 for Courtesy shuttle to hotel

Phone: 972.790.8990 MCA rate \$89 per night plus taxes, includes free hot breakfast for each guest in room and transportation to and from meeting site.



REGISTRATION

Registration must be received by September 24, 2010.

Name: _____ MCA#: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ T-Shirt Size: _____

Regional Group: _____

SCHEDULE OF EVENTS

FRIDAY EVENING, OCTOBER 8th

7:00pm - 10:00pm Meet and Greet Courtyard by Marriott

SATURDAY, OCTOBER 9th

8:00am	Depart hotel for Grand Prairie Ford
9:00 - 9:30	Introductions of National Board of Directors
9:30 - 10:20	Heacock Insurance — Bonnie Madden
10:20 - 10:30	Break
10:30 - 11:20	<i>Mustang Times</i> — Mary Jean Wesche
11:20am - 12:30pm	Lunch (provided)
12:30 - 1:20	ACME Apparel — Steve Hall
1:20 - 1:30	Break
1:30 - 2:45	Open Discussion - National and Regional MCA relationship
2:45 - 3:00	Break
3:00 - 4:30	Open Discussion Conclusion

SUNDAY, OCTOBER 10th

9:00am - 5:00pm National Board of Directors Meeting (Meeting will be at Courtyard Marriott)

Send Registration to:

**MCA Regional
Director's Summit
c/o Steve Prewitt
650 Kingston Road
Grovetown, GA 30813**