

REGIONAL DIRECTOR'S SUMMIT

ONE LAST TIME...

By Steve Prewitt, MCA Vice-President

WE NEED YOU THERE!

Every month since May of this year, you've heard me, Steven McCarley, Ron Bramlett, Mary Jean Wesche, and even a Regional Director or two talk about the Regional Director's Summit on October 9, 2010, and how important it is that each Regional Club have their representative there. Why, you ask? On many occasions, we've heard the MCA Regional Clubs say, "What has the MCA done for us, lately?" Well, your MCA National Board of Directors are responding. We want all of the MCA Regional Directors, and the MCA Regional Clubs they represent, to be an integral part of what is happening in your Mustang Club of America! The Regional Director's Summit gives us all a great way to make that happen.

So let's talk about some of what has happened within the MCA in the past couple of years. We've seen our relationship with the Ford Motor Company cemented into what Ford calls a "Strategic Partnership." What does that really mean? For one thing, it means that Ford wants to know what Mustang enthusiasts are thinking. They want to know what Mustang enthusiasts are wanting from their Mustangs. They want to know what Mustang enthusiasts are wanting in their Mustangs. And, they want to know what Mustang enthusiasts want to see in future Mustang models. They are asking the Mustang Club of America to help them determine the answers to those and many other questions about the car they are producing and the people who love it. In exchange Ford Motor Company is now the largest Corporate Sponsor of the Mustang Club of America. Additionally, they have produced a Limited Edition "Mustang Club of America" Mustang, the first such club named car of any brand I might add, and Ford has extended to all MCA members in good standing significant savings when purchasing new Fords via the Ford Partners X-Plan.

But wait, our relationship with Ford isn't the only good thing happening. Thanks to the efforts of two of your newest National Directors, by the time you read this or shortly after, we will launch an all-new MCA website with features and capabilities that will blow you away. Special thanks for this are due John Farmer of Germantown, TN, and John Dettori of Smithtown, NY, for making this happen in record time!

We are also about to partner with Barrett-Jackson in a way that will make the Mustang Club of America the recognized authority on Mustangs when it comes to Mustang value. More details will be available at the Summit. Corporate sponsors, most recently Shelby American and Distinctive Industries, are seeking out MCA to see how they can work with the MCA for the expansion and growth of the Mustang hobby.

We are actively seeking a location where MCA can put down roots and have a real National Headquarters that reflects just what this organization is all about.

Also, let's not forget about our MCA heritage. In 2011, the Mustang Club of America will celebrate it's 35th birthday. At each National Show in 2011 there will be special items offered to commemorate what a few people in 1976 did to give us the organization and the resultant hobby that we have today. We owe each and every one of them a debt of gratitude for what was created at Stone Mountain, Georgia, in 1976.

But all of the good things that are happening to MCA really don't mean much if those of us running the National organization forget who we are really trying to support and help—our Regional Clubs and their members. Granted there may be a lot of MCA members out there that are not members of any Regional Club, but the 190-plus Regional Clubs are what really make up the life blood of the Mustang Club of America. The National Club should be making every effort to support the Regional Clubs in their efforts to reach all Mustang enthusiasts and provide them the means to be a real part of the Mustang hobby, which is what this Summit is all about. That includes everything

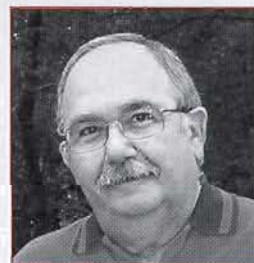
from static shows, to cruises, or to hot laps at a super speedway or road course where we can really be a part of our passion. It includes all Mustangs, whether Concours Classics, high-performance 700-hp beasts, or late model modified cruisers and Restomod classic rides.

That's why we need you at the Regional Director's Summit. We need to learn from you exactly what your club does and why. Is your club geared more toward classic Mustangs? Does your club lean more toward late models? Are modified Mustangs your cup of tea? Do your members like the excitement of an open track or road course where they can let that Pony do what it was designed to do? As we learn about each other we need to share the tools and information to promote the MCA in your club and communities.

The MCA may have a "Strategic Partnership" with Ford, but most important is our "Strategic Partnership" with our Regional Clubs helping, supporting, and promoting each other for the mutual benefit of the MCA.

Don't let the Mustang hobby down. Be in Dallas, Texas, on October 9, 2010, for the Mustang Club of America's Regional Director's Summit.

See you there!



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National Vice-President 2009-2010
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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 *Mustang Times* — 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**