

WHAT IS THE MCA DOING FOR THE YOUNGER MUSTANG HOBBYIST AND ENTHUSIAST?

By Chris Hall



The Mustang Club of America really did not have a Youth Program implemented that would attract the interest of the young members, until 2011. "The committee is being chaired by the youngest board director who has brought some good ideas to the table," said President Steve Prewitt. The young Mustang enthusiasts are the future of the MCA and the Mustang. We need them to make sure that the MCA is here for another 35-plus years and that the Mustang is around for another 50-plus years.

Currently, there is no mechanism in place to attract younger members. The perception that younger individuals have of the MCA is that you have to have a concours-correct vehicle. This can't be further from the truth. You don't need a concours-correct vehicle to be part of this club. The MCA treats all models of the Mustang as if each one is special. And, all Mustangs are special in their own way. With implementation of the new Youth Program, we will be taking knowledge is stored in an elder member's memory and transfer it to the younger generations, ensuring the MCA grows stronger.

Below are the programs that the Youth Committee will implement:

- **The Colt Membership**
- **The Young Patriot Membership**
- **Model Building Contest**
- **Parent Child Garage**

The Colt Membership:

Will be the stepping stone to help grow the membership and to make sure that the MCA will be here for another 35-plus years.

Requirements for membership:

Three age groups:

- 8 and younger
- 9 to 13
- 14 to 18
- Must be a Mustang Enthusiast

Benefits of membership:

- Get an understanding of the Mustang Hobby
- Preserve the future of the hobby and the Mustang
- Take the MCA to the next level (help it grow stronger)
- Quarterly newsletter
- Custom-designed decal and membership card
- Ability to participate in on-line discussions
- Learn the ways of the MCA

The Young Patriot Membership:

Will be geared to the young men and women serving in our armed forces (Army, Marines, Air Force, Navy, & Coast Guard) as well as the ROTC (high school and college). This will allow individuals who give up their time to fight for our freedom a chance to participate in the MCA.

Requirements for membership:

- Must be serving in one of the Armed Forces
- 15 to 25 years of age
- Mustang enthusiast
- Will be asked to have proof that they are actively serving

Benefits of membership:

- Ability to participate in on-line discussions
- Communicate with other MCA members

- Quarterly newsletter
- Custom-designed decal and membership card
- Preserve the future of this hobby and the Mustang
- Learn the ways of the MCA

The Model Building Contest:

Will enable those with creative ideas to have them expressed through their model instead of a car. This will also include Pinewood Derby cars. Pinewood Derby cars will be raced as well as judged with the models. The cars will be split according to ages and type as well. These cars will be judged by popular vote.

Requirements for Model Contest:

- Parent or model contest participant must be an MCA member
- Must be a Mustang
- Can be any model or year. Example: 1964 Mustang, 2005 Mustang GT, 2010 Shelby GT500
- Will be judged on: Originality, Workmanship, Quality

The Parent Child Garage:

Will be a column where stories can be told of the parent-child teams who are in the process of restoring a Mustang, whether it's stock, resto-mod, or a cool daily driver. Any year and model will be accepted. Pictures are highly encouraged so others can see the progression. We hope this will energize other parent-child teams to post their project pictures.

Requirements:

- Parent Child Team
- Story on how and why they decided on the build
- Story on how they acquired the vehicle
- MUST BE A MUSTANG (any year and model)
- Progress pictures must be submitted

Benefits:

- Build the parent-child relationship
- Energize more parent-child teams to take on a build
- Build understanding and importance of the Mustang hobby
- Carry on the enthusiasm of the hobby

The above programs will have custom decals as part of the membership packet. Designs are being finalized and will be shared upon completion.

When younger Mustang enthusiasts hear about this, they will know there is a club out there that is looking out for them. It will give them the added security that they have a place they can turn to for help regarding the Mustang or hobby. Hopefully these programs will be the building blocks for more added benefits and programs geared towards the younger individuals.

These programs not only benefit the younger individuals but also the MCA. This will help to make sure the longevity of the MCA will be carried forward. This will help to keep the hobby around and the interest in the Mustang. Younger members are the future of this club. We have two great tools to help get this achieved (the website and the MCA Edition Mustang). This will have even more impact on the MCA than it will on the younger individuals. It will show that the MCA is looking out for the future of the hobby and the Mustang.

With these programs in place we (the MCA) hope to eliminate the misconception that you need to have a Concours-correct car to be a member of the MCA. Again this is far from the truth.