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## REGIONAL DIRECTORS' SUMMIT

Once again, I'm calling on all of the Mustang Club of America's Regional Directors to attend the Regional Directors' Summit in Dallas, Texas, on October 8, 2011. Hopefully the article by Horace Collums in the June issue of *Mustang Times* sparked interest in this year's Summit. This is an extremely important event for Regional Directors from across the country to come together and learn. You may ask, "Learn what?" You'll learn about what a Regional Director can do for the Regional Club you represent and how you can interact with the National organization to get more for your club from MCA. Learn about qualifying for the President's award to the particulars on advertising in *Mustang Times*. Learn exactly what different insurance coverage means to your group and why it's important that your activities be covered. Learn about design and merchandise opportunities with the Ford Licensed vendor that supplies accessories to MCA and the National Shows. Learn about the National Show application process and Regional one-day show "how to" information. Learn about information on Judging at your one-day Regional shows and how MCA can help you in this area. Learn how to use the MCA web site to your Regional Group's advantage, from posting information about your club to advertising your events.

Questions, questions, questions. The best way in many cases to get the answers you need is with face-to-face interaction with MCA's Board of Directors and officers, judging officials, and others with the information you need. Or, gain answers or information through simple exchange with your peers who have dealt with the same issues and have come up with resolutions that anyone can apply.

Those who attended last year's Summit have spoken volumes about how they have used what they came away with from last year's Summit. Did we solve all the issues identified last year? NO! Are we collectively working in that direction? YES, I think we are. Just establishing the dialog that resulted from last year was a major achievement. Did we know all the issues before last year? NO! Have more arisen? I believe so, and we need to work toward developing

solutions. By the time you read this, improvements should be in place for Regional Directors and Club Presidents to update their club rosters and data on the web site instead of having to go through a middle man.

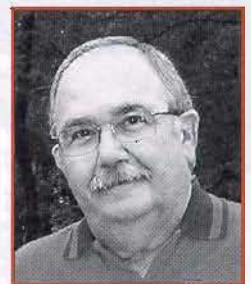
We have been told that Steve Ling from Ford Motor Company will be in attendance again to inform us, first hand, on what Ford has in store for Mustang and its enthusiasts. Being able to provide the Regional Directors with access to this level of Ford Management is something MCA is very pleased to be able to do. Make no mistake about it, Ford is listening to MCA and its members concerning the Mustang.

Ford Performance Group recently announced the Certificate of Authenticity availability for the MCA Edition cars. Soon to follow will be customized sill plates and serialized dash plaque with the MCA logo on them. These will be offered at a 15% discount to MCA members. Many of these initiatives are based on feed back from MCA to Ford. A lot of that feed back is from Regional Directors telling MCA what their members want. We absolutely must continue that communication with the Regional Groups.

Please complete the registration form on page 18 in this issue and forward to me ASAP. I don't know of anyone attending last year's Summit that left disappointed. In fact, one Regional Director told me afterward that he came very skeptical about the entire thing. He left highly informed and armed with information for his club.

I hope we can double the number of Regional Directors in attendance this year and look forward to meeting each and every one of you.

See you in Dallas!



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