

**Minutes of the National Board of Directors Meeting  
Mustang Club of America  
Dallas, Texas  
March 14, 2009**

The President called the meeting to order at 10:09. Roll was taken and the following MCA BOD and Officers were in attendance:

B. Birch, , R. Bramlett, C. Brenner, P. Brown, R. Brown, J. Chism, E. Cofer, A. Craig, B. Dillard, C. Hampton, E. Hockaday, R. Jacobson, B. Johnson, R. Lawless, S. McCarley, D. Miles, M. Moye, R. Orr, S. Prewitt, L. Slawson.

The following Board Members were not in attendance: B. Bragg, L. Bragg, D. Curee, J. Horne, J. Mayes, J. Odine, J. Silverman, J. Threatte.

A quorum of National Directors and MCA Officers was met for a MCA Board Meeting.

The following Regional Directors were in attendance: Ray Coleman (N. Texas Mustang Club), Craig Chesley (Mustangs of East Texas), Russ Gilbert (Cherokee Regional Mustang Club).

Steve McCarley started the meeting with noting that Wally Short had submitted his resignation from the Board of Directors. Rick Umberger will fill that vacancy due his being the next person in line based upon the voting in 2008. This position will be valid through 2010.

As no one ran for the Secretary position for 2009/10, the previous Secretary, Jim Keenan, submitted his resignation to open the position for nominations. Jim will remain as a Parliamentarian. S. McCarley nominated Randy Jacobson as Secretary; the motion was seconded and approved. Ricky Simmons, the final candidate based upon 2008 voting, was contacted to fill Jacobson's vacated position and he declined to accept. The Board will consist of 29 members until such time as the Board nominates someone from the membership at large.

The minutes from January 11, 2009 was approved as written.

The Executive Committee Report began with two proposed Standing Rules. J. Chism made a motion that if a Board Member or Officer has two consecutive unexcused absences from Board meetings, then they may be dismissed from the Board; with three consecutive unexcused absences, they will be dismissed. The motion was seconded and approved.

S. Prewitt made the following motion: If the quorum requirements for the conduct of business at a scheduled National Board of Directors meeting is not met, the Executive Committee shall have the authority to conduct all business that is listed on the published agenda for that meeting, to include making of motions and subsequent voting on those

motions. No emergent issues or other business shall be addressed. The motion was seconded and approved.

R. Jacobson was asked to compile all Standing Rules from previously published minutes and to provide that document as part of the distribution of documents prior to each meeting.

S. McCarley provided two updates to the Committee assignments: R. Jacobson is removed from Nominations Committee and R. Brown will replace W. Short as Chair of the Judging Committee.

As a result of streamlining the National Board of Directors meetings, committee reports are attached to these minutes as an Appendix. Only updates to those reports will be reported in the Minutes.

R. Bramlett gave a quick overview of the Financial Report, which was not available prior to the meeting. The full report is included in the Appendix to these minutes. Mr. Bramlett will be asking each Committee for their budgetary requirements for 2009.

B. Birch provided updated membership information. In January, there were 10,908 members and in February, 10,901. There were 257 new members in February.

L. Slawson, Chief of National Event Development, reported that initial findings indicated that cruises and track events were of the greatest interest to club members.

P. Brown made the following motions on behalf of both Club Charter and Club Support Committees.

1. Vintage Mustang Club of Kansas City to change their name to Mustang Club of Greater Kansas City. Motion was seconded and approved.
2. Falls City Mustang Club to change their name to Falls City Mustang Club of Southern Indiana. Motion was seconded and approved.
3. Pony Express Mustang Club to change their name to Pony Express Mustang and Classic Ford Club. Motion was seconded and approved.
4. Shoals Mustang Club to be chartered as a Regional Club. Motion was seconded and approved.
5. The Villages Mustang Club to be chartered as a Regional Club. Motion was seconded and approved.
6. Reno Mustang Car Club to be chartered as a Regional Club. Motion was seconded and approved.
7. Sturgis Mustang Club to be chartered as a Regional Club, despite being two weeks short of one year of existence. Charter will take

effect on the date of their one-year eligibility. Motion was seconded and approved.

B. Dillard, on behalf of the Driving Event Committee, motioned that the Georgia Regional Mustang Club application for a Driving Event on June 20 be approved. Motion was seconded and approved.

C. Brenner, Chair of the National Show Committee, made a motion to approve a National Show for 2010 in Virginia Beach on August 13-15, 2010. While being close to the Biltmore Show (Sept. 2-3) in date and geographic location, both the dates and location differences meet MCA's requirements. The motion was seconded and approved. The National Capital Region Mustang Club has inquired about hosting a National Show for 2011. An application by the Music City Mustang Club was received for the Grand National in 2011 on Labor Day weekend. A motion was made to accept this application. This date conflicts with the tentative date for the MCA's 35<sup>th</sup> Anniversary. The motion was tabled for further discussions with the Music City Club.

R. Brown, Special Events Committee, made a motion that all 2010 Board of Directors meetings be held in Dallas, TX. The motion was seconded and approved. R. Brown made a second motion that 4 months prior notice is required for changing a Board of Director's meeting. The motion was seconded and approved.

No written or oral reports were available from the following Committees: Accessories, Administrative, Hall of Fame, Judging, and Nominations.

The following information consists of scheduled new business.

B. Birch presented ideas on streamlining membership services (i.e. renewal, fulfillment, etc.) to improve membership retention rates. He noted duplicate efforts and a need to query members who do not renew. Preliminary discussions with PDMG and Pate Management indicate a potential for improving MCA's services. A request was made to flesh out these ideas and come back to the Board with more information. This will become an item under Old Business for the next meeting.

B. Birch discussed ways of improving communications to individual Regional Clubs and the Regional Directors. Jim Keenan's role for fulfilling this role was discussed, as well as the possibility of assigning various Regional Clubs to individual Board of Director members.

R. Brown discussed the notion of making the Grand National Show a truly grand event by holding it in a central location each year and having a number of different activities beyond a simple show. This concept was assigned to the Event Development Committee for further development.

R. Bramlett brought to the Board a new product for MCA to sell. This item is a large wall clock with neon lighting, prototyped by AutoEtcNeon. He made a motion was made for MCA to approve AutoEtcNeon to sell these clocks with royalties provided to MCA. The motion was seconded and approved.

R. Jacobson discussed the idea of having members donate to MCA in return for value gifts, publishing their names and level of support, etc., similar to various alumni associations. S. McCarley related that he had contact Bob Johnson of AutoEtcNeon, who was a professional in this field prior to his retirement. R. Jacobson and S. McCarley both discussed the notion that 1976/77 MCA plank-holders (those members who have maintained their membership since the beginning) should be provided lifetime memberships. A suggestion that these plank-holders should be interviewed for publication in Mustang Times was widely endorsed.

S. McCarley brought up the concept proposed to him of a World Wide Mustang Council, a combination of international Mustang Clubs to work with Ford. This is only a concept at this time.

L. Slawson asked for funding for approved Judging Pins. She made a motion for MCA to provide \$1000 prior to the 45<sup>th</sup> Anniversary. The motion was seconded and approved. R. Brown allocated \$1000 from the Judging budget.

C. Brenner discussed recommended changes to the Show Guideline document. After explaining that the Show Committee had voted to approve and submit the changes for BOD approvals, he made a motion that the submitted changes be approved. The motion was seconded. Discussion following the motion focused upon the net costs changes to MCA for implementation and coordination with other committees. B. Johnson made a motion to table this motion until the next BOD meeting. This motion was seconded and approved, making the original motion moot.

L. Slawson discussed the need for a travel budget to give a Judging seminar to the Los Angeles show group this year. She estimated \$300. It was suggested that she discuss whether the hosts could cover all or part of the costs, and bring this back to the Board in July. This will become an item under Old Business for the next meeting.

The meeting was adjourned at 4:40. The next meeting will be held July 11, 2009 at Dallas Mustang Parts, Dallas, Texas.

Submitted by:

Randy Jacobson  
Secretary

Approved by:

Steven McCarley  
MCA President

**Treasurer's Report**  
**Mustang Club of America**  
March 14, 2009 National Board of Directors Meeting  
Dallas, Texas

All,

The following figures come from the MCA Balance Sheet and are though January 31, 2009:

## **ASSETS**

### **Current Assets**

#### **Checking/Savings**

Brand Bank Company .....	\$ 61,913.66
Petty Cash .....	250.00
Wachovia-Operating Account .....	26,727.72
Wachovia H.P. Money Market Account .....	80,620.08

**Total Checking/Savings .....\$ 169,511.46**

#### **Other Current Assets**

2008 Grand National Show .....	\$ 1,650.00
Due From 45th Account .....	3,690.73
Federal Tax Payments - Wachovia .....	1,660.00
Regional Club Loans .....	2,500.00

**Total Other Assets .....\$ 9,500.73**

**Total Current Assets .....\$ 179,012.19**

### **Fixed Assets**

Accumulated Depreciation .....	\$ -16,982.99
Furniture & Fixtures .....	211.00
Machinery & Equipment .....	16,849.06

**Total Fixed Assets .....\$ 77.07**

**TOTAL ASSETS.....\$ 179,089.26**

---

# **LIABILITIES & EQUITY**

## **Liabilities**

### **Current Liabilities**

Other Current Liabilities .....	
Sales Tax Payable .....	\$ ..56

Total Other Current Liabilities .....\$ .56

## **Equity**

Unrestricted Net Assets .....	\$ 183,564.98
Net Income .....	-4,476.28

Total Equity .....\$ 179,088.70

**TOTAL LIABILITIES & EQUITY .....\$ 179,089.26**

Summary: As you can see from the Balance Sheet, the MCA had \$183,564.98 dollars of Total Equity as of December 31, 2008 and \$179,089.26 dollars of Total Equity as of January 31, 2009 for a month ending loss of \$4,476.28 dollars. February, 2009 figures were not ready before the March, 2009 meeting.

Faithfully Submitted by Ron Bramlett  
Treasurer  
Mustang Club of America  
2009-2010

March 14<sup>th</sup> BOD meeting report on status of 45<sup>th</sup> Mustang Anniversary Celebration

All track slots sold out

All Banquet tickets sold out

Thursday night cruise sold out

Registrations – 1526

Vendor slots sold – 204

Sponsors – 23

Over 100 regional group member volunteers

### Report on National Event Development

Have begun developing a list of ideas for potential major future events (Show and Shines, Cruises/Tours, Racing, etc.). Also have contacted several clubs and individuals across the country regarding hosting such events.

One contact resulted in an application for a June 2012 National show by the Mustang Shelby Club of Long Island. Have also discussed with their representative about having their club host a special 50th Anniversary event in 2014.



**Randy Jacobson**

---

**From:** lark bragg [larkbragg@cox.net]  
**Sent:** Saturday, February 28, 2009 7:03 AM  
**To:** Steve Prewitt; Randy Jacobson; gzcrazer@bellsouth.net; Bill Johnson; Ron Bramlett  
**Subject:** By-Laws/Parliamentarian Committee Report - March, 2009 MCA National BOD meeting  
**Importance:** High

**attn; Randy Jacobson**

**Re: Committee Report**

**The By-Laws/Parliamentarian Committee has been working with the MCA Parliamentarian on suggestions and inputs for a complete revamp of the existing MCA By-Laws. This is not something that can be done in a short period of time as actions of other committees also have a bearing on the outcome. Once the final input is in place, the By-Laws Committee will work with each section and introduce the findings to the Executive Committee and then present it to the MCA Attorney for legal analysis prior to presentation to the BOD for discussion and approval.**

**Lark Bragg  
MCA By-Laws/Parliamentarian Committee Chair**

2/28/2009

Club Support Committee Report  
March 14, 2009

1. Sent registered letter to Queen City Mustang Club informing them of the Board's decision to void their charter and that they may reapply for a charter after settling the ongoing issues of boundaries. Letter was received and signed for. Their club information has been removed from MCA website.
2. Sent registered letter to Crossbay Cruisers informing them of the Board's decision to revoke their charter. At this time their letter has not been signed for and their information has not been removed from MCA website.
3. Received a request by Vintage Mustang Club of Kansas City to change their chartered name to Mustang Club of Greater Kansas City. *Make motion to accept name change.*

Club Charter.txt

From: j\_threatte [ff4585\_5@hotmail.com]

Sent: Friday, February 27, 2009 3:02 PM

To: rjacobson@fusemail.com

Subject: RE: Streamlining the BOD Meetings

The club charter comm. makes a motion that we individually consider these items and accept these INDIVIDUALLY as follows-

Two name alterations-

#1-The Falls City Mustang Club of Jeffersonville, Indiana a Regional MCA Club is requesting a name change from Falls City Mustang Club to Falls City Mustang Club of Southern Indiana . This will be a name change ONLY.

#2-The Pony Express Mustang Club of Evansville Indiana a Regional MCA Club to name change their name from Pony Express Mustang Club to Pony Express Mustang & Classic Ford Club. Boundaries would remain the same with this one also.

I have two clubs for charter approval -

#1- Shoals Mustang Club- They are requesting the counties of Lauderdale, Colbert, and Franklin. Jim has done the background work on this and I personally see no conflicts at this time.

#2- The Villages Mustang Club- The only conflict that has arised with this club is a slight boundary issue with the North Central Florida Club, however upon further talks it was determined that this group is only requesting a zip code like area that is a retirement area called "the villages". The Villages did, however, talked with the NCFL club and got those issues squared away and I have it documented in an email that they do not have a problem with them receiving a charter. So all issues have been resolved there.

That's all I have- Thanks Randy!

-John Threatte

**Randy Jacobson**

---

**From:** WILLIAM P DILLARD [williampdillard@bellsouth.net]  
**Sent:** Saturday, February 28, 2009 4:16 PM  
**To:** Randy Jacobson  
**Subject:** Fw: Georgia Regional Mustang Club track day - June 20, 2009

RANDY, THE DRIVING EVENTS COMMITTEE HAS A NEW APP FOR A DRIVING EVENT ON JUNE 20TH. THIS IS FROM THE GEORGIA REGIONAL CLUB AND WILL BE THEIR 4TH ONE. I HOPE I GET THE APP ATTACHED IF NOT I WILL GET IT (ZIP VS PDF VS ME =PROBLEM) IN THE NEXT FEW DAYS. WHEN APPROVED THIS WILL BRING US TO 5 EVENTS. I AM PERSONALLY INVOLVED WITH 2 REGIONAL GROUPS TRYING TO PUT TOGETHER A DAY AT A DRAG STRIP.  
IF ANY ONE OUT THERE WANTS TO HOLD A TRACK DAY HAVE THEM PLEASE TO CONTACT ME OR ANY ONE ON THE COMMITTEE.

Bill Dillard

----- Forwarded Message -----

**From:** Jason Swenk  
**To:** Bill Dillard <williampdillard@bellsouth.net>  
**Sent:** Monday, January 19, 2009 1:55:09 PM  
**Subject:** Georgia Regional Mustang Club track day - June 2, 2009

Confidentiality Notice: This e-mail message, including any attachments, is for the sole use of the intended recipients and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message. Views represented in this e-mail and of Solar Velocity, LLC employees do not necessarily reflect the views of Solar Velocity, LLC.

8/13/2009

# PROPOSAL FOR HOSTING AN MCA SANCTIONED DRIVING EVENT



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

## I. EVENT INFORMATION

Date prepared and submitted: **1-15-09**

Host Regional Group: Georgia Regional Mustang Club

Name of Event: Talladega Track Day

Event Dates: **June 20, 2009**

Type of Event: driving event

Spectator Event? ☒ Yes ☐ No

Type of Course (Parking Lot, Oval Track, Road Course, Drag Strip, Public Roads, Airport, Other:)

Road Course

Main Hotel: ~~Budget Inn~~ Holiday Inn Express

Address: 850 Speedway Ind. Dr Lincoln AL 35096

Phone: 205 763 9777

Fax: \_\_\_\_\_

Additional Hotels: Oak Mountain Lodge

205 991 0100

5429 Hwy 280 East  
Birmingham, AL 35242

## MCA SANCTIONED DRIVING EVENT

## II. PROPOSED BUDGET (cont'd.)

## B. Expenses:

1. Publicity (forms, ads, printing, and mailing, etc.)
2. Programs
3. Site/Course Expenses (rentals, emergency/safety equipment, fees, workers/instructors, security, communications, sanitary facilities, etc.)
4. Social Functions
5. Awards and other prizes
6. Other (describe) lunch
7. Total Expenses

Amount

\$ 300

\$ 3500

\$ 100

\$ 250

\$ 4,150

## III. REGIONAL GROUP INFORMATION (Attach complete club membership roster)

Name: Georgia Regional Mustang Club

Headquarters Address: ~~PO Box 1503~~ 1112 Parkview Place  
~~Kentwood Park~~ Smyrna, GA 30080

Officers (include addresses and phone numbers)

President: Patrick Kelley

Vice-President: \_\_\_\_\_

Secretary: Jasen Swen

National Director: Joe Krumpelman

Total number of members: 100

Number of active members: 30

Number of MCA members: n/a



**MCA SANCTIONED DRIVING EVENT****I. EVENT INFORMATION (cont'd.)**

Describe Event, including any special features: driving event on a real  
road course at Little Talladega.

Event Sponsors: TBD

Proposed Show Organization: (Provide name, address and phone.)

Event Chairperson: Jason Swenk 404 964 3913

1112 Parkview Place Smyrna GA 30060

Chief of Tech Inspection/Safety: Patrick Kelley (404) 966-4004

57 Mckinley CT

Powder Springs, GA 30127

Registrar: TBD

**II. PROPOSED BUDGET:**

A. Income	Number	Cost/Each	Amount
1. Car Entries	<u>30</u>	<u>200</u>	<u>\$ 6000</u>
2. Sponsorships			<u>\$ 500</u>
3. Other (describe)			<u>\$</u>
4. Total Income			<u>\$ 6500</u>

**MCA SANCTIONED DRIVING EVENT****III. REGIONAL GROUP INFORMATION (cont'd.)**Average monthly bank balance over the last 12 months: \$ 5,000

Previous Events or Shows hosted: (include dates, locations, and size)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**IV. OTHER INFORMATION YOU WANT TO SUBMIT:**May 25, 2007 Talladega Truck eventOct 8, 2005 Talladega Truck eventMay 13, 2006 Talladega Truck



**MCA History Report: March, 2009**  
R. Jacobson

For the time period from November 1, 2008 to February 28, 2009

- Answered five requests regarding general historical topics
- Received four Regional Club Histories, as requested by the MCA President in November, 2008
- November, December 2008 and January, February of 2009 issues of MT scanned; November, December 2007 and January, February of 2008 issues uploaded to web.
- Forwarded one question to an MCA Judge
- Forwarded a question about buying a recent Mustang Times to the MCA Home Office
- Provided a high resolution scan of a 2002 article of Mustang Times to a member

## Randy Jacobson

---

**From:** lark bragg [larkbragg@cox.net]  
**Sent:** Thursday, February 26, 2009 1:18 PM  
**To:** Steve Prewitt; Randy Jacobson; gzcrazer@bellsouth.net; Bill Johnson; Ron Bramlett  
**Subject:** Insurance Committee Report - March, 2009 MCA National BOD meeting  
**Importance:** High

Randy Jacobson,

Insurance Committee Report for the March, 2009 MCA National BOD Meeting

Insurance Certificates issued for the month of Jan and Feb 2009

Static Shows - 19  
Driving Events- 1

The Insurance Policies for the MCA has been paid in full and all of the Binders are in place for 2009. The MCA Office will receive the copies of the policies shortly.

I requested a quote for Internet Liability Coverage for the MCA website. Now that MCA has the Master Liability Program and D & O coverage in place the underwriters will proceed with the Quote. Hopefully MCA will receive the quote soon.

Lark Bragg  
Insurance Committee Chair

2/27/2009

Internet Committee Report, March 2009  
Randy Jacobson

Covering the period from November 1, 2008 to February 28, 2009

### **New Web Site Report**

Since the Board Meeting in July, no member of the Internet Committee has corresponded in writing or verbally to Red 5 Interactive, as instructed by the MCA President.

Provided, upon request of the Executive Committee, various information regarding the web site development.

Cancelled the five e-mail accounts that would have to be used should the existing website be replaced.

For any further information regarding the current status of this effort, Board Members are requested to contact the Executive Committee.

### **Current Web Site Report**

Added and or amended to the web site:

- Revised main page to eliminate sound, rotating graphic
- Information on the 2010 Mustang Reveal program.
- Scott Drake Pay It Forward program
- Added link for Legend Lime Registry
- Updated BOD, Officer information, and committee assignments
- Added link for Saleen Club
- Replaced J. Trone with M. Moye on the Youth Program announcement
- Changed forwarding e-mail for Mustang Times art director
- Added link for 428 Cobra Jet Registry
- Added Minutes for July, 2008 after creating a MCA Minutes archival page
- Requested from ICGLink various updates: change database search for "Add an Event"; awaiting changes to MCA Logo
- Updated Benefits page

Helped one member access the MCA website after his registration through the 45<sup>th</sup> Anniversary went awry.

Edited a club's event after the available club names was not current.

Met with M. Shandley regarding development of a new website. MCA is not willing to pursue a new website until the issues with the current program is resolved. Responded similarly to another inquiry sent via e-mail.

Coordinated updating of master Regional Club List to ensure currency of names, clubs, etc.

Provided to the new Internet Committee members the current Standard Operating Procedures and Policy statements.

Coordinated a response to a request for advertising for an Internet-based Mustang Club.

Helped a Regional Club get their show listed on the Events Calendar. Helped another club correct their show listing.

## Randy Jacobson

---

**From:** McCarley, C. Steven [CSMCCARL@southernco.com]  
**Sent:** Tuesday, March 03, 2009 3:29 PM  
**To:** rjacobson@fusemail.com  
**Cc:** gzcrazer@bellsouth.net  
**Subject:** Liaison Report

March 4th, MCA assist FORD with getting "rumored" message about Mustangs drifting in Tokyo, Japan.

March 21st and 22nd, MCA will assist FORD and NASCAR with 43 MCA members and their Mustang convertibles used for driver introductions at the Bristol (Tennessee) NASCAR race.

April 17th-19th, Mustang 45th Anniversary

Need a schedule of events MCA needs to attend

- Mid-America Mustang and Shelby Nationals
- Nor-Cal Shelby Nationals
- International 45th Mustang Celebration
- Woodward Dream Cruise

Question? How does board feel about a World-wide Mustang Council with meeting hosted by FORD in Detroit?

C.Steven McCarley

## **Marketing Committee Report March 14, 2009**

**For 2009 we will continue our strategy of reaching and impacting Mustang owners and intenders of:**

- **Vintage Mustangs**
- **Late Model Mustangs**
- **Specialty Mustangs, Shelby, etc**

**The MCA Marketing and advertising has been directed towards these groups with ads in media that impacts these markets. Our ads appeal to all the target audiences with a variety of Mustangs. The message is the MCA welcomes all Mustangs and offers a number of different ways for the owners to enjoy their cars.**

**For the first quarter our resources have been dedicated to the promotion of the Mustang 45<sup>th</sup> Anniversary Celebration. We have placed Page four-color ads in all the vertical Mustangs publications. To add to the print executions, we also wrote a four page event preview article that appeared in the February ( published in December) issue of Mustang & Ford, published by AutoTrader Classics.**

**In addition we placed a full page ad in the event program. The event program has been inserted into the March issue of Mustang Monthly and polybagged with Modified Mustangs & Fords as well as Muscle Mustangs and Fast Fords. Over 165,000 Mustangs enthusiasts will read the 40 page event program, with another 20,000 copies being handed out at the Mustang 45<sup>th</sup> Anniversary Celebration. The program is much more than just an ad bank. An excellent interview with MCA President Steve McCarley provides the reader with an excellent insight to the current and future and growth of the Mustang Club of America, highlights the editorial content.**

RE Report for MCA National Board Meeting March 14 2009.txt  
From: Chuck and Joan Brenner [brenner@macomb.com]  
Sent: Thursday, February 26, 2009 8:49 PM  
To: rjacobson@fusemail.com  
Cc: MCA Steve McCarley; 'Jeff Mays'; 'Millicent Moye'; 'Steve Prewitt'  
Subject: RE: Report for MCA National Board Meeting March 14, 2009

As far as a report: We have a NY club looking at a 2012 date but they have not yet applied for the show. Right now we have only ONE show slated for 2011, the one in April in Dallas, Texas approved at the January meeting. If we are going to make the proposed changes to the show guidelines, we need to "get 'er done" ASAP so we can use the new guidelines to attract regional club applications for National Shows. We have GOT to get some shows lined up for 2011 and 2012.

Regards,

Chuck Brenner

## **Publishing Committee Report March 14, 2009**

**As Mustang Times continue to grow in breadth and scope so does the list of advertisers and the number of elements in the magazine.**

**One of our objectives is to provide our readers with information on the latest new Mustangs and the world of Ford. One example of this was when new 2010 Mustang that appeared on the cover of the December issue, only three weeks after the unveiling of the car in California.**

**For 2009 we have been able through the efforts of Mary Jean Wesche and Brian Pate to increase the quality look of Mustang Times with a new cover process and add four pages to the magazine with little or no cost increase. We are always looking to improve the look and content of Mustang Times and give our members the more for their money.**

**We continually strive to have extensive coverage MCA National and Regional events in the magazine. Mary Jean has able to capture the people who worked so hard to create and produce our National events in a special center fold color photograph. It is a good way to show our appreciation for their job well done.**

**In addition to the MCA National events we also want to bring our readers coverage of major events from around the country like the Fabulous Ford Forever event in California and the 35<sup>th</sup> Annual Mid-America Ford Performance and Shelby Meet in Tulsa.**

**We are always looking for more regional club and event news. It is important that we publish the events and happenings of our regions.**

**We will not raise our advertising rates in 2009. Our current rates are in line with the circulation of Mustang Times. This was validated during a recent SEMA meeting where a number of our national advertisers commented that our rates offered great value. When the circulation of the magazine increases we will adjust rates accordingly.**

## Direct Flight Survey of 3 Central U.S. Hub Airports

This survey was conducted at the request of the board to see about other central U.S. sites that could be potential meeting cities. For Dallas the majority of the sitting board can obtain a direct flight of no more than 4 hours flight time. Detroit is second however many of your west coast members and potential west coast members will have to make connecting flights which will increase travel time. ST Louis is a distant third with almost half of the sitting board having to make a connecting flight to travel to there. Review the results that follow and consider where you would like to have meetings in 2010. We have had a board meeting in Detroit so it is possible to have some there but you should also consider the weather in Detroit at certain times of the year like January and November.

### Hub Airports Selected:

Dallas, TX, Dallas-Forth Worth international airport (DFW)

ST Louis, MO, Lambert international airport (STL)

Detroit, MI, Wayne County airport (DTW)

### Cities selected to survey flights from:

Phoenix, AZ, (PHX)

Tucson, AZ (TUS)

Sacramento, CA (SMF)

San Francisco, CA (SFO)

Oakland, CA (OAK)

Pensacola, FL (PNS)

Orlando, FL (MCO)

Tampa, FL (TPA)

Atlanta, GA (ATL)

Augusta, GA (AGS)

Peoria, IL (PIA)

Springfield, IL (SPI)

Indianapolis, IN (IND)

Boston, MA (BOS)

Buffalo, NY (BUF)

Charlotte, NC (CLT)

Greensboro, NC (GSO)

Raleigh Durham, NC (RDU)

Albuquerque, NM (ABQ)

Cincinnati, OH, (CVG)

Cleveland, OH, (CLE)

Erie, PA (ERI)

Columbia, SC (CAE)

Greenville, SC (GSP)

Nashville, TN (BNA)

Houston, TX (IAH)

Seattle, WA (SEA)



Airlines that are noted:

American Airlines (AA)

Air Tran (AT)

Continental Airlines (CT)

Delta Airlines (DL)

North West Airlines (NW)

United Airlines (UT)

US Airways (UA)

Hub Airport: DTW

Airport	Direct Flight	No Direct Flight	Airlines	Directors and Officers affected
(PHX)	Yes		NW, UA	0
(TUS)		No		1
(SMF)		No		1
(SFO)	Yes		NW	1
(OAK)		No		1
(PNS)		No		2
(MCO)	Yes		AT, NW	2
(TPA)	Yes		NW	1
(ATL)	Yes		AT, DL, NW	3
(AGS)		No		2
(PIA)	Yes		NW	1
(SPI)		No		1
(IND)	Yes		NW	2
(BOS)	Yes		NW	1
(BUF)	Yes		NW	1
(CLT)	Yes		NW, UA, UT	3
(GSO)	Yes		NW	2
(RDU)	Yes		NW	2
(ABQ)		No		1
(CVG)	Yes		DL, NW	1
(CLE)	Yes		NW	1
(ERI)	Yes		NW	1
(CAE)	Yes		NW	3
(GSP)	Yes		NW	1
(BNA)	Yes		NW	1
(DFW)	Yes		AA, NW	0
(IAH)	Yes		CT, NW	1
(SEA)	Yes		NW	1

21 cities out of 28 have direct flights

Hub Airport: DFW

Airport	Direct Flight	No Direct Flight	Airlines	Directors and Officers affected
(PHX)	Yes		AA, UA	0
(TUS)	Yes		AA	1
(SMF)	Yes		AA	1
(SFO)	Yes		AA, UT	1
(OAK)		No		1
(PNS)	Yes		AA	2
(MCO)	Yes		AA, AT	2
(TPA)	Yes		AA	1
(ATL)	Yes		AA, AT, DL	3
(AGS)		No		2
(PIA)	Yes		AA	1
(SPI)		No		1
(IND)	Yes		AA	2
(BOS)	Yes		AA	1
(DTW)	Yes		AA, NW	1
(BUF)		No		1
(CLT)	Yes		AA, UA	3
(GSO)	Yes		AA	2
(RDU)	Yes		AA	2
(ABQ)	Yes		AA	1
(CVG)	Yes		AA, DL	1
(CLE)	Yes		AA	1
(ERI)		No		1
(CAE)	Yes		AA	3
(GSP)	Yes		AA	1
(BNA)	Yes		AA	1
(IAH)	Yes		CT	1
(SEA)	Yes		AA, DL	1

23 cities out of 28 have direct flights

Hub Airport: STL

Airport	Direct Flight	No Direct Flight	Airlines	Directors and Officers affected
(PHX)	Yes		UA	0
(TUS)		No		1
(SMF)		No		1
(SFO)	Yes		AA	1
(OAK)		No		1
(PNS)		No		2
(MCO)	Yes		AA	2
(TPA)	Yes		AA	1
(ATL)	Yes		AA, AT, DL	3
(AGS)		No		2
(PIA)	Yes		AA	1
(SPI)		No		1
(IND)	Yes		AA	2
(BOS)	Yes		AA	1
(DTW)	Yes		NW	1
(BUF)		No		1
(CLT)	Yes		AA, UA	3
(GSO)				2
(RDU)	Yes		AA	2
(ABQ)		No		1
(CVG)	Yes		DL	1
(CLE)	Yes		CT	1
(ERI)		No		1
(CAE)		No		3
(GSP)		No		1
(BNA)	Yes		AA	1
(IAH)	Yes		CT	1
(SEA)	Yes		AA, DL	1

16 cities out of 28 have direct flights

Committee makes the recommendation to go ahead and plan, arrange and secure 2010 board meeting, dates, locations, accommodations and have them approved at the July Board meeting. Two reasons so potential board members will know where the meetings will be held and so returning board members can plan their travel budget for the 2010 year.

Committee makes a motion that once a meeting date and site are approved, it can only be changed if there are at least 3 existing meetings notice and the sitting board approves the change.

## Youth Committee Report:

For this past two month period the committee has been brainstorming on activities we can incorporate into the host regional clubs:

1. Youth Driving events
2. Speaking to area junior high and high schools
3. developing “Junior” clubs
4. Incorporating awards for young Mustang owners into the award ceremonies at regional/national shows
5. Have more online presence for youth members to be involved with the MCA

We will narrow a few of these ideas down and expand on them so that they may be implemented.

The Youth Committee