

Committee Report A  
Rayne, LA

**BLUE BERET STANDING CHAIR COMMITTEE REPORT**

To: President Jim Schwerdfeger, Members of the IBT  
and my fellow Airstreamers

From: Cecelia Stansbury, Blue Beret Standing Chairman

Date: January, 2015

Thank you Mr. President for the opportunity to continue to serve in this capacity. I continue reading the newsletters from units throughout our Club. One thing most units seem to have in common is eating. Lots of pictures around the table. It's fun to see what activities interest various units. Unfortunately, many of the newsletters only contain information about their units. Part of my job description is to find interesting articles and pictures to share with the other members by including this information in the Blue Beret. So I encourage newsletter editors to include in their publications things that might be of interest to the entire club or to share that information directly with Deb Sailor at the central office.

I look forward to also continuing to assist the ECC and Carolyn Beardshear with the News & Views.

Respectfully yours,

Cecelia Stansbury

TO: President, Jim Schwerdfeger, IBT Board and members of WBCCI  
FROM: June Ryan, Budget Chairman  
Date: Jan 2016

Our finances are looking good but of course we are only half way through the year.

During the past year we did very well on getting new members and I hope that continues. According to headquarters it was over 465 700 new members. Thank you everyone for being part of the efforts to get them interested in WBCCI.

This is one of the reasons why we over spent the ~~Blue Beret & Directory postage~~ **Miscellaneous** budget. This is pay pal and new member charges. The new member packets cost about \$21.50 each which includes a current Blue Beret magazine & directory. However we would encourage any member who would like to get the Blue Beret electronically to inform headquarters.

Also line item #360 Interest incomes show a negative number. This will be adjusted when Lori meets with the CPA. Last year's closing entries throw us into a negative number which carried over to this year.

Some of the money in the Marketing Committee's budget will be moved to advertising as recommended by our CPA last year for tax purposes. The money will still be there for them to use but will show in the other account.

We hope that the time and expense of changing to the new computer programming is about over. Lori has worked diligently to get this accomplished and we hope things will now move more smoothly. We are now using QuickBooks at the corporate office and at the International Rally finance office. The ability to work on-line will help the communications between the rally and headquarters. This will eliminate calling headquarters to get answers to questions as they arise.

The on-line registrations and direct deposits are being used more each day. This helps the employees in the office to work more efficiently. They have a lot to do to keep the records for WBCCI and all the expenses for our club and we do appreciate it.

We will soon have a big expense at headquarters because the roof needs major repairs. (New Roof) Lori is getting bids from several contractors in the area. We hope it won't break the bank.

We want to thank Lori, Deb & Julie for their guidance with helping coordinate all the applications for membership and the International Rally.

I would also like to thank my committee for their help in preparing the budgets.

Respectively submitted

June Ryan, Chairman & members  
Richard Turner  
Adolf Knopp

IBT Winter Meeting, January 2016, Rayne, LA  
To: INTERNATIONAL BOARD OF TRUSTEES  
From: CARAVAN COMMITTEE CHAIRMAN, Chuck Kiple

**Caravan Appreciation Dinner Scheduled:** A no host Caravan Appreciation Dinner is scheduled at Lewisburg, WV. The dinner will be held on the evening of Tuesday, June 21, 2016. WBCCI members who have been involved in Unit, Region, or National Caravan activities during the year will be recognized at the event. All International and Region officers and WBCCI members are invited to attend the dinner (contact the Standing Caravan Committee Chairman for specifics). I would encourage at least one officer from each Region to attend. This dinner is open for all WBCCI members to attend in support of the caravan program. Reservations for attendees must be made with the Standing Caravan Committee Chairman no later than June 11, 2016.

**National Caravan Leader and Committee Meeting Scheduled:** A one-day discussion session for National Caravan Leaders and Caravan Committee members has been scheduled at Lewisburg, WV. The meeting will be held on June 20, 2016. The meeting allows the open exchange of ideas and the opportunity to ask questions and receive answers from some of the most experienced Caravan Leaders in WBCCI. In addition, website training and additional computer program training will be provided for caravan leaders during the meeting.

**Introduction To Caravanning Seminar Evaluation:** At the International Rally in 2015, the seminar evaluation process was repeated. We will continue to use the evaluation to make improvements wherever possible. Once again, the Introduction To Caravanning Seminar was chosen as one of the best at the rally. The seminar is a wonderful introduction to caravanning members but is a must for those desiring to become caravan leaders. I am very please to report that the Farmington Seminar was extremely successful with 25 graduating participants. The Seminar will be presented at Lewisburg, in the afternoon on June 29, July 1 and July 2, 2016.

**Caravan Media Project:** The Caravan Media project has been in place at our last eight International Rallies. At the outset our intent was to experiment with the response and collect materials. The experiment is successful but is directly tied to participant access and general visibility by our members. We are going to continue this effort into the future as long as interest continues. Marion Pember is our National Caravan Promotions Chairman and Clyde Warden and Claire Connelly will continue to Chair the Media Project. I wish to thank them for all their time and effort.

**Numbered Caravans Scheduled:** As of December 1, 2015: 13 National Caravans are active for 2016, 11 National Caravans for 2017 and 7 National Caravans for 2018 are under development at this time. No Unit Caravans are scheduled at this date for 2016. Lists of these Caravans are attached.

**Caravan Arrivals at Lewisburg, WV:** As of 12/1/2015, five Caravans have been scheduled for arrival. Early reservations and arrangements are encouraged by contacting the Caravan Committee Chairman, Chuck Kiple.

**NATIONAL CARAVANS  
2016– 2017 – 2018  
2016**

N-45-A	NOR' X NOR'EAST	Walbridge/Lake
N-45-B	TASTE OF THE BLUE RIDGE	Blanchard
N-45-C	ALYESKA, THE GREAT LAND	Johnjullio
N-45-D2	THE VIKING TRAIL CARAVAN	Hilton
N-45-E	SOUTHEAST COAST SPECTACULAR	Carnien
N-45-F	SPRINGTIME IN KENTUCKY	Hilton
N-45-G	FLORIDA FANTASY	Skipper
N-45-H	SOUTHWEST ADVENTURE	Thompson/Glassey
N-45-I	GONE TO TEXAS	Snow/Kindle
N-45-K	GEORGIA PLANTATIONS AND MORE	Montague
N-45-L	CAJUN COUNTRY CARAVAN	Boudreaux
N-45-M	AMERICAN REVOLUTION IN THE NORTHERN COLONIES CARAVAN	Jones
N-45-N	ORES, SHORES, WATER AND LIGHTS EAST	DeLeeuw

**2017**

N-46-A	GOLF – N- AROUND	Skipper/Blanchard
N-46-B	CANADIAN ROCKY MOUNTAINS	Leach
N-46-C	ROCKY MOUNTAIN HIGH USA	
N-46-D1	VIKING TRAIL CARAVAN	Hilton
N-46-D2	VIKING TRAIL CARAVAN	Hilton
N-46-E	SPINDLETOP	Kindle/Snow
N-46-F	NOR BY NOR'EAST	Walbridge/Lake
N-46-G	SW ADVENTURE	Montague/Thompson
N-46-H	CAJUN COUNTRY CARAVAN	Boudreaux
N-46-I	GEORGIA PLANTATIONS AND MORE	Anderson
N-46-J	TASTE OF THE BLUE RIDGE	Blanchard

**2018**

N-47-A	CAJUN COUNTRY CARAVAN	Boudreaux
N-47-B	ALYESKA, THE GREAT LAND	Johnjullio
N-47-C	GEORGIA PLANTATIONS AND MORE	Anderson
N-47-D	AMERICAN REVOLUTION IN THE NORTHERN COLONIES CARAVAN	Jones
N-47-E	THE VIKING TRAIL	Hilton
N-47-F	SPRINGTIME IN KENTUCKY	Hilton
N-47-G	FLORIDA FANTASY	Skipper

To: President Jim Schwerdfeger, Members of the IBT and WBCCI Members

From: Chairman, WBCCI Constitution and Bylaws Standing Committee

Subj: Mid-year Report

1. First, this committee is forwarding to the IBT three (3) motions to ensure that the International Rally in 2017 is fully compatible with the Constitution and Bylaws of the Club and Corporation, the first being a constitutional proposal to the Delegates for the 2016 Delegates Meeting. The remaining two are Bylaw recommended changes that permit full compliance due to possible changes of the traditional dates that has been reaffirmed by the Delegates in 2014.
2. Secondly, with more experience gained in the formation of overseas units outside of the presently defined lines of the 12 WBCCI Regions, an update to the requirements for these units in the form of the fourth motion is also forwarded. It is important to note that every opportunity for these units is different due to factors outside of direct WBCCI control and will require careful analysis and possibly legal decisions will have to be considered. WBCCI is again in the forefront of the RV world with the support of the Airstream Company in the extension of our organization outside of Canada and the United States.
3. Third, I must apologize for my computer down time during November of this year. I answered what I considered to be a valid request, which very often had been the case before from Club members, but ended with a compromised computer. If since there has been no response from me since, I am very sorry, but now do not open my computer unless I know the sender. It would be most helpful if units forwarding updated CBLs would comply with the procedures on page 1 of Appendix 6 and forward their CBLs to headquarters and not me or members of my committee.
4. After we are assured that the 2017 International Rally and Delegates Meeting are fully in compliance with the updates to the Constitution and Bylaws, my committee can return again to the unit CBL program before the completion of my term.

Respectfully submitted,

Don Shafer, Chairman

## Electronic Communication Committee (ECC) Report for Winter IBT 2016 December 1st, 2015

The ECC continues to work on project after project, with no end in sight. A member of the ECC is in daily contact with Lori or the office staff. We continue to work on improving the workflow and efficiency at the Central Office. The ECC's goal is to provide the membership the services and support they deserve and are requesting.

### Recent accomplishments:

- Continued publication of the Digital Membership Directory. Over 20% of the membership downloads the Directory within a few days of receiving the email. The ECC feels the current delivery system is much too cumbersome and would like to work with the EC and IBT to improve the service, while retaining security of the Digital Directory.
- Continued publication of the electronic newsletter "News & Views" which is emailed to all WBCCI members with email addresses on file.
- Upgraded the backend software and plugins of the club's main website: wbcci.org
- Continued maintenance of wbcci.net (Unit and Region websites) and provided support to unit webmasters.
- Created new Facebook group for upcoming International Rally in Lewisburg WV, which currently has 197 members.
- Provided updates and co-administration of the WBCCI Facebook page, which currently has 1516 members. (Lori Plummer has also been given admin access to this page: we should consider creating a generic Facebook account, Lori is currently using her personal Facebook account.)
- Members continue to embrace online registration, over 105 members have registered for the 2016 Lewisville rally online.
- 676 Members renewed their 2016 membership online.
- Over 500 new members have joined the club online, since July 1st 2015.

Richard Girard, our IBT liaison, has asked our committee to work on a few projects, which include:

- Research and recommend a Calendaring system. The current method of sending in unit event information only once a year is resulting in inaccurate information in the Blue Beret because the information has to be entered manually from hand-written forms, resulting in significant input errors. This will give the units control over changes in their calendars and hopefully result in many fewer TBDs in the Blue Beret and on the website.
- Investigate the CMS system used for wbcci.org and determine if we should look at other solutions. CMS (Content Management System) the framework behind the website.

### Continuing projects:

- Increase the efficiency and productivity of the office staff by smarter use of technology and eliminating redundancy and reliance on paper.

- Implement better reporting of data for use at the International Rallies, leading to simplification of parking and registration processes.
- Create automatic renewal notices sent to all members, directly from the membership database.
- Develop a method for members to search online for available membership numbers.
- Create a generic email addressing schema for International, Region and Unit Officers.
- Make continued improvements to the membership database. Jim Cooper (Denco Unit) has a list of tasks from Lori and works with her directly.
- Move the website to a new hosting provider. This is due to continuing issues with the inability to email members of other providers. We should have this task done before the Winter IBT meeting.

Working with Lori Plummer and all the office staff has been a joy and a pleasure. The office staff cares about the membership and is striving to provide the best service possible. With a team like this the WBCCI is sure to grow and prosper.

The ECC would like to make the EC and IBT aware of the continued cost savings the ECC provides to the club. Jim Cooper's time alone has saved the club thousands of dollars on Filemaker development. While the ECC is happy to support the membership and the office staff, we would like to suggest the office have paid support available when emergencies arrive. We also encourage the EC and IBT to continue to fund professional database development, so we can implement new services for our members.

Note: The ECC is currently looking for members who have expertise in Filemaker, WordPress, Joomla, and Excel and are willing to dedicate several hours a week to improve how our club makes use of technology. Interested members should email [ecc@wbcci.net](mailto:ecc@wbcci.net) for details.

Respectfully submitted,  
The Electronic Communications Committee

Damon Beals #4827, Chairperson  
Carolyn Beardshear #7982  
David Boyd #15566  
Jim Cooper #1967  
Tim Kendziorski #17330  
Eric McHenry #2232  
Debbie Wood #4822





## *the AIRSTREAM RV Association*

Committee Report G  
Rayne, Louisiana  
January 11, 2016

To: Jim Schwerdfeger, WBCCI International President  
International Board of Trustees  
Members

From: Barry Heckenswiler, Chairman  
Ethics & Grievance

Date: January 11, 2016, for 2016 International Board of Trustees Seminar/Meeting, Mid-Winter

No grievances are pending before the Ethics & Grievance Committee at this time.

I want to thank President, Jim Schwerdfeger for the opportunity to serve as Chairman of the Ethics &

Grievance Committee.

Respectfully Submitted,  
Barry Heckenswiler

Barry Heckenswiler, Chairman  
Chuck Kiple, Member  
Wilson Yerk, Member

To: International Board of Directors

Date: 12/14/15

Mid Winter Board Meeting

From: Linda G. Amme, Family and Youth Chairman

I will be unable to attend the Mid Winter Board Meeting as I am working. I wish the best to all.

Plans are being made for the International Rally in June. We are certainly hoping that the number of youth and teens will be up as the rally is located in the East and we are looking forward to welcoming all to the rally site.

I am available to the Region Presidents for advice on rallies that will attract our younger families and keep them interested in our great club. I encourage the Board to let the clubs know the projects that the youth/teens support.

We will again be collecting new or clean stuffed animals. The small ones are great for the kindergarten children. We will be collecting tabs. If you collect aluminum and want to trade it in before you come, that is fine. Please make the check payable to WBB CI tabs and we will see that it goes to the proper party. Again, we will be supporting a child in need of help for other than medical bills. This is called the Common Cents Program. We would like to encourage all units to find a project that the funds can be turned in for a child. Checks should be made payable to Common Cents for Youth and turned in to me at the rally. The children will again be collecting your pennies, dimes, nickels and quiet money each evening at the door.

I look forward to the many activities coming up and thank you for again allowing me to serve as Youth and Family Chairman.

Committee Report I – Historical Committee  
IBT Meeting, January 2016  
Rayne, LA

To: President Jim Schwerdfeger and Members of the IBT

From: Joe Peplinski, Historical Committee Chairman

Date: November 1, 2015

Thank you for the opportunity to become the sixth person to serve as Chairman of the WBCCI Historical Committee since this committee was first created in 1972<sup>1</sup>. I hope to bring a new energy and continuity to this position after becoming the third new Chairman in the past 5 years. I am in the process of developing a long term plan that includes more frequent communication of Airstream and WBCCI history coupled with better organization and preservation of materials in the WBCCI Archives. The long term goal is to digitize materials in the WBCCI Archives and make them available to all WBCCI members.

Regarding communication, beginning with the November 2015 edition of the Blue Beret, I have started a monthly recurring column titled “Historically Speaking” to highlight interesting bits of Airstream and WBCCI History. I also intend to submit frequent historical articles to the WBCCI News & Views email newsletter as well as the Vintage Airstream Club email newsletter. I also am working on a plan to refresh the WBCCI Bulletin Board and Display Cases in the Airstream Service Building to better inform Airstream owners of the many benefits of WBCCI membership, highlighting not just our caravan history, but also our units, rallies, intraclubs, courtesy parking, Airstream Park discounts, and other benefits.

In October 2015, I spent over two weeks in Jackson Center reviewing the WBCCI Historical Archives to get an understanding of their contents, organization, and condition as well as to research historical topics for future Historically Speaking articles. During this visit, I met with Karen Kist of the Airstream Marketing Department and received a personal tour of the Airstream Company Archives. Their use of archival quality materials and procedures for the preservation of documents, 16mm films, and other materials and their full index of all the materials in their archives is impressive. Karen shared with me much information regarding the materials and processes they employ in their archives. We may be able to implement many of these items in the WBCCI Archives. I will continue to nurture this relationship so that we might be able to share historical materials between our two archives in the future.

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<sup>1</sup> A WBCCI History Committee was first proposed at the February 18, 1972 WBCCI Executive Committee Meeting. It was approved as a Special Committee at the July 5, 1972 IBT meeting and was finally instituted as a Standing Committee at the June 22, 1974 IBT Meeting.

After review of the WBCCI archives, it is clear that one of the most immediate needs is better organization. What I found was a great many cases of photos, newspaper and magazine article clippings, caravan rosters, and other materials in binders that were labeled for completely unrelated subjects. Some photos are mislabeled as to what is actually shown in them. These issues make it very hard to locate historical materials of interest when doing research. Reorganization of these materials into a consistent and logical order along with the creation of a detailed index of these materials must be the first priority.

The review of the WBCCI archives also showed that many materials are deteriorating. These materials should be transferred to proper acid free archival quality sleeves for their long term preservation. Archival quality cotton gloves must be implemented when handling these materials. I intend to research proper archival preservation sleeves, binders, boxes, and gloves with the intention of submitting a budget request for these materials in 2016.

Digitization of paper materials in the WBCCI Archives can only realistically be initiated after the materials are properly organized, indexed, and preserved. I do not expect we will be ready to begin this process in 2016. When appropriate, I will work with the ECC to determine where and how the digitized materials will be stored, and I will staff a team of club members to assist with the digitization activities.

Digitization of the 16mm films in the WBCCI archives may be a different matter. During my visit in October, I reviewed and cataloged these materials and found a variety of films, that based upon the labeling on film cases and reels, ranged from WBCCI Rally promotion films, to professional films of International Rallies and caravans, to home movies of historic caravans. Luckily, these films generally had little to no vinegar smell that would indicate an advanced state of deterioration, but I still think we may want to consider converting some of them to a digital format in the near future. I intend to research our film digitization options. Perhaps once digitized, copies could be made available for sale in the WBCCI Store to help pay for the cost of conversion. This topic will take more research before an action plan can be made.

Respectfully submitted,

Joseph Peplinski #6768  
Chairman, WBCCI Historical Committee

TO: Jim Schwerdfeger

RE: 2016 Winter IBT Legislative Report

Richard Jirus

International Legislative Chair.

2016 Winter IBT report

I used to get weekly newsletters from the RVA, (Recreational Vehicle Association) about legislative information that was significant to Airstream travel. They have changed their format to only include business information in their newsletters, and a different source was needed for me to get legislative information. Steve Piotrowski, trailer # 2900, who is a former congressional assistant, put me onto another source for legislative information. But first I need to mention that if the information is vital and timely, I can send it direct to Carolyn Beardshear, trailer # 7982, who can post it on the Airstream web site. This was the emergency case recently when the rain fall deluge in South Carolina, and the forest fires in the west closed some national campgrounds. I sent the information to Carolyn who posted it on the Airstream web site so our members could check to be sure the campgrounds they were planning to use was still available. This avenue for information is still available to me.

The most significant legislation to pass congress is the FAST Act. This is the long term funding for road repairs. The funding will increase roughly 11 % over the next five years, but more important, state projects can now go forward to fix highways and bridges.

The "Takata" safety belt recall was also in the news in 2015. If you question whether your car is on the recall list, use the web site, [www.safecar.gov](http://www.safecar.gov). You do need your car's VIN number to check if it out.

There are three new DOT terminologies I want to mention. The first is "Road Diets." The term refers to new ways for low cost lane reallocations. This does include roundabouts, but may also include ways to change lanes at intersections. State dots will be included in the designs of these new "Road Diets." The second term is TIGER. This stands for Transportation Investment Generating Economy Recovery. The words describe the process. Money from the federal government is used to help areas invest in transportation projects to help economic recovery. As an example \$5 billion dollars was allotted to South Carolina to rebuild roads and bridges because of the heavy rain earlier this year. The final program is called BATIC, build America transportation investment center. This program allows combined investments by the federal government, state and local governments, and even some private investment. Design work will include the best information available from all sources, governmental or private.

Finally, the federal DOT is investigating ways to include the arts and music to your traveling miles. The program does not yet have a way to get there, but it is working on it. Rather than passing through or around areas of cultural interest, the DOT would like to take vehicles through areas like New Orleans, or Memphis. This is a new program so be patient.

IBT Winter Meeting January 2016, Rayne LA

To: INTERNATIONAL BOARD OF TRUSTEES

From: LONG RANGE PLANNING COMMITTEE CHAIRMAN, Jim Cocke

Committee Members: Don Hetzler; Jim Johnson; Joanne Miller; Jay Thompson

Ex Officio Members: Barry Bell; Lori Plummer

### **Responsibilities:**

This committee will develop a vision for the Airstream Club and the long range plan for attaining that vision. The committee's Long Range Planning scope is well beyond any single year.

Members of this committee are dedicated to long range improvements that will:

1. Increase value of membership for Airstream owners;
2. Enhance the ability of the club to attract and retain new members; and
3. Improve club operations and governance.

### **Progress to date:**

The Long Range Planning Committee has diligently worked on its tasks. The Committee met via teleconferencing numerous times since it was appointed July 2015. We reviewed the Club Vision and numerous documents including the 2020 Committee reports, International Past Presidents' planning reports and others, to develop the charter. We then began developing a Strategic Plan. The Committee is dedicated to building the Long Range Plan and a roadmap for moving the Club forward over the next 10 years.

### **Direction for upcoming period, mid-winter to IR:**

1. Finalize the Strategic Plan;
2. Present near-term initiatives to the IBT;
3. Prioritize Goals and Objectives for using the Strategic Plan as a guiding document for the Club; and
4. Provide to the 1st Vice-President information to help develop the President's next year business plan.

*"When people start to think that what they did in the past is perhaps even better than what they do now, they should stop."* [Karl Lagerfeld, Fashion Designer, NY Times interview, 03 Mar 2015]

# Marketing Committee Report

## IBT - Rayne, Louisiana

**Date: January, 2016**

**To: President, Jim Schwerdfeger- International Board of Trustees -WBCCI Members  
IBT-Meeting, Rayne, Louisiana**

**From: Fred Richardson, Chairman Marketing Committee**

**Subject: Report of Marketing Committee**

Marketing has zeroed in on Airstream websites for our banner ads to give the most return for the monies invested. Those sites include: AirForums, Airstream Classifieds, and Vintage Airstreams. I have signed the WBCCI up for ads to be displayed to potential WBCCI members, current airstream owners and Airstream owner wannabes. I was able to keep the same rates. That rate will be honored in the coming fiscal year if the board approves the proposed budget for Marketing in 2016-17. Web stats show that our banner ads were displayed more than 18 million times resulting in 12,800+ clicks to the WBCCI website.

While I've been Marketing Chairman, I have been diligent to get the most return for the money invested and am happy to report that by keeping on top of the dollars and the banner ads, we were able to get a credit of just over \$4170.60. Andy Robinowitz, owner of the Airstream websites is a very honest man and following his own audit he presented me with the credit. I had that credit applied to our current billings from Social Knowledge so that we would not need the total \$12K+ dollars that the board approved for Marketing this fiscal year. The following is a breakdown of those normal ad rates.

**AirstreamTrailers.com - \$100/month**

**AirstreamClassifieds.com - 650k Impressions, 43k Airstream shoppers each month,  
\$292/month**

**AIRForums.com - 1.1 million Impressions, 121k Airstream enthusiasts each month,  
\$500/month**

**Marketing agreed on a \$700/month 22% discounted rate. That means the average monthly cost is now as follows:**

**AirstreamTrailers.com - \$78/month**

**AirstreamClassifieds.com - \$229/month**

**AIRForums.com - \$392/month**

**Marketing highly recommends that when the budget committee meets that they consider continuation of the monies needed to maintain the ads along with the online Blue Beret for the year 2016-17 not actual dollars spent as the credit will show.**

The Blue Beret online continues to have the Best in Class for Best Cover and Most Engaging for like magazines...see the attached report. Most interesting is the fact of where readers are seeing the BlueBeret online from...83% of them are from embedded links, most probably from units websites, the WBCCI website and others. Advertisers in the Blue Beret are growing..thanks to a great job of sales and professional graphic design from Deb and the other ladies at headquarters. With the links established at each marketing partners ad the advertisers are being exposed to an average of 39,000 visitors per month to the BlueBeretonline.

The Blue Beret Online continues to work as a very valuable sales tool for giving additional exposure to our advertisers in addition to the printed publication. Advertising revenue has increased with additional exposure and a great sales effort at headquarters. Plus, all advertisers in the magazine have a link established to put the reader at their doorstep. The most recent analytics show that the November, 2015 Blue Beret online has been opened 39,306 times with an average read time of 4:55 seconds. The average read is 150 per 1000 impressions. An impression is each time the Blue Beret was displayed to a user. See the attached graphic which rates the Blue Beret Best in Class (November issue) and the Most Engaging (April issue).

The social network continues to bring “life adventures” to members of the WBCCI with a growing number of participants on Facebook. The WBCCI Facebook page as of this report has 1543 “friends” where Airstreamers and people with related interests in Airstreaming visit and share their stories, outings and upcoming events. That is an increase of over 200 new friends since July 2015.

Respectfully submitted by the 2014-15 Marketing Committee,

Fred Richardson, Chairman  
WBCCI # 5195

I wish to thank the President and Executive Board for asking me to serve as Marketing Chairman for the past several years. The Marketing Committee has attained its original goals as set forth in my first report. This is notice that I will no longer be able to serve in this capacity after June, 2016, However, I will be available to assist and discuss any plans set with the new Marketing Chair to make a smooth transition. It is my hope that you will continue to utilize the above referenced plans to keep increasing the membership and providing information about our club that promotes fun, Fellowship and Adventure.



### Best Covers



150

Reads per 1000 impressions

### Most Engaging



4:55

Average time spent reading

### Reading Devices

See which kind of devices your readers are using



50%

Desktop



39%

Tablet



11%

Mobile

### Source

See where your reads are occurring

- issuu.com 17%
- Embeds 83%



Membership Committee Report "Q"  
Rayne, LA

To: President Jim Schwerdfeger, Members of the IBT  
and my fellow Airstreamers

From: Helen Bourgeois, Membership Committee Standing Chair  
Date: January 14, 2016

Thank you Mr. President for again allowing me to serve our great organization.

Our total membership count a/o December 31st. is 5,548. Compared to last year we have lost 655 members or a 10.6% decrease in total membership from last year. Our total membership is the lowest since prior to 2011. Current non renewals are 1,379. The highest since prior to 2011.

Retention is our goal. Let each and every one of us really work at it.

Respectfully submitted,

  
Helen Bourgeois

**Membership Processing Report  
As of December 31, 2015**

	YTD 2016	2015	2014	2013	2012	2011
<b>NEW</b>						
Members	662	1,107	880	705	481	470
Members at Large	55	73	64	92	102	113
Life Members	7					
<b>Total New Members:</b>	<b>724</b>	<b>1,180</b>	<b>944</b>	<b>797</b>	<b>583</b>	<b>583</b>
<b>RENEWALS</b>						
Members	4,210	4,336	4,168	4,110	4,245	4,466
Members at Large	250	290	336	330	336	368
Life Members	364	397	449	517	526	578
<b>Total Renewals:</b>	<b>4,824</b>	<b>5,023</b>	<b>4,953</b>	<b>4,957</b>	<b>5,107</b>	<b>5,412</b>
<b>REFUND OF MEMBERSHIPS</b>						
Less Refunded Dues @ \$32.50						
Less Refunded Dues @ \$65.00						
<b>Total Membership Count:</b>	<b>5,548</b>	<b>6,203</b>	<b>5,897</b>	<b>5,754</b>	<b>5,690</b>	<b>5,995</b>
<b>Total Membership compared to prev. year</b>	<b>655</b> <b>-10.6%</b>	<b>306</b> <b>5.2%</b>	<b>143</b> <b>2.5%</b>	<b>64</b> <b>1.1%</b>	<b>305</b> <b>-5.1%</b>	<b>545</b> <b>-8.4%</b>
<b>Previous Year End Membership Total</b>	<b>6,203</b>	<b>5,897</b>	<b>5,754</b>	<b>5,690</b>	<b>5,995</b>	<b>0</b>
<b>less current renewals</b>						
<b>CURRENT NON-RENEWALS</b>	<b>1,379</b> <b>22.2%</b>	<b>874</b> <b>14.8%</b>	<b>801</b> <b>13.9%</b>	<b>733</b> <b>12.9%</b>	<b>888</b> <b>14.8%</b>	<b>1,132</b> <b>17.3%</b>

Committee Report R  
Rayne, LA  
January 12, 2016

**TO:** Jim Schwerdfeger, President, WBCCI and the 2015-2016 International Board of Trustees  
**FROM:** Marque Mooney, Chairman, National/Special Event Standing Committee  
**DATE:** January 12, 2016  
**SUBJECT:** National/Special Event Standing Committee Report

1. The following is the National and Special Event Rally Report for those rallies held June 1 to December 31, 2015.

Region	Rally	Type	Dates	Units	Financial Report (Profit/Loss)
11	Santa Fe Experience	Special Event	July 8-12	24	\$734.64
10	Potlatch & Salmon, WA	National	August 3-9	10	<\$437.00>
3	Old Time Fiddlers/Galax,VA	Special Event	August 3-10	74	\$230.86
11	Yuma Old Threshers, CO	Special Event	September 10-13	*	*
10	50 <sup>th</sup> Annual Pendleton Round-up Rally, OR	Special Event	September 14-20	50	\$1,866.69
4	52 <sup>nd</sup> Annual Swiss Festival, OH	National	September 26-October 4	*	*
11	Antelope Rally, WY	National	September 23-27	*	*
6	Storytelling Festival, TN	Special Event	September 30-October 5	18	\$496.70
11	Albuquerque Balloon Fiesta Rally, NM	National	October 2-6	150	\$6.61
10	Sun Valley Jazz Jamboree, ID	Special Event	October 10-18	24	\$136.00
12	Rose Parade, CA	Special Event	December 28-January 1	27	\$452.60

\* Final Reports were not turned in by press time.

\*\* Final Report for the Rose Parade Rally was not available at press time.

Thank you, President Schwerdfeger, for the privilege of serving WBCCI.

Committee Report R  
Rayne, LA  
January 14, 2016

**TO:** Jim Schwerdfeger, President, WBCCI and the 2015-2016 International Board of Trustees  
**FROM:** Marque Mooney, Chairman, National/Special Event Standing Committee  
**DATE:** January 14, 2016  
**SUBJECT:** National/Special Event Standing Committee Report

1. There are no National or Special Event Rallies scheduled between January 1, 2016 and June 30, 2016.
2. I am pleased to announce the addition of two new Special Event Rallies this year. The **Monument of Peace Rededication Rally** is scheduled for July 21<sup>st</sup>-July 25<sup>th</sup> and the **Tall Ships Rally** is scheduled for August 17<sup>th</sup>-August 21<sup>st</sup>. A big Congratulations to the folks in Region 7 for all their efforts in bringing WBCCI these new Rallies.

Respectfully Submitted,  
Marque Mooney, Chairman

Public Relations Committee Report T  
IBT Rayne, LA  
January 10-14, 2016

To: Jim Schwerdferger, President, IBT and WBCCI Members

From: John Frerking, Chairman, Public Relations/Rally Promotions Standing Committee

Promoting the 59<sup>th</sup> International Rally at Lewisburg, West Virginia began immediately following the closing ceremonies at Farmington, New Mexico. Three articles in the "Blue Beret" have highlighted various features of visiting this beautiful area.

Contact has been made and will be ongoing with the West Virginia Greenbrier Visitors Center and the Chamber of Commerce. Both organizations have provided support and were happy to be welcoming WBCCI to the area in 2016.

Thank you to our ECC committee for their ongoing support of all promotions of the International Rally.

Thanks also to Kristi Godby of the Greenbrier County Convention and Visitors Bureau in Lewisburg for her information and suggestions. Future articles in the Blue Beret will highlight stories on outdoor activities, entertainment, tours and scenic drives.

Contact will be made with the Lewisburg local media in early March to further promote our Rally to the public in the area and to promote WBCCI as an outstanding and exciting caravan club.. A complete media package will be prepared to properly introduce the WBCCI to the surrounding community. It is anticipated that we will receive favorable and positive comments on our rally and the WBCCI.

We have wonderful facilities and an outstanding area to visit. This rally promises to be one of the best. We are on the way to an excellent attendance!

**Because We Can!**

Committee Chairman Report V  
Rayne, LA  
December 10, 2015

To: President Jim Schwerdfeger  
International Board of Trustees

From: Gail Harrower, Chair  
Vern Zink, Don Thomson, Chris Wells, Linda Agre and Jerry Larson,  
Committee Members

Subject: International Peace Garden Monument Project

At the January 2012 IBT held in Hattiesburg, Mississippi, the IBT approved the formation of the "International Peace Garden Monument Committee". Our mission was to restore and replace the original monument that was donated to the International Peace Garden by the WBCCI during the 18<sup>th</sup> International Rally held in Brandon, Manitoba with Mr. Bruce MacLean, the 20<sup>th</sup> International President of the WBCCI. There were over 1,000 people in attendance at the Dedication Ceremony on June 27, 1975.

At the January 2016 IBT being held in Rayne, Louisiana, the committee is very excited to report that the North Dakota Peace Garden Unit, Region 7 and the WBCCI will be presenting to the International Peace Garden on July 24, 2016 the magnificent "Monument of Peace." This is a WBCCI Special Event Rally with Region 7 as your hosts along with the North Dakota Peace Garden Unit from Thursday, July 21 to Monday, July 25, 2016. You are all invited to come and join us in the celebration of 200 years of PEACE between two great countries, Canada and the United States of America with the presentation of the Monument.

This truly will be the celebration of the century with the WBCCI presenting a powerful symbol of Peace to the International Peace Gardens for all the world to see for a very long time. This event is a "must" on every WBCCI Member's Bucket List.

Respectfully submitted,

Gail Harrower, chair

Special Committee Report W  
IBT Rayne, Louisiana  
January 14, 2016

**Wounded Warrior Project Report**

To: President Jim Schwerdfeger, Members of the IBT and members of WBCCI

From: Janie Haddaway, Wounded Warrior Project Chairman

Mr. President our members continue to contribute as their families and love ones continue to serve our great country. Since April, 2015 to the present date our members have contributed \$7,856 that I have record of. I do know some units and individuals have sent their donations in and I have no record of these. Since WBCCI started contributing to this project in 2013 our members have donated over \$80,000.

Thank you for the opportunity to serve our club and our Wounded Warriors.

Respectfully submitted,

*Janie Haddaway*

Janie Haddaway

## **INTERNATIONAL OUTREACH COMMITTEE REPORT**

To: President Jim Schwerdfeger, Members of the IBT and members of WBCCI

From: Louise Humble, International Outreach Chairman

The International Outreach committee, under the direction of International President Jim Schwerdfeger, began its work on July 5, 2015. The goal of this committee was to see if there was any interest in the formation of an overseas WBCCI unit or units.

Initially, contact was made with every overseas dealer of Airstreams. From those contacts, two responses were received. Several communications were exchanged but the basic message from both dealers was that until some benefit could be offered to overseas members, the dealers did not feel comfortable publicizing the club. Both realized the history of the club was important to some Airstream owners, but did not feel that this was enough to assist us in trying to attract members.

Emails have been sent to all present and past members of record of the Australia Unit as well as the Australian dealer. Responses have been received from a very limited number of the members but one of their main items of contention - as for all overseas members - is that there are no benefits for them as members. It was pointed out that they can have rallies and caravans on their own without having to pay WBCCI dues. In the USA and Canada there are discounts that are available yet these same discounts are not available to members in other parts of the world. I would suggest that the lines of communication be kept open in Australia as our WBCCI office receives inquiries periodically from Australian Airstream owners who are interested in membership in the organization.

Contact was made with European Airstream owners whose names were given to me by WBCCI members and by the WBCCI office in Jackson Center. From these contacts it was determined that there was a group of owners who were very interested in forming a WBCCI unit in Europe. One member of this group, Ian Jamieson, has been my main contact and has worked with Lori Plummer in the WBCCI office to fulfill all necessary requirements for a European Unit.

The constitution and bylaws of the WBCCI Europe Unit have been approved by the CBL committee and the unit has been granted a provisional charter by the Executive Board. Lori has facilitated the appropriate measures to allow overseas members to sign up on line while the ECC has helped the unit to set up their website as well as adding the unit to WBCCI.org.

I would like to thank President Jim Schwerdfeger for promoting the idea of an International Outreach Committee, the several members who offered their help on this committee and who supplied me with some of the contacts in overseas countries and Justin Humphreys



who allowed me to use his name as a form of reference when contacting overseas dealers. Thanks also go to Carolyn Beardshear and the ECC for helping to get the WBCCI Europe Unit on line and on WBCCI.org.

But most of all I want to thank two outstanding people. Stateside, I cannot thank Lori Plummer enough. Without her, this process would have taken so much longer to accomplish and would have been so much more frustrating.

In Europe, I want to thank the driving force behind this whole process - Ian Jamieson. Ian and his wife Ariane are full timers from the UK who are now spending time in the south of France. Ian has always had his paperwork ready, his thoughts organized and his lines of communication open. His enthusiasm is unlimited and he and his group are ready to become the WBCCI Europe Unit!

There is one action item: The WBCCI Europe Unit requests the approval of an official charter at this IBT meeting.

This concludes the work of the International Outreach Committee whose sole objective was to see if there was any interest in the formation of an overseas unit or units.

Thank you, President Schwerdfeger, for allowing me to serve.

Respectfully submitted,

*Louise Humble*

Louise Humble  
International Outreach Committee

Mid Winter IBT Meeting, January 14, 2016, Rayne, LA

TO: International Board of Trustees

FROM: IR Site Selection Committee

The International Rally Site Selection Committee has been engaged in an effort to establish a spreadsheet of suitable sites across the US and Canada that may be drawn from to select locations for the International Rallies. We have solicited information from Region Officers and have identified approximately two dozen sites that are viable, at least a few in all geographical areas.

We are working with the International Officers currently searching for suitable locations.

I would like to thank the committee members, Jerry Collins, Matt Hackney and Don McKelvey for their help in this process. I would also like to thank International President, Jim Schwerdfeger, for the opportunity to serve.

Joe Perryman

Committee Chair