

Committee Report H
Gillette, Wyoming
June 27, 2014

To: International Board of Trustees

From: Linda G. Amme, Family and Youth

Re: Board Meeting of June 2014

Thank you for the opportunity of serving as the Chair for the Family and Youth Committee. We are looking forward to the rally and the plans we have for the youth/teens even though the numbers are small. Past experience has shown that the numbers multiply once the rally starts although this year with schools along the Atlantic Coast not getting out until the 27th, it may not increase. We are encouraging those who do come to participate in the contests throughout the rally.

We are again planning to collect stuffed animals for the kindergarten children and other organizations in the area. We will be collecting the Common Cents again to support a child identified by the local agencies as in need of financial help for other than covered medical needs. We thank, in advance, all those regions, local clubs and individuals who contribute to this worthy cause.

Unfortunately, we had to cancel the Teen Queen Program as there were only two applicants. We will try another year to promote the program. Hopefully word will spread through the region officers to the units to participate in this program. We ask for your assistance.

We look forward to the possible change of dates to later in July to help with the attendance of the youth and teens as well as with all those who are involved with the schools. When school gets out so late and the staff has two dates after that date, it makes it impossible to get to a rally starting on the 27th or 28th of July.

We are here to help your units encourage the younger families to participate with ideas and suggestions in doing so. Please feel free to contact me for any assistance you may need.

Again, thank you for allowing me to serve.

The current balance of the Common Cents account is \$17,647.41.

Marketing Committee Report Gillette, Wyoming - June/July, 2014

Date: May, 2014

To: President, John Stumpf- International Board of Trustees -WBCCI Members

International Rally - Gillette, Wyoming

From: Fred Richardson, Chairman Marketing Committee

Subject: Report of Marketing Committee

The Marketing Committee, consisting of Rhonda Coleman, Randy Godfrey and I continue to use the electronic industry as a great marketing tool for the WBCCI and reaching new, potential and current members of our club. Rhonda is very active in handling the Twitter account, Randy is working the Facebook page for our club and I remain active on the Airforums website with comments and rotating advertisements encouraging people to join the club. The results are a growing positive influence and a bottom line of increased membership that is ahead of our membership growth from this same time last year. *According to records at headquarters, as of this writing in May, we have added 944 new members this year since last July 1st. With the efforts of all committees, members and leadership we have overcome our dilemma of getting new members...now our efforts should concentrate on ways to retain memberships as we continue to grow our membership base. This is the area the Marketing Department will focus on this coming year.*

As Marketing Chairman, I took a look at "long time goals" that my committee first established in our first report while in it's infancy in 2009. Here is what we proposed at that time.

1. Fun, Fellowship and Adventure Marketing;
2. A Blue Beret Overhaul with the ability to view in color online the latest Blue Beret magazine while maintaining its integrity of serving the club news with caravans and unit activities;
3. Develop and implement software for prospective members to Join Online;
4. Create sign up forms for new/used Airstream purchases, and have them included with new owner packets. Develop a membership sign up form/brochure to go with it outlining the lifestyle and the benefits of the WBCCI;
5. Develop Bumper Stickers;
6. Overhaul the Website
7. Set up a WBCCI social media outlet on "Twitter" and Facebook;
8. Creative Ad Development; and
9. Promoting our Big Red Numbers through ads and media coverage

Through the efforts of many talented WBCCI volunteers, the ECC committee, the Membership Committee, the Marketing Committee and positive leadership, we are seeing the fruits of our goals.

Marketing continues to place banner advertising on 5 different Airstream websites that is reaching actual Airstream owners and/or Airstream owner wannabes. We continually work to develop newer ads for the websites. To view the ads just go to airforums.com and see the right hand side. Each ad calls for joining the WBCCI. In the forum discussions almost all of the comments about WBCCI have been positive.

The banner ads that have been rotating on the home page of the Blue Beret Magazine continue to work as a sales tool for giving additional exposure to our advertisers in addition to the printed publication. Plus, all advertisers in the magazine have a link established to put the reader at their doorstep. The most recent Google analytics show that in the first 15 days of May, 2014 there have been over 22,000 page views online of the blueberet, 56% of the readers are new while 44% are returning readers. Unique visitors continue to rank in the 25 to 30 thousand monthly visits.

Marketing Committee member, Rhonda Coleman and Dale Schwamborn (Wally's nephew) have been supplying photos and articles for foreign journalist of WBCCI world wide events of the past. This effort is right in step with Airstreams efforts to market the Airstream brand Internationally...

Creative Ad Development: Ongoing.

Respectfully submitted by the 2013-14 Marketing Committee,

Fred Richardson, Chairman
WBCCI # 5195