

February 2019 Region News

Mid-winter IBT Meeting and Moving Our Airstream Club Forward

One of my many takeaways from the recent Mid-Winter IBT meeting held down in Robertsdale, AL, was how much our Club is growing... in numbers, enthusiasm and action. "Moving WBCCI Forward" was the theme of a Team that formed several years ago to promote positive, meaningful change in the Club. That theme was fully on display at the meeting in Robertsdale.

With that same theme in mind, we are continuing our own *Renew Region 2* campaign with a "New Year" enthusiasm. 14 of our 16 units have just completed a transition to the new airstreamclub.net domain and the Central PA Unit is now officially the Central PA Airstream Club. Congratulations to Pres. Carey Boland and Central PA...way to go! Both these accomplishments embrace the Airstream Club's re-branding efforts to more closely align ourselves with the most recognizable RV brand in the industry, the iconic *Airstream*. I want to see all Units in our Region take advantage of our unique and valuable relationship with Airstream and add "Airstream Club" to their names. And the IBT just made that change a whole lot easier for the Units to accomplish...

A motion was presented and approved at the meeting to streamline the procedure for a Unit to request a change to their name and/or design of their logo, flag and/or membership badge. Now your motions for changes can be submitted for approval in between IBT meetings. No more needing to wait the 6 months between meetings to facilitate a change in Unit branding! Please contact me for more details on how to make the changes in your Unit. Let's go...who's next?

The biggest and most important action taken at the IBT meeting was an approval to start a multi-phase Technology Project for the Club. The first

phase will provide a new, modern public facing website for the WBCCI. The second phase will include a membership management database solution for Headquarters and a self-service portal for our Regions, clubs, Intra-clubs and members. The result will be a modern, appealing and easily navigated site that will attract more and more *Airstream* owners to the Club. A new database system will allow our staff at Headquarters to provide additional services to our members in a timely and efficient manner. Won't it be great to be able to update your own Unit's activity calendar, make last minute changes in dates or locations of events, access membership rolls to aid in renewals, create and update member profiles, etc. All of that and more is in the works!

It is an exciting time to be a member of the Airstream Club. Will you join us in our *Renew Region 2* campaign and continue Moving our Airstream Club Forward? I'm counting on it!