

Region 2 News February/March 2020

The Mid-Winter IBT meeting held in Las Vegas last month is now in the rearview mirror and the kickoff of Spring camping season is up ahead and coming on FAST. The calendars of our local clubs reveal many, many camping opportunities to look forward to. Maintenance Rally, Unbutton Your Rig Rally, Spring Rendezvous...whatever your club calls it...mark up your calendar now and start counting down the days to that first outing. I know I am!

Speaking of the Mid-Winter IBT Meeting, much was accomplished during those 3 days in January. Congratulations to the clubs who had their name changes approved, including our own Al-Mon-O Pennsylvania Airstream Club. I know of several more in our Region who have or are in the process of voting on a name change. Over 75% of the local clubs in our WBCCI have made the change so far. There were several motions approved that make continued improvements to our Constitution and Bylaws, with the intent to “clean up” verbiage and complete the reformatting of the documents. The goal is to have a clean, “searchable” Constitution and By-Laws on our Club website, with policy and procedures separated from the basic foundational documents. Those approved motions will be presented for Delegate voting at the International Rally this summer out in Loveland, CO. A full slate of International Officers will also be presented for Delegate voting as current Region 1 President Per Hamnqvist #285 has accepted nomination to the office of International 3rd VP. Congratulations, Per! Additionally, the IBT voted to approve the new colorful AIC (Airstream Club, Int’l) marketing logo as one of three (3) official emblems available for club use. Look for that new logo and brand guidelines to be available for widespread download on airstreamclub.org soon.

At our Region Officers forum, I was proud to have presented a discussion paper titled “*The Airstream Club’s Brand and Member Benefits*”. Written in collaboration with Mid-Atlantic Airstream Club President, Jonathan Jacobs #2784, the paper put forth for discussion the need to increase our Airstream Club’s member benefits. I presented and discussed our ideas on how to expand Member Benefits and add value to our Club brand. The paper and the ideas proposed were well received, stimulated some critical thinking and prompted a lot of good questions. We will continue to push for expanding the benefits of Club membership by offering and promoting those ideas such as product and service discount programs, insurance partnerships, travel services, a branded rewards credit card and educational opportunities, to name a few. I want to thank Jonathan for his help and contributions to the effort.

The new Club website continues to fill out, with more content and additions to the calendar of events. Remember, all local clubs are responsible for adding their planned activity info directly to the website. I recently sent out a reminder and included instructions on how to access and edit your calendar. Any questions on that procedure, please let me know. Transitioning our local club websites over to the new web format will begin this Spring and will be done in waves. There will be three modern, easy to implement brand-consistent templates for both Region and local clubs to use in updating their websites.

Work on the new membership data base and other items included in Phase 2 of website improvement is also under way, including a self-service member portal. Members will be able to create and input/change/update info in a “log-in, member only” secure personal member profile. Also in the works is a new process for signing up for Caravans, including secure online application and registration, plus a centralized banking and payment process. It was reported that there are twenty (20) National Caravans being offered in 2020, the largest number ever offered by the Airstream Club!

The biggest take away from the meetings in Las Vegas is that our Airstream Club is in the midst of its largest modernization and transformation in years. We are fortunate to have a dedicated core of talented members, all volunteers, who work countless hours to the benefit of our Airstream Club and its growing membership. Lori Plummer, our Corporate Manager, and her staff do an awesome job, day in and day out, for our members. It is exciting and impressive to see the improvements being made and those in the pipeline soon to come. Stay tuned!

I am pleased to introduce Lea Plant #2256 as our new Region 2 Membership Chair. Lea is a Past-President of the Watchung NJ Airstream Club and is also Past-Editor of their club’s award-winning newsletter, *The Hillbilly*. Lea will be working to help our local clubs by acting as a liaison to Headquarters and by bringing information and ideas for club growth. I know she will do a great job and I thank her for volunteering. I am also pleased to say I have spoken with several people interested in becoming Region 2 Officers. I am confident that we will install a 1st VP in May at our Region 2 Rally in Kingston Ontario, Canada and then a 2nd VP by the end of the year. I am grateful for those who have stepped up and expressed interest in continuing our efforts to **Renew Region 2** and are dedicated to making our Region and Club the best it can be.

Finally, an update on our 2020 Region 2 Rally. On January 15th, we stopped taking registrations and started a waiting list as we were at capacity and had filled all 108 sites at Rideau Acres Campground. Since that time, we have been given a few more sites, had some cancellations that we then filled from the wait list and are now at **119 rigs registered!** Thank you for the tremendous response to the Rally and many thanks to the Ontario Club #124 for all their work and support. It is going to be awesome! Roll on, Airstreamers! **Rich Short #1512**



Heritage WBCCI Emblem



Wally Byam Airstream Club



Airstream Club, Int'l

No matter which name you use **There is only one Airstream...and one Airstream Club!**