



Airstream Club International

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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AIRSTREAM CLUB LEADS THE WAY FOR CAMPING COMMUNITIES WITH ANNOUNCEMENT OF 68th INTERNATIONAL PRESIDENT, ERIC McHENRY

Newly installed president, Eric McHenry, has plans to re-focus the club toward more strategic planning with Airstream Inc. in his coming year of leadership.

JACKSON CENTER, Ohio – Airstream owners everywhere are flocking to join the Airstream Club, and there’s a lot to be excited about in the Club’s near future. The Club installed it’s 68th International President, Eric McHenry, at the end of July. McHenry has hit the road running with new ideas that are noteworthy for the RV Industry as a whole.

As business sectors everywhere focus on community-building to share best practices, start conversations and engage with people all over the world, Airstream Club is taking a hard look at much the same as an established leader of RV communities. The club is the oldest single-branded RV Club in the world and was founded on a Canadian caravan in 1955. Over the years, the Club has remained a steadfast source of local, regional and national rallies and caravans: a catalyst for members journeying across all parts of the United States and Canada.

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Yet in recent times, the club's number of caravans and national event dates have lessened. It's certainly not due to the number of Airstream owners lessening, nor is there any question to the unrivaled quality of once-in-a-lifetime travel experiences that continue to be had on these Airstream Club adventures.

"What it comes down to is taking a good hard look at all segments of the population," said McHenry, "...and to have the ability to understand and react to the desires of our growing and diverse membership base," the new club president said.

McHenry added that he, along with the full international board of trustees including 12 Region Presidents, will be working on a collaborative multi-year strategic plan. To help make this happen, the board is holding a multi-day meeting in the spring at the Airstream Inc. corporate facilities in Jackson Center, OH.

McHenry said there are plans for the Club's board of trustees to meet with key Airstream leadership to help strategize on collaborative opportunities and initiatives. The International Club has 103 local clubs and eight interest-based clubs that keep Airstreamers meeting up for rallies and special events throughout the year.

"We've heard over and over that our local clubs need help learning more about best practices on events and rallies, how to engage their members better, how to train new rally hosts and how to start "newbie rallies'," said McHenry.

"So we need to continue delivering on communication in ways like webinars and social media to better reach our members and potential members." McHenry explained that the board will be looking at ways the Club can focus on more offerings that are

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attractive to working members and members with kids.

“We have a ton of unique member benefits,” said McHenry, “and as a board we need to focus on the need for community outreach and collaborative decision-making as we move ahead.”

ABOUT AIRSTREAM CLUB INTERNATIONAL:

Airstream Club International (ACI) is a non-profit organization with headquarters in Jackson Center, Ohio. The club originated when Wally Byam, the inventor of the Airstream, first led a group of travel trailers from Texas to Nicaragua in 1951, followed by subsequent caravans that encouraged people to get out and use their travel trailers.

In doing so, Wally inspired travel enthusiasts to see and enjoy the world, encouraging cross-cultural encounters, all the while using these environments to test the travel trailers he manufactured. On a caravan to Eastern Canada in 1955, the Wally Byam Caravan Club International (WBCCI) was formed.

The club was later renamed the Wally Byam Airstream Club and is currently doing business as Airstream Club International (ACI). Today, ACI holds hundreds of local club and regional rallies as well as dozens of local, region and national caravans to provide club members with many opportunities to carry on the tradition of discovering fun, philanthropy, camaraderie and adventure together while travelling in their Airstreams. The ACI Annual Rally is the club’s largest annual gathering and will be held in Rock Springs WY in 2023. To learn more, visit www.airstreamclub.org and follow ACI on Twitter, IG and Facebook [@airstreamclub](https://www.instagram.com/airstreamclub).

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