

The President's Month in Review

WALLY BYAM CARAVAN CLUB INTERNATIONAL

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Distribution...

This report is sent out as a PDF file only by e-mail, at the end of every month to: *The International 1st, 2nd, & 3rd VPs, Secretary, Treasurer, Immediate Past President (7), WBCCI Corporate Office Staff (4), Region Presidents (12), International Standing and Special Committee Chairmen (17), and Past International Presidents (15).*

**HOPE YOUR HOLIDAY SEASON
WAS A HAPPY ONE!!!**

HAPPY NEW YEAR...

As 2008 comes to a close and it's Resolution Time, join me in making this New Year Resolution:

Let's **"Be the Best We Can Be" for 2009.**

Joan's and my wish this season is that you will have a Very Happy Holiday Season and let us all look forward to 2009 with high hopes for a new and beneficial year for WBCCI.

New Year Plans...

The discounted 2009 Madison Rally Fees expire on January 1, 2009. However, there is still time to sign up for 30-Amp Electrical service before April 1, 2009. Our contract with the suppliers for our 30-Amp Electrical service need the number of Airstreams that will be connected in order to set aside the proper quantities of equipment needed. This 30-Amp Electrical service will permit you to run your air-conditioner, micro-wave, hair dryer, coffee pot, refrigerator, and various other electrical appliances. The 3-Amp Electrical service provided at no additional cost provides only enough power to keep your batteries charged and possibly run a small TV. It will not support a coffee pot, refrigerator, or other appliances.

ACTIONS COMPLETED...

President's Correspondence

Month	E - Mails		NewsLtrs		Phone
	In	Out	In	Out	Calls
Oct	299	98	34	5	86
Nov	281	97	46	6	32
Dec	267	96	48	5	45
3-Months	847	291	128	16	163

2009 Madison Chairmen Needs...

#	Committee
2	Aerial Photos
116	Games, Indoor
117	Geocaching
239	Region Officers' Spouse Workshop
292	Transportation, Shuttle
New	Bicycle Excursions
New	Jam Sessions

Statistics To-Date:

- Registrations - 576
- Airstreams - 555
- 30 Amp Power - 412 (72%)
- 3 Amp Power - 143
- Staying Off-Site - 21

The 2009 Rally Hotel...

The official 2009 Rally Hotel is the Clarion Suites Hotel at 2110 Rimrock Rd, Madison, WI 53713. It is connected by a climate controlled enclosed walkway to AEC's Exhibition Hall Lobby.

Call the Clarion at (608) 284-1234 for our special discounted hotel rally rates, reservations must be made by May 25, 2009 for the Best Rate (1-4 Nights), or by May 20, 2009 for an Even Better Rate (5 or more Nights). Confirm our special rates with the key phrase "WBCCI Airstream".

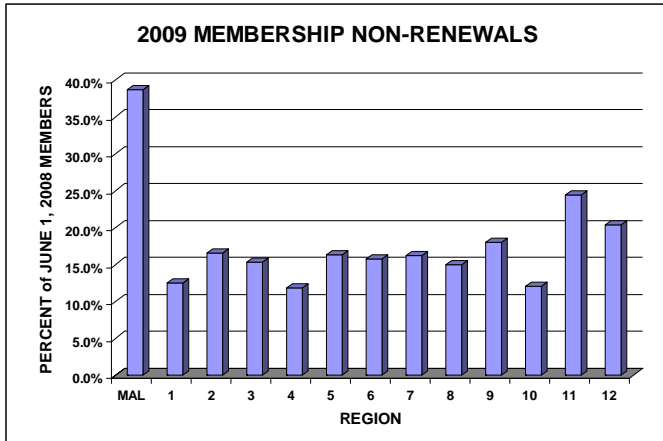
Included with your room are a complimentary breakfast and social hour (Mon-Fri), Complimentary shuttle to/from the airport, indoor pool and whirlpool, on-site fitness room and laundry, free high speed internet, microwave, refrigerator, hair dryer, coffee maker, iron and ironing board, Nintendo 64 and video player.

RALLY COLORS: CORAL, BLACK & WHITE

RALLY THEME: "BE THE BEST YOU CAN BE"

MEMBERSHIP NON - RENEWALS for 2009...

On December 18, 2008 the International and Region Officers received a Listing of Members that had not yet renewed for the 2009 year. A summary, by Region, of the total 1,276 non-renewals (1,029 Unit Members and 247 MALs) is as follows:



REGION	MEMBERS		PERCENT
	1-Jun-08	NOT RENEWED	
MALs	638	247	38.7%
1	303	38	12.5%
2	885	147	16.6%
3	1,129	173	15.3%
4	559	66	11.8%
5	391	64	16.4%
6	470	74	15.7%
7	191	31	16.2%
8	260	39	15.0%
9	606	109	18.0%
10	664	80	12.0%
11	405	99	24.4%
12	535	109	20.4%
TOTAL	6,398	1,029	16.1%
TOTAL w/MALs	7,036	1,276	18.1%

Note the higher percentage of MAL Non-Renewals as compared to Unit Member Non-Renewals. We need to involve our MALs more with our 'Airstream Way of Life' to reduce their high rate of non-renewal. There also appears to be 3 Sub-Groups in the Non-Renewal Graph above, 3 Units (Regions 1, 4 & 10) are in a low-percent group, 3 Units (Regions 9, 11 & 12) are in a high-percent

group, and 6 Units are in a mid-percent group (Regions 2, 3, 5, 6, 7 & 8).

Our New Member Recruiting has been very good with successful increases over the past several years. However, it is obvious we need to do much better in retaining our existing Members. They are leaving much faster than we can recruit new Members. The questions to ask are:

1. Are we doing everything we need to keep our current Members interested in our Unit and Club? I call this the "Walmart Syndrome" which means if we are not satisfying our customers (Members) they will not stay.
2. Are we effectively reminding our current Members when it is time to renew their dues? Are they sent reminders? Are they personally contacted by a phone call or in person? Just showing we care about our Members may be all that is needed. Help our Members, Unit, and Club by showing you care.

Each Region and Unit needs to understand why each and every one of their Members has not renewed for 2009. Our WBCCI "Way of Life" is just that. We need to keep our Member's who have lost spouses or who may have sold their Airstream and are no longer able to tow their Airstream (providing they do not own another RV) should be encouraged to stay involved with their Unit and attend their Unit functions by staying in a motel or visiting for part of, or all day. This reminds me of Bill Thomas' great theme, "*We Are Family*". Let us keep our special family together.

The Region 5 and 7 Newsletters indicate these Regions have taken action to address their Membership situation. Region 5 Membership Chairman, Bob Gregory has taken the Membership responsibilities and divided them between three people; the Region 5 Membership Chairman, a Membership Recruiting Sub-Chairman and a Membership Retention Sub-Chairman. Each of these three positions have different goals, objectives and responsibilities. Region 5's program has been in operation for a few months now and already has realized positive results. We have very talented Members working our Membership issues and I would encourage all Region Membership Chairmen to share their approaches with each other and to take the "*best of the best*" and let us grow WBCCI.