



Welcome to

WALLY BYAM CARAVAN CLUB INTERNATIONAL



The Official Airstreamers Club.



News and Views

An Informational Email from the WBCCI
Electronic Communications Committee

Issue # **3**

May, 2012

UPDATE REGARDING DON CLARK'S RESIGNATION

Many of you have heard either directly or indirectly from a message issued by Cindy Reed that Don Clark resigned his position as International 1st Vice President effective at 5:00 PM EDT on Monday April 9, 2012 for medical reasons. Don and Jan requested that information be sent with the simple stipulation that we accept their decision and pray for them as they returned to San Jose, CA, and his medical team for further diagnosis and treatment. Since returning to San Jose Don has been undergoing specific diagnostic testing and now knows he has cancer and that it is malignant. He will undergo one more test to isolate type, stage and define treatment. We will make further information available as Don knows and shares it. Please continue to pray for them and if you wish to send electronic communications continue to do it via Headquarters.

[Read More about Don Clark's Resignation](#)

Toward a More Dynamic WBCCI



This "News and Views" Issue focuses on innovative ways in which units and regions are attracting more and younger airstream owners to the club. We all know that WBCCI needs an infusion of 'young blood' if our club is to be healthy and dynamic. There is definitely a shift in the age demographic as new RV owners in their 40's 50's embrace the Airstream lifestyle, so adapting is the key to attracting new members.

Our club's purpose is to have something for all age groups to enjoy. After all, that's what Airstreaming it is all about, so a month ago all unit and region presidents received a

request to share their innovations. Here's what they sent us.

New Rally Schedules

Many units are adopting a new schedule for their rallies. The start day is moved from Tuesday to Wednesday (or Thursday to Friday for shorter rallies) and activities end on Monday instead of Sunday. Thus the main attractions of the rally will take place on the weekend. This gives those who are still working or have children/grandchildren in school an opportunity to attend and get the full rally experience.

13	14	15	16	17	18	19
					Unit Rally	
20	21	22	23	24	25	26
Unit Rally						

Marketing to New Members

From [Mona Heath](#), Oregon Unit 1st VP

Just over two years ago we launched a multi-tiered marketing plan to attract new membership, which has resulted in incredible membership growth over the last few years - our 150+ members are a mix of young professionals, outdoor enthusiasts, full & part-timers and those who've belonged to the WBCCI for 40+ years. It's been astounding to watch the new members soak up the history from our older membership and, in turn, to watch that membership become re-energized by the passion of new members.

Partnership: Our relationship with the local Airstream dealership has proven very rewarding for both the dealer and our Unit. A New AS Owner Letter from our Unit is given to each new owner as part of their purchase paperwork. It offers a \$25 discount on their first rally after they've joined our Unit. Additionally, we've installed a dynamic, informative display in the dealership showroom complete with visual banner, photo album and digital picture frame.

Our Unit is a welcome presence in the Airstream booth during RV shows.



Social Media: There are 52 individuals/businesses following our Twitter account (@WBCCIOREGON) and several members of our Unit are very active on AirForums.



With 197 "likes", our Oregon Unit Facebook page has provided a platform for curious AS owners to observe our interactions and has helped to increase our membership growth.

Note: Suzy Shepard from St. Louis will offer a seminar on personal and WBCCI use of social media at the International Rally in Sedalia. Check out the Sedalia schedule to find out where and when.

Postcards / Business Cards: We've recently created postcards welcoming new AS owners as well as Business Cards for our membership to share club contact info (email address, Facebook & Twitter accounts, web address).

Word of Mouth: The most valuable and effective resource of all; we're a fun-loving, easy going and welcoming group which manages to balance the

needs of our members without overly managing their valuable weekend time.

Rally Planning

From: [Brian McFarland](#), Northern Illinois Unit President

I am scheduling my rallies for the weekends, beginning on Fridays, but people can show up Thursday to help set up. I make a rally announcement flyer which I email to members. I then use the original email to add information about the developing schedule and the menu.

Instead of saying, members with names A-M bring a salad, members with names N-Z bring a vegetable, etc. I list the names of those coming to the rally, and list the dish I am bringing next to my name. The members reply-all to the email, adding their dish next to their name. You can then see what others are bringing and think of a complementary dish to bring. This happens through email two or three weeks leading up to the rally and really gets the members involved in the rally planning!

From: [Ann Newman](#), Central Indiana Caravan Chairperson

If your rally or caravan includes camping at a State Park that doesn't accept group reservations and you aren't thrilled about putting 15 campsites on your credit card, here's an alternative. This works particularly well for a "come and go" caravan.

We scout the campground in advance and choose which sites we want, then we publish the site numbers on our website. As members make their own reservations at the state park, they email our rally host with their site number and we publish it on the website. Everyone knows which sites are still free and who is coming to the rally.

Note: The last 2 strategies also work for supplies or equipment (firewood, grills, etc.).

Here's an example from the Central Indiana Unit website:

Campground (electric only): **Ouabache State Park**

You must make your own reservation. <http://indianastateparks.reserveamerica.com/>

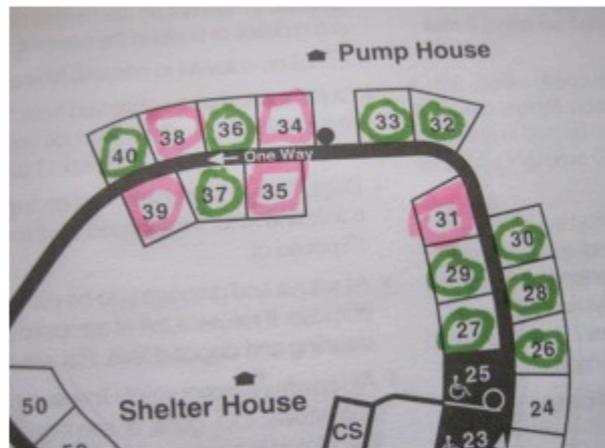
We are trying to reserve sites 26 - 40.

Site 26 - Barry and Karen B.

Site 30 - Don and Lana R.

Site 31 - Ann N.

Site 35 - Ron and Darlene G.



Short Sites are circled in Pink, Long Sites are in Green

When you have reserved your site, please notify Ann Newman and Carolyn Beardshear
cbshear2@aol.com We will post who is in what site so you know which sites are free.

Especially for Region and Longer Rallies

From: [Louise Humble](#), Region 5 President

Region 5 offers a **special weekend rate** for those members who can only attend on the weekend of the rally. We figure what expenses are for the weekend only (i.e, the Sat. night dinner, Fri. Sat. night entertainment, etc.) and pro-rate other expenses. That way there is an equitable rate for the weekenders and the rally fee is no longer an "all or nothing."

Parkers and greeters are available for late arrivals.

For Region Rallies, we schedule the business meeting on Saturday so that weekend attendees can attend

Some units appoint a "youth chairperson" to plan activities for kids at all the rallies.



What's New at the Florida State Rally?



From Rally Organizers: [Vic Smith](#) and [Larry Scovotto](#)

We want this to be a rally for ALL Airstreamers. **Membership in Wally Byam Caravan Club International is not required to attend this Florida Airstream RV Rally.** Of course we will offer folks an opportunity to join the club and hopefully many will.

Children under the age of 15 will be admitted free.

We have a new web site Airstream, [Florida State Rally Home](#) which contains the program schedule, Rally Mission Statement, **on-line registration with PayPal as an option**, seminar descriptions, seminar suggestions, and more. The site is updated as programs develop.

Registration

There are two options for registering . . . Online or via US Mail.

Online - To register and pay online, click on Online Registration, complete the form and Submit. You will be directed to our PayPal Account where you can pay with a credit card of your choice or use your PayPal Account. A PayPal Account is not required.

[Online Registration](#)

Via US Mail - Click on the PDF icon to download the Registration Form. Print the document, fill it in and mail it along with a check to the address at the bottom of the form.



[Registration Form](#)

Links displayed here are not live.



Our rally is now on **Facebook** where we can interface easily with the public.

Morning coffee and donuts are being replaced by a **healthier continental breakfast** as part of the rally fee.



Airstream related seminars will be presented on **Saturday and Sunday** so that weekend only attendees will get the full benefit of those seminars.

We will have an active presence on Airforums.com, which is currently the best place to interact with Airstream owners of all ages.



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