

New 2020 Directions

CODES:

ADM	= Administration
INT	= International Rally
ELX	= Electronics Incentives
COM	= Communications
MKT	= Marketing
MEM	= Membership
URC	= Units/Regions/Caravans

PENDING:

ADM-1 **Management.** WBCCI needs a mission statement with clearly stated goals and objectives. WBCCI leaders need to spend more time moving the club into the future. **PROPOSED TO JUNE 2009 DELEGATES MEETING**

ADM-2 **Master Plan.** Develop a 4-5 year plan to guide operations. Incoming president develop a plan of action for their year in office based on the long term plan, with specific goals and specific responsibilities for vice presidents, committee chairmen and Region presidents. **NEXT ACTION ITEM AFTER MISSION STATEMENT**

ADM-3 **Some “meat” on the table.** The International Board of Trustees spends an inordinate amount of time on governance at the expense of working to enhance the member experience. IBT needs to look outward rather than inward. **WILL COME WITH A MISSION & 4-5 YR PLAN**

ADM-5 **Committee Structure.** Needs more direction to support the long-term strategy. **WILL COME WITH A MISSION & 4-5 YR PLAN**

COM-4 **WBCCI Directory on CD.** As a cost savings measure that would also be a member benefit the WBCCI Directory could be produced part as a printed book and part as a CD in Word format. The printed book would include the alphabetical (with only the name, address, number and e-mail address) and numerical listing of members and other information used while traveling. All the other material would be provided on a CD attached to the book. The book size would be reduced by approximately 40 percent, for a significant printing cost savings. Producing the CDs would not be expensive. Postage cost would also be reduced. Plus it would be possible to add additional information that could be placed on the CD, including forms and other information that is provided on the Web site. **NEED A MEMBER ONLY AREA ON WEB**

COM-6 **Blue Beret by E-mail.** Deliver the Blue Beret electronically as a .pdf file, which would reach members three weeks earlier than by mail. The Blue Beret would not be sent as a total magazine but would be broken up into sections to expedite electronic delivery. Converting 500 members to a Web magazine would save the club approximately \$6,500 a year. **NEED A MEMBER ONLY AREA ON WEB**

COMPLETE or WORKING:

ADM-4 **Committee Reports.** The Chairman should summarize their report and spend time in discussion with IBT members on committee plans and effort to support the WBCCI mission. **ENCOURAGED AT EACH IBT BY PRESIDENT PRIOR TO COMMITTEE REPORTS**

ADM-6 **Mid-Winter IBT.** The Constitution gives the International President the option of canceling the Mid-Winter IBT meeting. With gasoline/financial challenges facing the club, exercising this option should be given consideration. It would amount to a \$17,000 savings. **MID WINTER IBT IS GENERALLY THE BUSIEST OF THE 3 IBTS – CONSIDERED ANNUALLY**

INT-3 **First Timer Mentoring System.** Develop to help make 1st Timers comfortable in this new and strange environment. Mentors should be available to answer questions, provide companionship and in general make 1st Timers comfortable and more willing to come back. **HAPPENING AT MADISON IN 2009**

INT-5 **Parking on Sunday**. No parking on Sunday is an inconvenience Sunday arrivals. Extend parking hours during the week so fewer people get stuck in the bullpen. **HAPPENING AT MADISON IN 2009 & NEED MORE PARKING VOLUNTEERS**

INT-6 **Opening Ceremony**. Many praise the Opening Ceremony but shorten it. **ON GOING**

INT-9 **Unit President's Dinner**. Schedule when arriving Unit Presidents, especially those on caravans, are able to attend. **HAPPENING AT MADISON IN 2009**

ELX-1 **Get rid of paper**. Take advantage of electronic opportunities to get rid of paper. Do a thorough analysis of the entire operation to determine where this strategy can be implemented. This may provide savings on several fronts transmitting information digitally can be an effective alternative to printing and mailing. This can also expedite communications. **ON GOING AT ALL LEVELS**

COM-5 **Web Site Advisory Board**. Create to monitor and generate information for the WBCCI site. **ELEX COMMS DOING**

COM-9 **WBCCI Action Line**. Create an Action Line to provide answers to questions members have. The questions can be answered both on line and in the Blue Beret. This is another example of interactivity that can created added value for members. **ELEX COMMS DOING**

MEM-5 **Reply Card With Letter in New Airstreams**. **DONE**

MEM-8 **Use the Media Kit**. **DONE & ON GOING**

NEEDS ACTION:

ADM-9 **Region Mentor Program**. Each Region and Unit should create mentors and maintain a regular contact within the Region to provide assistance, answer questions, make suggestions how the Units could be more effective and help implement the ideas. **REGION ACTION**

ADM-10 **Best Practices Program**. Conducted annual survey of Units with demonstrated successes by realizing membership gains to gather information on what practices make these Units effective. These Best Practices will be compiled and shared with the rest of the Units in WBCCI. At each International Rally a Best Practices Seminar will be conducted in which selected Units from those with membership gains will make presentations on their methods of operation. **NEED A VOLUNTEER**

COM-1 **Blue Beret Published by Airstream Life** – Enter into discussions with Airstream Life about publishing and editing the Blue Beret. Blue Beret would retain many of its unique and distinct features and its present format so its identity as a WBCCI publication would be retained. Advertising could be increased by selling the Blue Beret and Airstream Life in combination. Only 20 percent of Airstream Life subscribers are WBCCI members. Cross promotion of the two magazines could provide an enhancement for both. Joint mailing to members who subscribe to Airstream Life could result in postage savings.

COM-2 **Blue Beret and Web Site Synergy** – Focus on improving the synergy between the Blue Beret and the WBCCI.org Web Site so one is supportive of the other. This could include a page in the Blue Beret each issue with items that can be found on the Web Site and have a link on the Web Site that could be called “Coming Up In the Blue Beret” that would include information on the upcoming Blue Beret issues. **BLUE BERET/ELEX COMMS/MARKETING COMMITTEES JOINT ACTION**

COM-3 **Revamp the Web Site** - The No. 1 goal for WBCCI.org Web Site changes needs to be an increase in traffic visiting the site and the rate of return to the site, as well as the establishment of WBCCI.org as the “premier” site for WBCCI members. **ELEX COMMS/MARKETING COMMITTEES JOINT ACTION**

The goal of increasing site visitors and frequency of visits is not only to make the site more attractive for members but also to create a revenue stream by attracting advertising and participating in other E-Commerce activities.

Action items to accomplish these goals are:

- Design: Create a current look that is consistent with graphic images and identification of the club as a whole in all media.
- Content: Add constantly changing and updated information creating a reason to return frequently, so as not to miss anything.
- Interactivity: Expand interactivity with visitors to the site.

DESIGN - The site presently falls in the “ugly duckling” category.

CONTENT - A better mix is needed. The current site focuses on information. The site needs to change content frequently, which will create excitement, suspense and a need to come back often to stay current. The site needs to:

- Present a GREAT first impression and introduction to the organization
- Educate with information on WBCCI history, Wally Byam, Airstream products and tips on traveling, trailering, hitching, towing, maintenance, etc.
- Inform about International, Region, Unit Intra-Club and Caravan events.
- Excite and entertain. Examples area:
 - A Forum Topic of the Week, with the topics focusing on club activities and not on governance as an effort to wean for Forums away from being governance-oriented.
 - Member spotlight
 - Unit spotlight
 - Favorite travel destinations
 - Member reports on topics of importance to them like gas prices.
 - Create a Wally Byam Community where members can share their stories and photos
 - For Sale section
 - WBCCI Store. Need more and exciting products like books, travel gadgets, etc.
 - Business Directory. For members with businesses, vendors, service providers that could be a resource for members at home or on the road. Sell ads and listing space.

INTER-ACTIVITY

- Solicit e-mail feedback from members
- Make the list of WBCCI events search-able by state and by month
- Make it easier to link on Unit, Region, Rally, Caravan web sites
- Expand the links, i.e. add weather site, add mapping site (could be a potential revenue source), add Yahoo News Group site, add Camping World, add Exit Source site, add National Park Service site.
- Make the maintenance material searchable (and also list by category rather than by date)

BLUE BERET AND WEB SITE SYNERGY

Better coordination is needed between the Web Site and the Blue Beret.

Have a page in the Blue Beret each issue to promote elements on the Web Site.

Have a Best Of The Blue Beret section on the Web Site to give members a heads up on what’s coming up in the next issue of the Blue Beret and to tease potential members.

ADVERTISING

Determine the critical mass needed to attract advertising and make that figure a goal to achieve and monitored closely.

Sell other products on the Web Site in addition to WBCCI memorabilia.

Jazz up Classifieds and run pictures for a fee.

Have a coupon program for advertisers

Have an RV Park Section on the Web Site with pictures, descriptions and directions for campgrounds and make the section searchable by state.

PAY ON LINE

Create the capability of using a credit card online to pay for products, memberships, registration for International, etc.

IMPLEMENTATION STRATEGY

Assess hiring a professional to design and develop as well as maintain the Web site and coordinate with WBCCI on marketing, advertising and print materials. Members could be recruited to be responsible for the various elements

of the Web site...for example handling Forum Topic Of The Week, Member Spotlight, Unit Spotlight, Favorite Travel Destination, Member Report On Gas Prices, Wally Byam Community, etc.

COM-7 **Region Communications**. Communications from the Region to the Units could be greatly improved with regular and informative newsletter that offers information on what's happening in the Region, provides suggestions how Units can be more effective and provides information on activities that have proven to be particularly effective for the Units. The newsletter should be published a minimum of five times a year with monthly newsletters the goal.
REGION ACTION

COM-8 **Blue Beret Interactivity**. Interactivity is the mantra of the new publishing world. It demonstrates to advertisers the audience is involved. It demonstrates to members that the magazine is an effective communication tool.
BLUE BERET COMMITTEE ACTION

MKT-1 **WBCCI Marketing Department**. Create a marketing department at WBCCI headquarters charged with developing and implementing a strategy for attracting new members and a strategy for developing new revenue sources by leveraging the club's membership base. There hasn't been an organization in history that has expense cut its way to prosperity. The only way to truly achieve an improved balance sheet is on the revenue side. WBCCI needs a marketing director to be responsible for marketing campaigns, branding and revenue generating ideas. \$\$\$
MARKETING COMMITTEE ACTION

MKT-2 **Member recruiting package**. Create an information package the club can make available to new Airstream owners. The package would include a history of the club, information on the club activities, membership forms, advantages of joining the club and a CD with a video of the exciting club activities.
MEMBERSHIP/MARKETING COMMITTEE JOINT ACTION

MKT-3 **Airstream and WBCCI Marketing Strategy**. Thirty-one percent of new Airstream sales are to younger first time buyers. WBCCI is out of step with this potential membership base. Adjustments in activity schedules must support future members as well as meet the needs of older, retired members.
MARKETING COMMITTEE ACTION

MKT-4 **Leverage Assets**. The major asset WBCCI now has is its 14,000 plus individual members. The organization has not been effective over the years in leveraging this major asset to create revenue sources and additional programs for members through partnerships with other organizations.
MARKETING COMMITTEE ACTION

MKT-5 **Friendship**. Far and away the most frequently mentioned "perk" of WBCCI membership was the friendship and fellowship of fellow members. This major advantage of membership isn't emphasized enough in the membership recruiting materials and membership recruiting strategies.
MEMBERSHIP/MARKETING COMMITTEE JOINT ACTION

MKT-6 **Product Knowledge**. Another frequently mentioned "perk" of WBCCI membership is the product knowledge gained from veteran members. This is another area that isn't emphasized enough in membership recruiting materials and membership recruiting strategies.
MEMBERSHIP/MARKETING COMMITTEE JOINT ACTION

MKT-7 **Promotional CD**. Create a promotional CD on WBCCI and its activities that can be distributed to Regions and Units to be used as a recruiting tool.
MARKETING COMMITTEE ACTION

MEM-1 **Membership Recruiting and Retention** -- Develop a Membership Retention and Recruiting Program that has a recruiting chairman and retention chairman in each Unit in addition to the membership chairman.
REGION/UNIT ACTION

MEM-2 **Membership Retention** – WBCCI has to become more effective in retaining members.
REGION/UNIT ACTION

- Identify active members (members attending events vs. seldom or never) and how to motivate the inactive members.
- Identifying non-renewals vs. retirements, Airstream sold or other attrition reasons.
- Regions as well as the Units need to be involved.

MEM-4 **Creating a Data Base of Used Airstream purchasers.** A system needs to be developed so the purchasers of used Airstreams can be identified and added to the WBCCI prospect list. **MARKETING COMMITTEE ACTION**

MEM-6 **Effective Unit Membership Chairman.** A major reason cited by Units successful in attracting new members, is the effectiveness of the membership chairman. This can be influenced by the Region membership chairman who needs to keep frequent and regular contact with the Unit membership chairmen and provide assistance at every opportunity. Personal contact is identified as the key to getting new members. The Region membership chairman and the Unit membership chairman need to make sure the personal contact is happening. **REGION & UNIT ACTION**

MEM-7 **Membership Strategy.** Every Unit should have a definite membership recruiting strategy that is written down and followed. One strategy by a successful Unit is: Call prospective members when information is received from WBCCI. Talk to the new prospects and give them the Unit Web Site address. Then write a personal letter of welcoming to Airstreaming, send a copy of the Unit newsletter and send an application. Third, make a personal contact in a week to see if they have any questions and send out a DVD that has text and pictures on the club rallies and activities. Add the prospect to the Unit newsletter mailing list for a year. **UNIT ACTION**

MEM-9 **Free Rally Weekend.** A Unit started a program of offering one free Rally weekend to prospective members so they could see what Unit life was like and gained 3 new members. **UNIT ACTION**

MEM-10 **Survey of all MAL members.** Survey Members At-Large to determine why they joined WBCCI, why they preferred not to join a Unit, what would cause them to feel more a part of the organization. **Members At Large (MAL)** – Must not be treated as “second class members”. While the emphasis needs to be on the Units, WBCCI must be welcoming of non-Unit members. A subscription to the Blue Beret obviously isn’t adequate to retain MALs. Other advantages need to be made available, but most important there needs to be regular communication with these MALs. Mail your Region newsletter to MALs to keep them informed of what is going on. Special invitations should invite MALs to participate in Region and Unit events. **MARKETING COMMITTEE ACTION**

MEM-11 **Survey non-WBCCI Airstream owners.** We need to survey the thousands of Airstream owners who are not WBCCI members to determine why they are not members and implement needed changes. **MARKETING COMMITTEE ACTION**

URC-2 & 3 **Region officers.** Units would like more oversight and direction from Region officers. The feeling of Units is that Region officers are too preoccupied with the Region rallies to devote much time to helping Units be more effective and grow. **Eliminate Region Second V-P** and have 4 year terms for Region officers. **??? REGION ACTION**

URC-4 **Caravans.** The WBCCI caravan system the most successful WBCCI activity, by providing a variety of caravans at a much lower cost than other clubs and commercial activities. It’s important to identify how caravans create involved and excited members and use this information to strengthen other areas of the club. Longer caravans limit them primarily to retirees. There needs to be short caravans available that would be appealing to still working members. **UNIT ACTION**

OPINION or NEEDS EVAL:

ADM-7 **Consider selling headquarters building and acreage.** When real estate market improves consider selling the headquarters and rent office space from Airstream. The transaction would raise a substantial amount of immediate cash that could be invested to help pay for the Airstream rent. This would also bring WBCCI and the Airstream Company closer together. **ONGOING RENT or OWN DEBATE**

ADM-8 **Create a WBCCI Foundation.** Create a not-for-profit foundation to which members could make tax deductible donations. **UNDER INFORMAL EVALUATION**

ADM-11 **Intra-Club Coordinator**. Create the position of Intra-Club Coordinator with the person responsible for uniting more special interest groups into WBCCI Intra-Clubs. The experience has been that the Intra-Clubs have a cohesiveness and a focus that creates a strong bond. **NEED A VOLUNTEER**

ADM-12 **Nominating Committee**. The nominating committee should exercise the option of nominating more than one candidate for an office if the candidates are equally qualified.

INT-1 **High Cost of Gasoline**. Perhaps it's time to revisit the idea of 4 Region rallies in the country each year and designate one to be the official International Rally.

INT-2 **Change International Rally dates**. Change the International Rally dates so the Rally starts on the next to last Saturday in June and ends on the first Saturday in July, making it possible for working members to attend the Rally. This would require a constitutional change because the Rally wouldn't always extend through the 4th of July.

INT-4 **Suits and Ties**. Airstream is not selling new Airstreams to the suit and tie crowd. WBCCI has no business being a suit and tie organization. It's a caravanning and camping club.

INT-7 **Teen Queen Contest**. Many suggest the Teen Queen Contest has outlived its usefulness. **RESPONSE OF PAST TEEN QUEENS?**

INT-8 **Special parking, special seating**. Special parking and special seating for International Officers and Committee Chairmen is another activity that has outlived its usefulness. **SHOULD APPLY TO ALL GROUPS - PRACTICAL?**

COM-10 **Blue Beret Letters To The Editor**. A valuable addition to the Blue Beret magazine would be a letter to the editor section where members could voice their opinions and make comments.

MEM-3 **Membership Staff Position** – Create at WBCCI headquarters to coordinate with the WBCCI Membership Chairman in developing and implementing a Membership Growth Strategy and coordinate with the Region and Unit membership chairs. **\$\$\$**

URC-1 **Focus on the Units. Remove Barriers** The Unit is the heart of WBCCI. The focus of Region and International leadership should be on the Units...identify the kind of help needed by struggling Units, provide assistance when the Unit needs are identified, help identify prospective members, identify what successful Units are doing to get and keep members, assist smaller Units in planning and executing rallies/caravans that then make it easier for the smaller Units to recruit officers and encourage joint rallies between smaller Units.

- Too much structure is imposed on the Units. Remove barriers that keep Units from thinking outside the box.
- Units should have the latitude to be innovative and creative in how they are organized and operate, trying new and revolutionary approaches, to promote new ideas and approaches that work which then can be shared with other Units.
- Provide assistance and encouragement for the formation of new Units. Revise and reduce requirements for the formation of a new Unit.
- Member participation in the Units should be emphasized and an "active index" developed that would measure the percentage of members who are actively involved in Unit events.