

Suggestions based on discussions at Ft. Churchill

Assumptions:

You can't change WBCCI. It would be too difficult and it may not be necessary. WBCCI has many attractive features.

We should try to attract potential members whose children are grown and who could make long term members.

We should place something on the web which will be found by potential members who are just deciding to investigate the RV life style and could be influenced to buy an Airstream instead of any other RV.

We should make sure that all Airstream owners who do not belong to WBCCI regularly receive information on the attractions of club membership.

We should feature the aspects of WBCCI which will appeal to potential members who are retired or are looking forward to retiring in a few year.

Features of WBCCI to emphasize:

Wally Byam Credo The goal of WBCCI members.

Prestige. Airstream is the Cadillac of RVing.

Quality Airstream is a magnificent machine.

Advice There is always someone who has had the same problem you may have and who knows what to do about it. They are glad to help.

Life time friendships

Friendships throughout your city, your county, your state and your country.

Regular meetings and interactions with local unit members
Immediate closeness because of interests in traveling, camping, camp sites, highways, geography, types of Airstreams, tow vehicles or motor homes and common problems.

Caravans of the local unit, other units, and by the Company anywhere in the country or to other countries

Carallies.

Meetings with other members along the road. Immediate friends
Invitational friendly free parking with other members all over the country. Your visit is really welcomed.

Publications, E- mail, web information.

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