WBCCI NAME CHANGE

Should We Care?

PART II

My husband Peter and I have developed a passion for this club to which we have been members for only 2 years. We did not know who Wally Byam was either until we bought our first Airstream. We love both the vintage and new Airstreams. The descriptive FUN, FELLOWSHIP and ADVENTURE is exactly what we want to get out of our experience with WBCCI for at least another 40 years.

Carrying on from Part I, I have determined there is no need to point fingers or take sides for or against. Simply put, I chose to take a different approach, a matter of accepting accountability which includes **us** all • IBT • Region Presidents • Delegates • Unit Executives • Regular Members and Members-at-Large.

Here-in lies the debate.....
Unnecessary OR ***Irresponsible***

If you take the time to read all the information on various web sites, pod-casts, e-mail lists Unit newsletters; or have had a chance to jump in on the discussions and join the buzz at many WBCCI events. You may be aware of and hear all sorts of arguments. All of which equates to members (officers included) trying to rationalize what is taking place.

It has taken a recommendation of AOAI as a new Club Name on the coat tails of WBCCI's 50th Anniversary and the 75th Anniversary of Airstream Inc. to recognize the importance of the founder Wally Byam. His design and ideals of travel and adventure have touched 1000's of lives for so many years.

Airstream Inc's recent marketing and promotional campaign of Wally Byam is a testament to an alternative to changing our name. All it takes is education, communication and innovation. Just look at the free advertising WBCCI is getting right now!

UNNECESSARY

Add, revise, insert or replace everyone has a different interpretation of what the question at the delegate meeting suggested. It's not just about "Wally" it's about "change" and understanding and applying the "need" for change.

Did we really need the word "Airstream" to define who *we* are?

Our Unit logo which not only has the word "Airstream" already in it, has a likeness of a 34' Classic as well. As do our flags, pins letterhead, directory, web site etc. We have "Airstream" on the back of our jackets, the Trillium includes both logos and the directory contains many references to "Airstream". Oh yes, did I mention we pull and drive these "Airstream" billboards for all the public to see?

Did we really need the word "Airstream" to define what we do?

"*We Just Want to Camp*" is a pretty prominent comment these days amongst all the administrative and procedural issues. However, I think it is important to recognize that we also want to have FUN, establish long standing relationships through FELLOWSHIP, travel and feel alive through ADVENTURE all the while using our "Airstreams". Accomplished through participating in activities and events organized at either the Local, Regional or International level of WBCCI. ***This club and its members have been doing this under the name of WBCCI for over 50 years. Is it really that important or necessary to change our Name?***

The two entities WBCCI and Airstream Inc. although they both are a result of one man, they are distinctly different. One is the company who produces Wally Byams' inventions and the other is the group of people who use his invention to experience life!

IRRESPONSIBLE

We may all be accountable in some form or another, but the real issue is, that as a collective group of WBCCI members we have been irresponsible in our attention to the issues ***beyond our need to "Just Camp".*** We have allowed the opinions of approximately 350 WBCCI members out of 8000+ to put this "Name Change Process" into motion in the first place.

On the organizing side, a responsible leadership would recognize that a minority of members opinions is by no means justification to initiate changes to the constitution. However, it may be viewed as grounds for further research. Again, we accepted the action taken by voting in favor of "adding Airstream to our club name" with virtually NO research, study or rationale within our own Unit to support the recommendation. We forged ahead with the notion of changing our club name without a detailed cost analysis or implementation procedure. We did nothing to determine if it was even necessary for us to change our club name.

Instead we placed all the responsibility on our International Board of Trustees to act and research on our behalf. They responded by appointing a committee to carry out this task. We assumed the IBT would provide this committee with direction and instruction to meet our expectations. Yet we did not send our Delegate with any direction or instruction.

Now two years later, we are not happy with what has transpired or the results. We question what research they base their findings on to qualify and quantify their recommendations.

In all fairness, did our Unit submit a collective recommendation of where we thought the word "Airstream" should be added? Or did we at least identify our concerns or indicate to the IBT the parameters of what we thought should be included in the Study? Or did we just place that onus on our own Delegate.

Irresponsible, is the decision to accept a report and conclusions that are based on only a few members opinions and ideas. Now that mandate lies with us the WBCCI members.

Although the Name Selection Committee has a good start and has covered a lot of ground I sincerely believe that this is our chance to rectify our lack of due diligence. More thought and consideration is needed, not just on the specific recommendation but on the whole concept of a name change.

Hopefully all WBCCI Units will be questioning their original motives behind the initial name change, determine that it may not be necessary after all and vote accordingly.

Before we vote lets remind ourselves one last time....
The initial call for member input through the International Survey was based on a growing concern that WBCCI Membership numbers were dropping!

Now ask ourselves are there ***alternatives*** to improve member recruitment, retention and satisfaction that are more effective and cost efficient than the proposed Name Change?

Sharon Kallaste
WBCCI/VAC #1961