WALLY BYAM CARAVAN CLUB INTERNATIONAL

the AIRSTREAM RV Association

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WBCCI DELEGATES NAME CHANGE MOTION OPTIONS

The Delegates Meeting on June 30, 2006 will be deciding on the Name Change for WBCCI as forwarded by the International Board of Trustees (IBT) that met in January 2006. The new name as recommended by the Special Committee was that the WBCCI name should be changed to the Airstream Owners Association International, Inc. (AOAI).

The Delegates need to understand the importance of their vote and decision as WBCCI has been the name of the Club for over 50 years and it has an established heritage in both the younger and older Airstream Owners. This also may be an opportunity to change the Club's name and change the gradual decline of Club membership. Whatever the case, or position, of Club members it bears serious consideration and needs to be extensively debated by the Delegates who are representing **all** our voting Club members.

OPTIONS THE DELEGATES HAVE:

1. Decide to **PASS the motion** and change the Club's name to AOAI.

   Pro: The new name reflects who and what we are: Airstream Owners. Too many people do not know who Wally Byam is or was.

   Con: 1. Members are very strongly divided over changing, or not changing the name.
   2. A logo and name license agreement with Thor Corp appears to enable Thor to have the possibility of undesired influence or control over our Club.
   3. Cost estimates are about: $21,300 For the Club
      $452 For each Unit
      Undetermined for each Region or each Person

2. Decide to **FAIL the motion** and keep the Club's name as the WBCCI.
   Pro: 1. No cost involved other that what has been spent investigating a proposed new name
   2. We keep complete control of our Club internally
   3. Decision to emphasize the WBCCI letterhead more; then we could all be trained to refer to the WBCCI as the Airstream Owners Association in dealing with non-WBCCI individuals.

   Con: Time and training would be necessary to train all Club Members at all levels of leadership that we are to be referred to as the Airstream Owners Association.

3. **Modify the Recommended Name** to a different name decided by Delegate Debate.

   Pro: Reflects the opinion and desires of all voting Club members and not a smaller group responding to a request or survey or dramatically expressing their opinion.
   Con: A decision needs to be made by Delegates without conference with their Unit members. Unit members need to provide the ability of their Delegate to exercise/vote on this option.

The KEY is a decision and vote by ALL VOTING CLUB MEMBERS, not a smaller sub-group. Each Unit needs to instruct their members that the Unit may cast 100% of their votes for or against a motion. The Unit may also cast their Unit votes exactly as they voted in the Unit meeting; such as, if there are 12 members for one item and 3 against that item, the vote would be cast 12 for and 3 against. This option provides for each individual's vote to be counted as an individual vote. If these 15 members are only part of the Unit's members, then the Unit may vote to prorate these 15 votes to all the Unit members. So if this unit had 45 voting members they would then vote 36 for and 9 against the item, or the Unit might consider a ballot by mail to allow each Unit member to vote. Members not voting under this mail ballot could be considered as abstaining.

Your Unit voting privilege is an important event and should be considered seriously. You and your Unit's vote control this great Club.

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Dear Unit President:

At the International Board of Trustees meeting on 13 January 2006, the Board voted unanimously to present the name Airstream Owners Association International, Incorporated (AOAI) to the Delegates at the 30 June 2006 Delegates Meeting. They also recommend Delegates approval of the attached logo to reflect that new name. (Note that for legal reasons we must include the *Incorporated* in our official name, but we do not need to use it in the course of normal business.)

I am sending you a complete copy of the Name Selection Committee's study, the foundation of the Board's decision, so you to will have as much information as possible at your disposal in helping your members in making their decisions and casting their vote.

You will note that the Committee did not include "International" in its recommendation. International was added by the board to better reflect the fact that we truly are an International association with members in several countries throughout the world. (The logo was also modified to add "International.")

You will also note that the study that will be printed in the Blue Beret will be slightly modified by eliminating some verbiage of little significance to the membership.

I believe it is significant to note that all 17 members of the IBT voted to adopt the new name and logo. In fact, there was very little discussion on the name. There was absolutely "no comment" about eliminating Wally Byam from the name or logo! There was discussion on what Airstream should be in the logo. Should there be a motor home, a vintage, one axle, three axles, etc? We stayed with the Classic Airstream in that it is the most predominate and recognizable symbol of who we are.

The lawyers are fine tuning the change procedures and we will be ready to proceed rapidly when and if the membership approves the change.

As the study points out, the financial impact on your unit should be minimal and will depend largely on how your units wants to implement the change.

If you have any question please feel free to contact Chairman R.B. Bernd (rnzbernd@comcast.net) or me.

Sincerely,

Jim B Franklin

Jim Franklin
International President

Committee Report U
Anthony, TX
January 13, 2006

the AIRSTREAM RV Association

Region Office

Date: 1 December 2005

To: President Jim Franklin and Members of the International Board of Trustees

From: Roy B. Bernd, Chairman, Name Selection Special Committee

Subject: Name Selection

The committee to recommend a name for our organization that includes the word *Airstream* has concluded its study (see attachment). The Committee consists of Roy B. Bernd, Chairman, 1st Vice President, Region 10 and members Raynold Lemaire, President, Region 1, Julian Clement, 1st Vice President, Region 3, Philip Glassey, CPA., Treasurer, Region 10 and Chuck Kiple, JD., Treasurer, National Caravan Committee, Region 8.

In developing the study, member input was received as a result of an article in the August *Blue Beret,* a poll on the Airstream Forum web site and input to committee members as they attended various WBCCI activities. Input summaries are at Annex B of the study.

As a result, the Committee has reached the unanimous recommendation that the name of our organization be changed to the ***Airstream Owners Association, Incorporated*** and adopt a new logo (Annex D of the study) to reflect the new name. (Use initials **AOAI** [vs. AOA] as appropriate.)

The estimated cost for legally changing our name and corporate Article of Incorporation is $21,300 for the international body (Study annex E). Cost for individual units could range from $100 to several hundred depending on the need and desire of a unit. (Study Annex F).

An implementation procedure is found at Annex G. It is a living document being constantly updated.

The committee thanks President Franklin and the Board of Trustees for allowing us the honor of performing this highly significant task.

Wally Byam Caravan Club, International

NAME SELECTION COMMITTEE STUDY

Task: To recommend a new name for the Wally Byam Caravan Club, International (WBCCI), recommend an implementation procedure and develop an associated cost estimate.

Assumptions:

a. It is not necessary to retain "*Wally Byam*" or any of the current words in the new corporate name.

b. The cost for legally changing the clubs name versus retaining our current name and "doing business as"(DBA) a different name will be somewhat higher.

Facts Bearing on the Problem:

a. At the June 2005 Delegates meeting, members voted by a large margin to insert the name *Airstream* in the name of the club.

b. Airstream, Inc. will allow the club to use its name. (Annex A)

c. The name selected must be simple and descriptive of the club.

d. Removing *"Wally Byam"* from the name and logo will not be acceptable to some members.

e. Most younger members and potential members (who will perpetuate the club) do not identify with Wally Byam.

f. For years the clubs official stationery has had *The Airstream RV Association* in its letterhead beside the logo.

g. WBCCI can be retained as our legal name and we can DBA the name selected, or we can totally implement the change.

h. Beside the International organization, units with official charters containing WBCCI will need to change their charters.

i. Our "Official" name must include the word *Incorporated* - - but we don't have to show it in our logo or paraphernalia.

j. Our new name must clearly differentiate us from the Airstream Company.

Discussion:

a. Members want the name change for convenience and clear identity. A by-product of the change could be increased membership, but that is not the primary motivation.

b. Members have suggested many names. Of those, the ***Airstream Club, Airstream Association, Airstream Owners Association,*** and ***Airstream RV Association*** best fit the criteria of descriptive and simple. Annex B is a complete list of names suggested by members. Annex C is a list of other brand specific RV clubs.

c. Following is a discussion of the most predominant Name Alternatives. Numbers 5 and 6 below are included in this discussion, although not considered viable because no specific recommendation is advanced.

1. *Airstream Club*: When asked who/what WBCCI is our usual response is simply "we are the Airstream Club." It defines us.

2. *Airstream Association*: Also defines who we are simply, but with a higher degree of sophistication than "club." Many members comment that we are much more than a "club", we are an "association" and need to proclaim that. Further, a "club" tends to be exclusive whereas an "association" tends to be inclusive. This is an important but subtle distinction.

3. *Airstream Owners Association*: Most accurately and simply defines who we are: an association of people who own Airstream recreation vehicles. Including the word "owners" clearly separates us from the Airstream Company, Airstream dealers and vendors of Airstream products.

4. *Airstream RV Association*: Was added to our letterhead several years ago as an attempt to identify who/what we are. Most of the RVing population of North America knows that an Airstream is a recreation vehicle; therefore including "RV" can be considered redundant.

5. *Airstream Caravan Club*: Although initially formed as a club whose members participated in caravans, that is no longer the case. Few of our members participate in caravans, per se. In 2003 and 2004 fewer than 15 percent of our members participated in a numbered (U-R-N) caravan. A frequent reply when soliciting new members for the Wally Byam *Caravan* Club is: "We don't want to caravan, so we're not interested in joining a caravan club." The word "Caravan", to the uninformed conjures up visions of RV's traveling lock step down a highway.

6. *Any name containing WALLY BYAM*: Retaining Wally Byam in our name is popular with traditionalists (mostly long-time members). Including Wally Byam complicates the name and does not define who we are. Presently it is necessary to explain who Mr. Byam was when defining ourselves. His goals, standards, ethics, etc., can be retained within our Association, but it is not necessary to retain his name in our name to do so.

d. A new logo should be included in the package presented to the delegates, even though that is not part of the task. The IBT has the authority to make a selection, but because it is an emotional issue affecting the entire membership, it is this committee's strong recommendation that a new logo should also be approved by the membership through the delegates at the 30 June 2006 meeting. This will speed the process of name changeover and completely unify the entire procedure.

e. Many logos have been reviewed. The logo at Annex D has been the most popular with members who have given opinions. The silhouette of the Airstream on the globe map outline, and the wrapped name clearly identifies us as traveling Airstreamers.

1. This logo is very similar in color and design to our present logo. Therefore, "grandfathered" items, such as flags, will not be so obviously obsolete.

2. The next most popular logo contained a small silhouette of Wally Byam. That logo begged the question, "Who is the guy with the funny hat?" Further, if we are removing Wally Byam from our corporate name what purpose is served by retaining his likeness in our logo.

f. When we change our corporate name, whether a complete change or simply DBA, all our clubs materials (logo's, badges, flags, patches, stationery, etc.) will be changed to reflect what we call ourselves. This renders any argument of cost of one method over the other basically mute.

g. If we call ourselves "X", our materials needs to be changed to reflect "X" - - not the old "Y." Therefore, we will need to go to the expense of a new logo and trademarking and registering it. That will have to happen regardless of whether we officially change our Articles of Incorporation or corporate name only. Thus, the net cost is the same whichever method is used.

h. Units and regions must be allowed to "grandfather" as much of their existing material as possible. At the unit's discretion, inventory of items such as unit officer flags, stationery, badges and other material containing current identification should be exhausted through attrition. Past officer's flags should be permanently "grandfathered."

i. Lawyers familiar with patent and trademarking warn us that we will have no legal rights to our DBA name - - it is not protected from use or legal assumption by others. Further, their experience is that at a later date, DBA organizations usually proceed to legally adopt their DBA name, thus incurring duplicate legal expenses. *Amending the Articles of Incorporation now completes the entire process with finality.*

j. There is no significant cost difference between the two name change methods.

k. There will be a minor cost at the unit level. Costs will vary between units based on a variety of things, e.g., when and how many unit officer flags does the unit want to replace; will the unit use up its inventory of stationery or dispose and order new; other WBCCI brand specific items a unit has that must

be replaced; and the costs for changing Articles of Incorporation in its state (if incorporated). (See Annex F)

l. Implementation procedures, logo design and associated costs for any name would be equal. (See Annex G for suggested implementation procedures.)

m. Once the IBT selects a name and logo to be presented to the delegates, availability/legality of their use needs to be determined so we are assured that what is presented to the delegates for approval can, in fact, be done.

n. Name change in Ohio takes 2 weeks. Federal Trademark Registration could take 3 to 4 months. The corporate counsel believes the likelihood of infringement is very remote. We can be poised to go forward as soon as the new name is approved at the Delegates Meeting, 30 June 2006.

1. New stationery, flags, badges, patches, etc., can be ordered and put in use within a few weeks.

2. Formal Federal Trademark Registration can also commence.

o. Annex G is a quote from the *Airstream Forum* that accurately captures our thinking.

Conclusions:

a. *Airstream Owners Association, Incorporated* most simply and accurately defines our organization. We should then also replace WBCCI with the initials *AOAI* versus *AOA.* A Goggle search of *AOA* results in 2,500,000 hits with organizations ranging from the US Association on Aging to the American Ostrich Association. *AOAI* gets 31,500 hits and only the Avanti Owners Association, International is recognizable.

b. The logo at Annex D simply and accurately identifies our organization.

c. Organizations and individuals throughout the organization must be allowed to retain and/or use their current stocks of material.

d. The overall benefit of legally changing the name of our organization versus keeping our current name and "Doing Business As" the new name selected far outweigh any immediate cost saving or convenience. Now is the time to do the name change and logo change and to fully complete and implement the process.

e. Upon approval of a new name and logo by the IBT, preliminary action should begin so we are poised for full implementation upon approval by the delegates on 30 June.

f. The estimated cost of the name change (Annex E) should be included in the 2006-2007 budget. (Note: $500 is included in the 2005-2006 budget for preliminary work.)

g. At this writing, the Implementation Procedure (Annex G) is a "working document" subject to change and should be considered a guide.

Recommendations:

a. Approve *AIRSTREAM OWNERS ASSOCIATION, INCORPORATED* as the name to be presented to the delegates for approval at their 30 June 2006 meeting. (Replace the initials *WBCCI* with *AOAI.*)

b. Approve the logo at Annex D as the new club logo to be presented to the delegates for approval at their 30 June 2006 meeting.

c. Allow units, regions and past officers to continue use of current material until due for replacement.

d. Insist that the name change and logo be fully registered and trade marked.

e. Include money in the 2006 budget for the implementation.

Roy B. Bernd,
Chairman,
WBCCI Name Selection Committee

ANNEXES:

A. Letter of Authorization from Airstream
B. New names suggested by members
C. Names of other brand specific RV clubs
D. Suggested design of new logo
E. Cost Estimate (International)
F. Unit Cost Estimate
G. Implementation Procedure
H. Member comment