ANNEX B

NAMES SUGGESTED BY MEMBERS

The following names were received via email that suggested dropping Wally Byam from our name:

Number	Name Suggested
5	Airstream Club
5	Airstream Owners Association
3	Airstream Owners Club (International)
2	Airstream RV Association
1	Airstream Caravan Club
1	Airstream RV Club, International
17	

The following names were received via email that suggested keeping Wally Byam in our name:

1	Wally Byam Airstream Association
1	Wally Byam Airstream Club
1	Wally Byam Airstream Caravan Club
1	Wally Byum (sic) Caravan Club (by a small unit)
4	

The following suggestions were received by regular mail:

1	Airstream Owners Club
1	W.B. Airstream C.C.I. (For Wally Byam Airstream Caravan Club, International)
2	Keep our current official name and add a tag line.
4	

ANNEX C

Names of Brand Specific RV Clubs

Alpenlite Travel Club (ATC)

Carriage Travel Club

Country Coach Country Club

Coachmen Caravan RV Club

Fleetwood Club Foretravel Motorcade Club

Georgie Boy Owners Club

Golf Streamers International RV Club

HitchHikers of America International

Holiday Rambler RV Club Inc.

International Allegro Family Motorhome Club

Jayco Jafari International Travel Club

Newmar Kountry Klub

Safari International Motorhome Club

Starcraft Camper Club

Sunny Travelers Supreme Travel Club

Winnebago/Itasca Travelers

This list comes from the roster of RVMCA Members. It is interesting to note that the roster lists our club as the **Wally Bram Caravan Club** - - in two places!

ANNEX D

RECOMMENDED LOGO

SEE LAST PAGE FOR LOGO IN COLOR



ANNEX E

COST ESTIMATE

Below is the current cost estimate for legally changing the name of the Wally Byam Caravan Club, International by inserting the word *Airstream* in some manner. The first column reflects figures presented to the club as an attachment to Action Item No. 1 at the Delegates Meeting in Springfield; the second reflects the current estimate.

A. Patent/Trademark attorney and legal fees	$15,000	$1,500
B. Redesign & replace flags, badges, etc.	50,000[1]	17,000[2]
C. Revise Headquarters sign	1,000	1,000
D. Revise Web Site	0	300
E. Inventory write-off	26,000	500[3]
F. Contingency	0	1,000
Total	$92,000	$21,300

1. These items are purchased by units and regions and are therefore reimbursable to headquarters. Flags are not stocked and we can issue decals of a new logo for badges until units order new.

2. Redesign has cost nothing. This then, is the estimated expense to *replace supplies.* A good portion of the $20,000 will be reimbursed to the club through Unit/Region purchases. The other 50% is for items not sold, e.g., applications, stationery, envelopes, and brochures. It also includes money to purchase stick-on logos, which will be distributed free, to units for their member's badges.

3. The inventory write-off expense is small because WBCCI expenses all supplies in the fiscal year in which they are purchased. Hence, the write-off expense shown for 2006 is only for out of pocket expenses for purchases to replace material that could not be used up.

ANNEX F

UNIT COST ESTIMATE

Below is an estimate of the cost a Unit could expect to incur to implement a name and logo change implemented as proposed.

Replace unit officers flags (estimated 6 flags per unit @ $57/flag)	$342[1]
Reams of stationery (paper and envelopes)	25
Return address stamp	10
Corporate filing fees in state	50[2]
Miscellaneous	25
Total	$452

[1] Flags will be "grandfathered" and should only be replaced if the unit can afford/wants to, or when needed as a result of fair wear and tear. Cost will also vary depending on how many flags a unit uses. Many units only have one flag, so this estimate obviously too high for them.

Units/Regions may use their stocks until exhausted before ordering new.

[2] This is only necessary in units incorporated within their state and the $50 estimate is very safe sided.

ANNEX G

IMPLEMENTATION PROCEDURE

• **In Progress**:

•• Verify concurrence in conclusions and recommendations by Name Selection Committee members.

•• Preliminary search of records to identify availability of suggested name and logo.

•• Continue revising the cost estimate and implementation procedures.

•• Prepare a presentation to mid-winter IBT.

•• Monitor inventory replacement of items with current name and logo.

• **Upon approval of new name and logo by IBT**.

•• Appoint a committee chairman to oversee implementation.

•• Send a letter from President Jim Franklin to all Unit Presidents advising them of IBT choice.

•• Blue Beret articles should be published explaining the rationale for the new name and logo. Articles will also advise of unit/members responsibilities in instructing Delegates on voting.

•• Confirm the availability of the selected name and logo.

•• Design sample badges, stationery, office sign and other materials using the recommended name and logo so as to be ready to make minor modification and/or implement upon delegate's approval.

•• Advise all to draw down their inventory of current WBCCI material, i.e., don't buy stationary, badges, etc., with current name and logo if not absolutely necessary.

•• Determine/develop a process to revise International and Unit Constitutions and Bylaws in as painless and simple a manner as possible.

•• Finalize budget requirements and implementation procedures.

• **After approval by Delegates**.

•• Have corporate lawyer immediately file appropriate documents to register our new name and logo. Ensure our right to our current name and logo are retained.

•• Advise the Airstream Company of our new name.

•• Issue sheets containing stickers of the new logo to units. These decals of the new logo are to be placed over the current logo on membership badges of current members and also on new badges still in their inventory. (New logo's, badges, stationary, etc. will be issued for new orders)

•• Order new stationery, badges, flags, etc., containing the new name and logo. These items are for Jackson Center use and for sale to Regions and Units.

•• Make appropriate press releases.

•• Advise Units of the probability their charters will need to be changed within their state.

• **Legal Process.**

•• As of today counsel for the committee, and intellectual properties counsels for WBCCI and Thor have agreed in principle on the legal procedures outlined below. However, it is still being worked by legal counsel for Thor, Airstream and the Committee regarding sublicensing of the logo. (This is not a show stopper.)

This procedure ensures the tradename registration for the new entity (AOAI) is registered by Airstream, Inc., the owner of the AIRSTREAM tradename. Registration of a tradename including "Airstream" by any other entity will result in substitution dilution of the Existing Airstream trademark.

Airstream needs to prevent that, obviously, and unless they hold the legal right to Airstream Owners Association, Incorporated, other organizations could possible also use "Airstream" and/or an Airstream likeness, and Airstreams ability to prevent it from happening would be diluted because it gave us permission.

Following registration of the new tradename and logo by Airstream, Inc., Airstream and WBCCI would enter into a license agreement under which Airstream will grant AOAI full and complete authority to use the tradename and logo (with stipulations regarding display of "Registered Trademark" notice and certain acceptable restrictions on our sublicensing use of the logo to others), provided the purpose of our organization remains substantially unchanged and we abide by the terms of the agreement.

•• Delegates approve new name and logo.

•• We file Articles of Amendment to our Articles of Incorporation. Simultaneously we file to adopt Wally Byam Caravan Club, International and our current logo as a "Fictitious Tradename." That action allows us to retain their rights. (The cost for this is $5.00)

•• Airstream, Inc., proceeds with registration of new Tradename (Airstream Owners Association, Incorporated) and the new logo as the trademark.

•• We and Airstream, Inc., enter into a license agreement wherein Airstream grants the association exclusive rights to use the Tradename and Trademark.

ANNEX H

QUOTE FROM *AIRSTREAM FORUM*

"This IS an important change, even though it seems there are bigger problems. This is one that can be "fixed' more easily than one of attitudes. Recruiting is a major issue, and I'm sure at least some of that can be attributed to marketing deficiencies. The lack of name recognition is part of that. Most everyone knows what an Airstream is; nobody other than Airstreamers know who "Wally Byam" was. In my opinion the current name is only fitting in terms of tradition. I'm all for "tradition", to a point. But this name really doesn't describe this organization. "Wally" is gone, and who "caravans"? Very, very few of us have the time or the means. That's all there was to do with a travel trailer way back when before the landscape was dotted with campgrounds. And while we're at it, Wally wasn't all about this exclusivity that defines the club. His caravan trips were open to anyone with any make of camper.

So what does the current name have to do with the club as it exists today? Not much. What does the name say about the club to prospective members? It says "this is a club for old retired folks who want to take extended trips, many weeks in length, across the country". "Well, that's not for me", is what I'd say to that, if that's all I knew about the club. When in fact, the WBCCI in which I have participated over the last few years is about lots of different things, and has lots of different members. Some have "vintage" campers; some ARE vintage campers. Some do take long trips, and others stay closer to home. Some people are into fixing up old trailers, and some prefer "less experienced" ones. Some like both. Wbcci-ers are a diverse group. About the only thing we all absolutely have in common is an Airstream camper of some sort. The name of the club should reflect that broad definition. It's not about "Wally"; it's about a product he created. And while it is about caravanning...that's not ALL it's about. That is only a small part of it. So to me, the most sensible name for this organization would be "The Airstream Club". Or perhaps "The Airstream Owner's Association."