

CLC Board Meeting Kalamazoo, Michigan September 22, 2016

Martina Butler – National Director

When Southwest Airlines had a sale I couldn't resist, I decided to attend my 16th CLC board meeting after all. I was able to get a great fare and arranged my arrival time in Detroit to coincide with Jack McClow's – from there we rented a car and drove to Kalamazoo. Jack is a member in our region as well as the Potomac Region – he is also the CLC National Treasurer. The board meeting was scheduled during the **2016 CLC Museum & Research Center Cadillac Fall Festival**. The Fall Festival is a judged event and was well attended with 52 Cadillacs on the showfield. The only member from our region who brought a car was Jay Friedman. He drives his '49 everywhere.



Jay Friedman and Martina Butler

Our board meeting started promptly at 8:00 am and much was accomplished. A membership retention chart has been created, showing that half of new members typically do not renew for more than three to four years. We also have a new driving tour handbook. This will be most helpful to the regions being able to plan driving tours in the future. Peach State's Doug Bailey was one of the primary authors of this handbook.

In addition the board voted on the inclusion of a post card in the Self Starter – be on the lookout for the card – it will be in a bright color. This will give you an option to get the International Directory in the mail or opt out and access the data online only. Prior to the meeting I surveyed our Peach State members and it was clear than many of you don't use the directory at all and preferred the on-line version. By reducing the printed directories we will be able to save on printing and mailing costs.

Lauren Schweitzer has resigned her position as National Registrar effective the 2018 GN. The registrations for the GN and car entries in the future will be handled through Nancy and Mike Book, our office managers in Columbus, Ohio. The CLC now has an active membership of 6741 members, which is a decrease of 122 members from the end of March when we had our GN Board Meeting in Las Vegas! Many thanks Lauren for the great job as our National Registrar. Thank Lauren when you see her at the registration desk during the 2017 GN.

Gary Fisher and I are Co-Chairs of the Awards Committee. We once again received funding from Cadillac for the 2017, 2018 and 2019 class awards. This is a very significant contribution to our club. Cadillac also supports the Self Starter with their advertisements and their sponsorship of the Grand National Welcome Reception. Chris Hamann manages the car awards hardware and oversees all award construction in conjunction with the vendors. Thank you Chris, this is one heck of a task. Call for 2017 Awards Nominations: They must be submitted by May 1, 2017.



Jay Friedman, Gary Fisher, Martina Butler

The judging process should function much better with the use of upgraded equipment. Bill Anderson, our chief judge, has been hard at work modifying the rules and regulations and has offered numerous classes for current and future judges. Judges are always needed. Help if you can.

Starting with the 2018 GN – Dan Cress – has been appointed the Grand National Treasurer, not to be confused with our National Treasurer Jack McCloy. This is an appointment to handle the GN events only.

And we invested in the future. We will now join **YOURMEMBERSHIP**, an integrated solution for managing members, events, communications and automating workflows. The Oldsmobile Club has already joined this new technology and the Oldsmobile President was at our board meeting talking about the advantages. Despite the high up-front costs the motion was passed and we will now advance to more unified automation. It will also be user-friendly for our members.

Steve Stewart was not able to attend our meeting but reported that all was going well with the Self Starter and they have once again received the Golden Quill Award in 2016. This tradition goes back to 2004. Congratulations, a fantastic job! Tim Coy is our Art Director and Maggi Stewart is the Copy Editor.

Melissa Perry also missed the board meeting. She reported that sales were in excess of \$10,000 for the 2017 International Membership Directory. Overall, our advertising sales are down by nearly \$6,000.00.

The regional vice presidents made their reports and a few regions are not doing as well as we are. On the bright side, members in South Florida want to start a new region. It would cover the Miami/Ft. Lauderdale area. The CLC Suncoast Region is 250 miles northwest. They will start paperwork to establish a provisional region.

The treasurers report showed reduced incomes due to lack of members and advertising revenues and higher costs due to increased costs and increased technology expenses.

UPCOMING EVENTS

Mark your calendars now and if you want to join us for the following events. **Please** book as soon as they open up the reservation desk. You can always cancel your room. This upcoming GN is certainly an example of how ready members were to get their rooms.

2017 DRIVING TOUR: West of the Lake (Route 66) – 6/26/2016 through 7/1/2017

We once again had a tour presentation and you **DO NOT WANT TO MISS THIS ONE**. It is going to be an amazing trip. Watch your Self-Starter for further information.

2017 GN – McLean, Virginia: Hosted by the Valley Forge Region and the Potomac Region July 31 through August 6, 2017

Below are the most recent updates: The Hilton hotel is virtually sold out. The Westin contract has been increased for a second time. It appears that approx. 1000 members will be expected during the reception, the Friday night party and the Awards Banquet.

I know many of our club members will attend this great event. Please be advised that only 435 cars can be on the field. Registration opens in January. PLEASE REGISTER IN JANUARY. You can always withdraw your registration. They may also have to cut the number of cars they will be able to judge, depending on judges' turnout. So once again..... REGISTER ASAP. Also, sign up for the activities... they will sell out very quickly.

2018 Driving Tour: Southern California – visits to the Nethercutt Museum and the Reagan Presidential Library are just a few of the stops along the way. This is definitely a trip I don't want to miss.

2018 GN in San Antonio, TX – June 4 – 10/2018. And best of all, you can book your hotel room while you are at the 2017 GN. Please book early. This hotel grand and the tours will be amazing.

2019 GN – Chicago – possibly hosted by the Allante Club

Two tentative driving tours:

2019 Central Texas

2019 Valley Forge Region

My next Board Meeting is in Albuquerque, NM at the end of February 2017. Nick Manole's New Mexico Region will be the host. We already had quite a treat - Nick drove all the way from Albuquerque so he could bring each of the board members a jar of salsa from his area. Thanks Nick.



Left to right: Martina, Jack McClow, Gary Fisher and Lars Kneller

The Fall Festival was a well attended event. Many of the board members signed up for the driving tour on Friday. We visited the historic Langley covered bridge, the Heddon Museum and the Sunray Restoration shop. We were very happy to ride with Lars Kneller, our past president. Nothing nicer than a 1966 Cadillac.

It has been my pleasure representing the vibrant Peach State Region. Let's keep our club growing – recruit new members!

Happy Motoring,

Martina Butler

CLC National Director and Awards Co-Chair