



November 2009

www.roanokevalleymustangclub.com

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**UPCOMING EVENTS IN DETAIL:**

**RVMC Monthly Meeting**

Our next monthly meeting is at **Corned Beef & Co.** in Downtown Roanoke and is set for Tuesday, Nov. 17<sup>th</sup> at 7:00 p.m.



Please arrive earlier by 6:30 if you wish to order food.

**Nov. 17<sup>th</sup>**

**NOTE: Prior to the November 17<sup>th</sup> meeting at Corned Beef & Co.,**

we will be holding a car show planning meeting at 6:00 pm. We invite all club members to participate and become active in planning our club's largest event of the year. If you would like to chair or participate in a particular role at the show, please contact Butch Cook or John Beels.

A list of committees can be found inside this newsletter.

Beels at fun1pony@hotmail.com

**March 5-7, 2010, 30th Annual MDA Car Show;** Roanoke Civic Center  
http://mdacarshow.com



**March 23-28, 2010, Pensacola, FL**  
31st Annual Gulf Coast National Mustang & All Ford MCA National Show sponsored by Gulf Coast Regional Mustang club. See www.mustang.org for more information.

**May 1, 2010, Roanoke, VA**  
RVMC 22nd Mustang Round Up and All-Ford Powered Show at Tanglewood Mall. See www.roanokevalleymustangclub.com, or contact Butch Cook at (540) 387-1979 or myred64stang@aol.com.



**July 15-18, 2010, Bellevue, WA**  
MCA Grand National Show at Bellevue College sponsored by Mustangs Northwest. See www.mustangsnorthwest.com or contact Lois Robinson at (206) 817-0756 or lois.robinson@verizonwireless.com.

**August 13-18, 2010, Virginia Beach, VA**  
Hoofprints in the Sand, MCA National Show sponsored by the Southeastern Virginia Mustang Club. See www.sevmc.org or contact Jerry Callender at (757) 318-6437 or superstang2@cox.net.

**September 3-5, 2010, Asheville, NC**  
Mustangs at the Mansion, Biltmore Estate, MCA National Show sponsored by the Blue Ridge Mustang Club of Asheville. See www.mustangsatthemansion2010.org or www.brmcoa.org, or contact Joe Grace at (828) 667-9213.

**December 4, Salem, VA**

Salem Christmas Parade, 6:30 p.m. start. Please RSVP to Butch Cook at myred67stang@aol.com



**December 6, Catawba, VA**

RVMC Holiday Party Dinner at The Homeplace, 3 p.m. As usual we will do our voluntary gift exchange. If you wish to participate, bring 1 gift per person, such as a couple would bring 2 gifts (\$10 limit per gift). This get-together will replace our December meeting and there will be no monthly newsletter. A postcard will be mailed out in early December to remind everyone. Please RSVP to Butch Cook at myred67stang@aol.com or Suzanne



**30th Annual  
MDA  
Car Show  
March 5-7, 2010**



Once again we will have a booth at the MDA Car Show in the Car Club Alley. The club will need a club member's car who is able to leave it in the show all weekend long to display with our booth. There are some requirements that must be met if you are willing to have your car there. If you are interested please call John Beels at 540-598-8375. We will have a drawing to determine who's car will be displayed at the December Christmas party. Let John know asap if you would like to be in the drawing. We will need members or anyone interested in participating to come to the booth and talk to people and let them know that there is a mustang club locally and give them information about what we do. If interested contact Suzanne Beels.  
<http://mdacarshow.com>

**WANNA SAVE  
\$5 BUCKS?**

You have only until **December 31, 2009** to save \$5 off the yearly club dues of \$20.

So write a \$15 check *NOW* made payable to RVMC for your 2010 club dues and mail to the address below, or bring it to the November meeting or holiday dinner.

Your mailing must be postmarked by 12/31/09 to qualify for the discount.

The dues revert back to the full amount of \$20 on January 1, 2010... *so act now and SAVE \$5.00!*

Make your check for \$15 payable to RVMC and mail to:

Suzanne Beels  
500 Daytona Drive  
Hardy, VA 24101

**Kickin' It in the Corral:**  
*Little Voices in the  
President's Mind*



This year has really gone by fast. It has been a successful year for the club!

We have had some really great outings. Thanks to each of you for your participation in the club. The summer picnic was the largest one yet. The car show was a huge success, allowing us to donate \$3000 to local charities.

As this year comes to a close, I want each of you to reflect on how the club impacted your life this year and what things we can do to improve our club for the upcoming year.

On the back page of the newsletter is a **SWOT analysis** of the car show. It reflects things that we did well and areas for improvement. Review it and let me know your thoughts. I want to see the continued growth for our club and hope that everyone is willing to make an effort to see it happen.

At the next meeting, we will be nominating 2010 officers for the club. With new officers will come new ideas. Please be willing to jump in and help the club grow to new levels. I want to send a special THANKS to Linda Lancaster for completing the newsletters. They are always full of great information. Sadly, this is one of the roles that needs a new leader for 2010. Her dedication to the club is truly appreciated.

Last, I would like for all members to plan a club outing during one month for the upcoming year. Bring your ideas and suggestions to the next meeting. Thank you for all of your support and I will be here to support your new 2010 officers.

Sincerely,

**J.B.**

John Beels  
(540) 598-8375  
[jb67stang@hotmail.com](mailto:jb67stang@hotmail.com)

## NOMINATIONS FOR 2010 RVMC OFFICERS

If you are interested in serving as an officer, would like some more information about the officers' role or would like to nominate someone please contact John Beels at 540-598-8375 or fun1pony@hotmail.com. Voting takes place during our Christmas Party.

### The open officer positions are:

President, Vice-President, Secretary, Treasurer, Historian, Newsletter, Club events planner and SEMA Representative.

## RVMC CAR SHOW 2010 UPDATES

Car show chairpersons are needed!! We would like everyone to be a part of the planning. It takes everyone in the club to put on a successful event!!

If you are uncertain of the responsibilities of these committees and are interested in helping, please call Butch Cook 540-387-1979, or Suzanne Beels 540-309-8980 for more details.

Below is a list of committees that we have help for and still need help with for the show. If you are interested in any of these, please let a club officer know.

### Committees:

Car Show Chair and Co-Chair  
Prize board  
Parking  
Registration  
Judging  
Port-A-Potties  
Trophies and Dash Plaques  
Sponsorship Chair  
Goody Bag Chair  
Photographer  
Photography developing  
Trash  
Membership  
Apparel and merchandise  
Vendors  
Advertising  
Flyers  
Announcing/Radio  
50/50 sales  
Tabulation  
Tables and Tents  
Food & Drinks  
Mailers and advertising  
Thank You cards

## MUSTANG AND FORD NEWS BRIEFS

- Great news for Ford's third quarter profits in that they have reported nearly \$1B profit that was fueled by cost cutting, market share gains, and the "Cash for Clunkers" Program.
- Ford is planning to introduce air bags in rear seat belts in the 2011 Explorer. These devices will help reduce head, neck, and chest injuries, especially in children who no longer need child or booster seats.
- The 2010 Mustang rated highest in Consumer Reports latest testing of sporty coupes. The Mustang ranked higher than the Camaro, Challenger, Hyundai Genesis Coupe, Nissan 370Z, and Subaru WRX.
- The 2010 Saleen S281 will debut at SEMA in November.
- Latest Mustang sales for September report 4,917 units sold, about flat from September 2008 at 4,910. Overall, year-to-date sales are at 51,680 compared to 78,871 a year ago, representing a 34.5% drop.
- Since the 2010 Camaro has been outselling the Mustang the past 4 months, Ford is offering special financing incentives for the 2010 Mustang: 0% for 36 months, 2.9% for 48 months, 3.9% for 60 months, and 5.9% for 72 months PLUS \$1,000 cash back on V6 and GT Mustangs (no Shelby GT500).

### **A note from your newsletter editor**

**Linda Lancaster-**

As our president has already mentioned in his monthly message and possibly heard from a recent meeting –

**I need to hand off the newsletter production effective with the January 2010 issue.**

I would like to thank past contributors for this year and years past – **John Beels, Suzanne Beels, Janet Wojcik, and Sherman Jones**. Without their contribution there is no way that I could have put together a monthly issue.

The club needs to keep our one channel of communications going. I would recommend it continue to be a collaborative effort. The working scenario has been where 2-3 members would contribute information on a monthly basis (in the form of upcoming events, Ford and Mustang related news/articles, recent club activities with photos) to someone like me who then combines into a newsletter format. Then it is saved as a PDF file for posting to our website or sent as an email attachment. There are still a few members that do not have email access so we still continue traditional mailing, but that is less than half of our club membership.

If anyone is interested please contact me by email **lancaster@intergate.com** or call **276-224-0074**.

Or let **Suzanne Beels** know of your interest at **fun1pony@hotmail.com**.

We need folks to volunteer now so the transition for starting the January 2010 issue goes uninterrupted. Thanks again to all RVMC newsletter contributors – both past and present! It has been a privilege to work together with such a caring and dedicated group of Mustang enthusiasts!

# RVMC Car Show 2009 / SWOT Analysis

## (Strengths, Weaknesses, Opportunities, Threats)

Updated Oct. 20, 2009

### Strengths:

- Enthusiasm
- Contacts w community
- Dedicated core membership
- Experience of 21 years
- Have variety of mustangs
- Not in debt
- Best financial shape
- Car Show location at TW Mall Space remains tight, but good location
- Increased # of return participants
- Use of Modified MCA judging standards
- Organization of car show runs smoothly
- Contact with MCA
- Car people like to support charities
- New PR system available for '09 show
- Extend hours of judging
- Had lower number of complaints

### Weaknesses:

- Have more members than active participants
- Entry fee is High/low
- \_\_\_?\_\_\_ Number of different types of cars
- Judging in general
- Judging has improved
- There are many Mustang owners in valley
- Many do not know that we have a Mustang car club
- Disgruntled members
- People have long memories
- Lack of vendors remains a need but

had more in 2009

- When we do have ideas, we don't always follow through
- Need more signage at show
- Need to patrol outside cars at the show for tailgating. Continues and remains a need.

### Opportunities:

- Use Roanoke Times for promotion
- Channel 7 & public information broadcast
- Extend hours of judging (Moved to "Strengths")
- Get more vendor support
- Use Fast Signs
- Use road signs w directions
- Send information about car show to other cruisers/ car show
- Head off crashers
- Need VIC
- Access to Fischer Autoparts prizes
- VIR Viper Testing with possible dyno pulls

### Threats:

- Have a negative image
- Other event occurs at the same time
- Non-committed club members
- Same people work
- Lack of sponsorships
- Increased # of local car show & cruising
- Motor Madness if Mustang centered
- Economy at that time
- Same as 2009
- Continue to need to plan early

### Recommendations:

1. Engage member who are not participating Had some success with this 2010
2. Increase promotions at all levels 2010
3. Increase sponsorship 2010
4. Need to send flyers to state clubs and those in NC now for spring show 2010
5. Increase presence at other Mustang shows
6. Provide judging seminars continue
7. Have a members only event in late fall or summer with a social event
8. Have a child event within the show not effective given club goals
9. Approach non-traditional vendors
10. Work directly with Mall Manager at central office for more flexibility. In 2010 Mall has new management.

### 2010 additional recommendations:

- Work from last year's discussions, building on them
- Review each section--looking back @ 2009 car show
- Make additional recommendations on how we can improve 2010 car show
- Replace banners.

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### Contact information:

John Beels, RVMC President  
540-598-8375  
jb67stang@hotmail.com

Suzanne Beels, RVMC Treasurer  
540-309-8980  
funlpony@hotmail.com

Sherman Jones, RVMC Secretary/ Head Judge  
540-493-0821  
swj29@email.vccs.edu



**Roanoke Valley Mustang Club**

c/o Linda Lancaster

1810 Spruce St., Apt. 103

Martinsville, VA 24112

See you on the 17<sup>th</sup> at:

**Corned Beef  
& Co.  
BAR and GRILL**