

January, 2010

## THE PREZ SEZ. . .



After looking out at the early January cold snowy weather in Wisconsin, a trip to the south is looking mighty attractive.

Many of us were at the Madison International last summer and the sight of 903 Airstreams was very impressive. When Wisconsin member Walt Knuesel was the 1990 International President, his

rally at Notre Dame had 3,350 Airstreams attend. Now that would be an unbelievable sight! Our club has been having declining rally attendance and membership numbers for years. The September Blue Beret mentioned the 2009 operation loss of \$44,202. Now add to that the \$103,279 loss from the Madison International Rally. That makes a combined loss of \$147,481 for a year. The club currently has significant assets of about 1.2 million dollars, but the recent losses put the club on a negative trajectory.

The International Board of Trustees mid-winter meeting starts on January 19th. There are 25 motions on the agenda for that meeting. If you want a copy, contact me and I will email them to you. I hope the IBT seriously considers reducing expenditures to get them in line with what the current 2010 club size can support. The audio from the IBT business meeting is live streamed on the internet. The stream and an archive copy will be available at the wbcci.org website. All members now have the opportunity to hear the business of the club being transacted regardless of whether they attend the IBT or not.

I hope one day to have the opportunity to attend a WBCCI rally that has 2,000 Airstreams.

I want to thank Dick and Arlene Redell for hosting our December Holiday Luncheon in Lake Geneva. (Photos in this newsletter). Our next event is the Valentine's luncheon on February 13 at Hi-way Harrys in Johnson Creek. (Information on the last page of the newsletter). See you there!

## The Wisconsin Unit What's New

**A whole new year, to start with.  
Happy New Year!**

**More new members!**

**In this issue**

**Welcome new members!**

**Original Cyn  
"In with the New"**

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**2010 Event Calendar**

**Valentine Luncheon Invitation**



## Welcome, New Members!

This month we welcome the following new members to the Wisconsin Unit.

Brian Brux and Bob Padour  
814 N. Morrison Street  
Appleton, WI 54911  
[bbrux@vpind.com](mailto:bbrux@vpind.com)

Jon and Bonnie Hanson  
11656 Beach Rd  
Sister Bay WI 54234  
920-854-5569 home  
920-883-9605 cell  
[jnbhanson@gmail.com](mailto:jnbhanson@gmail.com)

John and Rachel Rothschild.  
204 Glen Hollow Rd  
Madison WI 53705  
608-255-5883

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### Original Cyn

by Cynthia Schmidt

#### In with the NEW!



Last night, I fell asleep with my telephone resting on the night stand next to my bed. My nephew's wife went into labor to deliver their first child at 4 PM in the afternoon, and at 11 PM or so, no phone call, no baby yet, and when I woke,

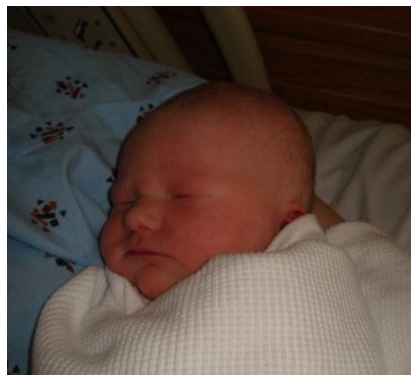
no message, no baby even YET! They had been hoping for a New Years baby, but as we know, Mother Nature does as she pleases. Some hospitals still give the family prizes for New Year's babies! So what's with all this New Year's stuff, anyway?

Around the world, the arrival of each New Year brings traditions such as feasts, fireworks, polar bear plunges, bowl games, black-eyed peas, placement of dimes under dinner plates for good luck, parades of flowers, and the ever popular resolutions to lose weight, stop smoking cigarettes, and save money. January 1 marks the end of a period of remembrance of the passing year and it is a time to look forward to planned or expected changes in the coming year. It is a time for out with the old, in with the new. Experts tell us in 2010, purchasing a telephone is a bad deal. I mean a TELEPHONE, as in connected to an outlet in your wall, with a *dial*. You know, like years ago, *party lines* (gosh I AM dating myself, aren't I?). What on earth is going to permanently replace the telephone?

Ahhhh, yes...I know...

Mobile devices, computer conversations, Tweeting, Facebooking, MySpacing, Skyping, and what's next? Help! Beam me up, Scottie! I miss the old-fashioned ways of communicating - not knowing who is calling by some identifying display on the LCD. Someone has an "app" for this and that. What exactly is an "app"? Speaking of Scottie, remember when Captain Kirk (William Shatner) touched his shoulder and was instantly connected to Spock? Is that technology here yet?

All this said, make a note next New Year to think about where we were on January 1, 2010, and what has changed. Personally, I'd like to be spending New Year in 2011 with the likes of folks in Brazil, celebrating as is their tradition in Rio de Janeiro on Copacabana Beach, joined by 1.5 to 2.5 million people. Is there an Airstream Park in Rio?



Oh! Lest I forget, little Evelyn Marlene arrived at 4:40 AM, and I was notified by e-mail, Facebook, Twitter and yes, even by the old-fashioned, almost obsolete land-line telephone call with a live person on the other end of the line!

Happy 2010 everyone!



#### The Badger Bulletin

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## Editorial

### ***We Need to Talk. . .***

*We need to talk. . .* What husband has not cringed at these words from his wife? But fear not, Badgers, it's not our *marriages* we need to talk about—it's our extended family, the WBCCI. Later this month (Jan 19-23), the International Board of Trustees will be meeting in Louisiana to make important decisions affecting the future of our club. We need to let them know what *we* think.

The WBCCI has been in decline for nearly 30 years. Membership peaked at nearly 30,000 families in the early 80s and has been steadily decreasing ever since. The trend seems to be accelerating. In the new 2010 membership directory there are 16 fewer pages of listings than in 2009, a 13% decrease. That would put the 2010 WBCCI membership somewhere around 5,700. Attendance at the International Rally has decreased proportionately.

Since dues account for most of WBCCI's income, revenues have also decreased proportionately. In round figures, last June the WBCCI had one million dollars in the bank, drawn down a little in 2008 by operating losses and a \$14,000 loss on the Bozeman International Rally. Crunch time came this year, with WBCCI reporting a \$44,000 operating loss for the year ending June, 2009 and a \$103,000 loss on the Madison International Rally in July.

Losses of this magnitude cannot be sustained for long, and some of the motions (25 so far) prepared for introduction at the January IBT meeting address this problem. A copy of the 2009 International Rally Profit & Loss Statement and the 25 motions submitted to date can be viewed on the Region 2 web site, [http://www.wbccci2.org/2010\\_IBT\\_Motions.pdf](http://www.wbccci2.org/2010_IBT_Motions.pdf)

An obvious move is to raise the International dues. Motion #14 proposes a \$20 dollar increase, from \$55 to \$75. Unfortunately, increasing the dues is counterproductive to retaining members. The downward trend in membership was briefly arrested in 2006, when membership actually *increased*—by 15 members—from 8,243 to 8,258. The next year International dues were increased 22% from \$45 to the present \$55. Membership dropped 7% to 7,681. This year a 36% increase is being proposed, from \$55 to \$75. Coming on the heels of a 13% membership drop in 2010, the effect can only be imagined.

Most members of successful units—like Wisconsin—perceive the camaraderie and activities of their unit to be the primary benefit of WBCCI membership. Yet the vast majority of their *dues* go to International. Increasing the International dues to \$75 would mean that Wisconsin Unit members receiving the newsletter electronically would be paying 90% of their dues to International and only 10% to the Unit.

The Elephant In The Living Room that nobody seems to want to talk about is that the current membership is supporting a management hierarchy that may have been appropriate for a 20,000 member WBCCI, but which we can no longer afford. Under the present organizational structure International and Region officers are required to travel to numerous events, in return for which their expenses are paid by the club. In 2008-2009, \$106,900 was spent on officer expenses. Additional officer expenses in the International Rally and Advertising Expense categories brought the total officer expenses paid out to \$131,558, 35% of the club's income from dues.

In the long run the WBCCI must improve its recruitment and retention of members. There's no doubt that it can be done. Our own Wisconsin Unit is growing nicely. We don't have any secret recipe. We just don't take ourselves too seriously, and we have a lot of fun. The Wisconsin Unit will remain a viable entity regardless of the fate of International.

But in the short run, WBCCI must dramatically reduce costs. Reducing the number of Regions has been suggested, thereby reducing the number of Region officers. Region 7 is the most popular target since we have the fewest members. The difficulty is that consolidating regions will result in some geographically huge regions resulting in excessive travel costs (reimbursed or not). The Alberta-Saskatchewan *Unit*, for example is already 1,000 miles square—some members have to drive over 500 miles to attend a *unit* event. Regardless of whether we consolidate into fewer regions, mandatory officer travel must be reduced and expense allowances reduced accordingly. Do we really need to have Region officers conduct Unit installations?

International Rally expenses can also be reduced substantially without greatly changing the nature of the rally. Madison expenses included over \$40,000 for Rally Promotion—over \$40 for every member family that attended. Since the International Rally is promoted only to WBCCI members, it seems this figure could be significantly reduced. Including the Unit President Appreciation dinner, over \$20,000 was spent for catered luncheons and dinners. We could have picnics instead and save a lot of money.

Tragically, with the club in dire straits, one third of the motions proposed for the IBT meeting (8 of 25) are for the purpose of eliminating loopholes and enhancing the secrecy of the grievance and disciplinary process. With membership in free fall, the **last** thing we need to do is make it easier to suspend and expel members from the club!

What do **you** think? Don Rogers and Joan Lahr, who represent you on the IBT, need to know. Their contact information is in the membership directory and on the Region web site. <http://region7.wbccci.net/>



# Holiday Luncheon Lake Geneva, Wisconsin

Story and photos by Bob Manak

Dick and Arlene Redell had a good turnout for the December 5th Holiday Luncheon at the Lodge at Geneva Ridge in Lake Geneva.



The mixture of new, old, and prospective members in attendance included Bill and Lois Kronholm, Vern and Leola Schultz, Annette Hooker, Mark and Ellen McGaughey, Don and Kay Stenz, Dennis and Patti Theyer, Ed and Carol Witzke, Bob and Heidi Manak and guests from the Lake Geneva area.



# Streamin' on the Cheap

Dori Stowell, Vintage Contributor

<http://airstreammemories.blogspot.com>

As we enter the year 2010, it seems that the economy doesn't have much sunshine in its future. This is a great time to be an Airstreamer, because we have what others need in difficult times—an Airstream! Many may think that I have now lost my mind, but owning and using an Airstream, is truly a cost-effective way to travel and enjoy family time.

With a family of six, soon-to-be-seven, we count on the savings from our Airstream. There are so many rewards to taking your own bed, kitchen, and bathroom with you. For families, an Airstream can free up funds to do things you never dreamed you could provide during tight times. The road is the limit to what you can discover in this great nation of ours. I want to point out some of the savings that can be found down the road.



Our family is often too big for one hotel room, so the cost of a vacation is double, just in rooms! For us, the cost of sleeping is usually around \$25 a night in a campground, a savings of \$150+ per night! If you add that up for a ten day vacation, we could get an Airstream with our \$1500 savings! One year of staying near home enabled us to save up money to buy a "new" Airstream last year. At Christmas I was reminded of the work it takes to load and unload—load and unload—*and load and unload*—a hotel room with kids! We only add our clothes and food to the Airstream and go—so simple!



We often haven't gotten on the road at quite the right time, so the kids (and Dad) are hungry an hour or two down the road. We can pull over at any wayside, park or parking lot and cook dinner. Most times it's just sandwiches, but hey, we could make a five-course meal if we wanted! Some of our fondest memories of trips have been on those stops, because it never fails that someone can't resist knocking on the door to tell us their Airstream stories. Our savings for dinner—at least \$60! Multiply that by three times a day and a ten-day vacation we have saved a whopping \$1800! All together, our savings for one, ten-day trip would be \$3300!

Of course, you may be thinking, "Well, you still have gas expenses." Gas prices will determine how far you go. Maybe some years you don't go as far as others. Several years ago, we took a ten-day trip to Glacier and Yellowstone National Parks with three kids and a dog. The total cost was \$1200 including all entertainment, eating out, gas (which was over \$3/gallon) and souvenirs. I planned and packed all food and clothes for the entire trip. (I was *not* going to do laundry on my vacation!). The experiences we had as a family were priceless.

I never count the food we bring and prepare ourselves, or the occasional grocery run, as a trip expense, because we would have the same expense at home. It takes more planning, but that makes our trips to be more enjoyable, because we don't have to think about what's for dinner tonight! I always pack extra treats, and plenty of S'mores too, making it more fun along the road.

I am probably preaching to the choir since you own an Airstream. But as you see your own families and friends cut down on their leisure time and vacations because of the economy, remind them that there are other options besides staying in a hotel or condo for a week. Disney is not the only destination, either. (Although you can do that in an Airstream, too!). We have a whole United States to explore and meet new friends. Share your passion!

See you down the road. . .



# Steve and Lynne's Northwest Passage

Story and photos by Steve Piotrowski

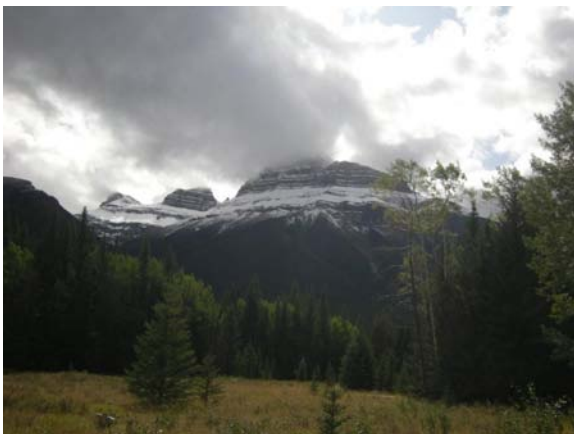
## Part 2 – Banff and Glacier NP

Hello from atop the Banff Mountains in Canada. Actually, I don't think the mountains are called Banff, but the town and park are, and that is where we spent the night. We had spent five days in the Glacier/Waterton Peace park. I have never seen anything so beautiful.



Glacier National Park

Until today that is. Lynne had traveled through the mountains as a kid, so she had some memory of them. I had never really been in the mountains, at least like these, and I am floored, overwhelmed, or whatever words you would like to use to describe the incredible beauty and majestic size and sights. In particular, the mountains of this chain rise so quickly and sharply from the plains and their gentle rolling hills. You can imagine the early settlers seeing them off in a distance and wondering how the heck they were going to get over something like that? The drivers of some of the older cars and campers on the road were probably still wondering that as they started up the long climbs.



Bow Valley mountains.

The weather changes a bit also. The temps were in the low 80's on the plains, but it was cloudy over the mountains. When we pulled into the campsite, it was 49 degrees, raining and a strong wind. Man, that felt cold after the nice temps in the plains. It is suppose to get into the low 70's today, and no frost is predicted for the time we are going to be here, so that is nice. It is either up to Jasper or down to Hells Canyon when we leave here. We will need to decide when we pull out tomorrow.



Continental Divide snowman

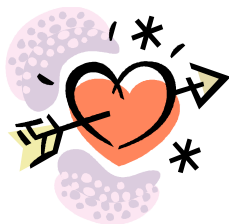
The drive up yesterday was suppose to be through the mountain roads along the front edge of the chain, but several people warned us that the wildfires in British Columbia near the road were pushing lots of animals on to the drive and it was pretty dangerous. So we detoured around towards Calgary, without going into it. It gave us the chance to see the "head smashed in Buffalo jump". It is a beautiful place, the small ridge in the rolling plains, and the building with the museum and artifacts of the Blackfoot tribe is unique and worth seeing by itself. The legend is that one of the warriors wanted to watch the buffalo as they came over the cliff, so he hid in the overhang. Unfortunately, there were so many buffaloes killed that year, that they crashed into him and when the tribe found him, his head was smashed in by a buffalo. Good legend, bad choice for the warrior.

Things are going well, car is running well, photos are being taken in huge numbers, the cats are seeming to enjoy the stops and the trip in general, and we are seeing things we never saw before. Still no bears or antelope or moose, but we hold out hope for the next couple of weeks. I figure most of you have been out in the area or hope to get here sometime, and hope you enjoy the travel stories I am sending.

(to be continued)

# WBCCI Wisconsin Unit 2010 Event Calendar

## Luncheons



**February 13, 2010: Valentine's Luncheon** at Hi-Way Harry's Restaurant, Johnson Creek hosted by Heidi and Bob Manak

**March 27, 2010: Luncheon** at Benvenuto's Restaurant, Fitchburg hosted by Patti and Dennis Thayer

**April 24, 2010: Luncheon** at Dell's area restaurant TBA hosted by Ellen and Mark McGaughey

## Rallies and Camp-Outs



**April 23-25, 2010: Camp-Out at Wisconsin Dells KOA** hosted by Ellen and Mark McGaughey



**May 20-23, 2010: Explore Milwaukee Rally** at Waukesha County Expo Center hosted by Heidi and Bob Manak



**Jun 27-July 4, 2010: WBCCI International Rally,** Gillette, WY



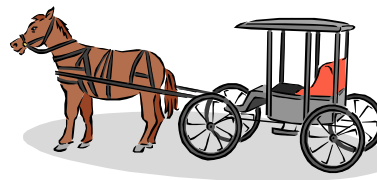
**August 2-9, 2010: Region 7 Rally,** Medora, ND



**August 20-22, 2010: Camp Airstream Rally** at Green Lake Campground near Oshkosh, hosted by Barbara and John Sellers



**September 10-12, 2010: "Vintage Sports Car Drivers Association Elkhart Lake Vintage Festival" Buddy Rally** at Road America Race Track, Elkhart Lake. Dry camping on the Road America grounds hosted by Kay and Don Stenz



**October 1-3, 2010: Explore Sparta and Amish Country Rally (Installation Rally)** Camping at a downtown park in Sparta hosted by Dori and Dave Stowell

# Valentine's Luncheon

February 13, 2010

11:30 AM

Hi-Way Harry's Restaurant

710 Glover Lane  
Hwy 26 and I94—Across from the Outlet Mall  
Johnson Creek, WI 53038

Please join us for the first WBCCI  
Wisconsin Unit Luncheon of 2010.

RSVP: by Sunday February 7<sup>th</sup>

To: Heidi or Bob Manak

Call: 262 544-6151 or

email: [bob.manak@wbcci.net](mailto:bob.manak@wbcci.net)

