



**November 2007**

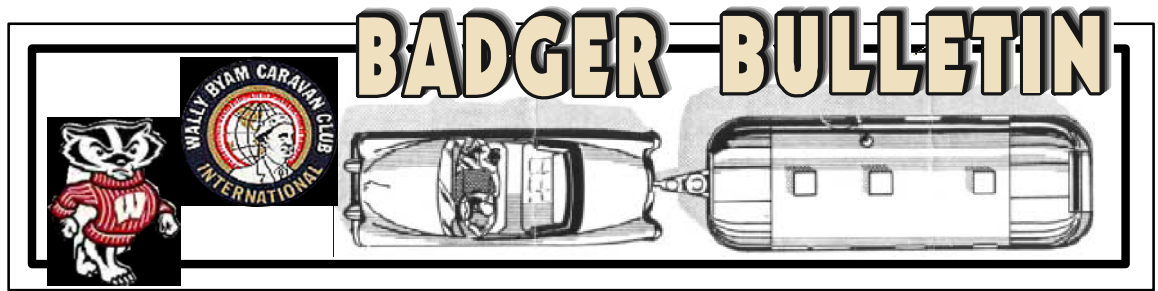
Kick off your holiday season with a gathering of your Airstream friends at the Dec. 8<sup>th</sup> Holiday Luncheon at Fusion Restaurant in Fond du lac. See details inside.

Remember that your membership renewal is due now! Find the application form in the October Bulletin or on the WI Unit website, <http://wisc.wbcci.net>

The Badger Bulletin is not published in December. See you next year!

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## The Pres Sez:

When my first mate Mark and I joined the Wisconsin Unit in the summer of 2000, we had some misgivings. We loved our newly acquired



Airstream, but we were really not “joiners”. Like many from our generation, we were used to acting autonomously. While we had some “camping friends”, we did a lot of traveling in our previous trailer by ourselves. But we were intrigued with the promise of meeting folks who loved Airstreams like we loved ours. Before our first rally, we worried that our crazy Golden Retriever puppy Rebel would leave such a bad impression that we wouldn’t be welcomed back!! Luckily we were parked by Ed and Sandy Emerick who also had a crazy puppy, Seymour. They and then Unit President Vern Schultz made us feel so welcome that we just kept coming back.

Flash forward seven years and here we are! The reason for this reminiscing is known to some of you. After the Installation Rally in Shawano, Mark developed symptoms that led to the discovery that he has a serious heart condition. He had surgery on October 19th and has been recuperating at home. And from the first diagnosis, through many tests and doctor visits, we have been overwhelmed with the love and support our Airstream friends have shown us. And to think we joined because of an aluminum trailer!!

For those of you who belong to our unit and are waiting for the right time to attend your

first rally or come to a luncheon, you are missing an opportunity to make friendships that will change your life. Come once and see! And for those of you who participate in unit activities, every time you volunteer, you will be paid back with a speedy return on your investment of time.

Thank you all for the prayers and positive thoughts.

*Ellen McGaughey, WI Unit President*

**We are all travelers in the wilderness of this world, and the best we can find in our travels is an honest friend.**

*Robert Louis Stevenson*

## An Election Approaches

No, not the Presidential election – but one that is important for the future of our Region and the WBCCI. The election of Region officers for 2008 actually takes place over the next 2 months. You’ve seen the statistics- despite the fact that Airstream is selling lots of trailers, the WBCCI has lost membership over the years (that includes the WI Unit).

There are many theories for this- you probably have one you favor! Whatever the cause, if you value your membership in the club, your opportunity to make the changes that might stop this membership hemorrhage really start at the Region level. Our Region President is a member of the International Board of Trustees (the IBT) and that board has the power to initiate change.

This year two WI Unit members, Joan Lahr who was recommended by a three person Region nominating committee and Ed Emerick who is running as a write-in candidate, are vying for the office of Region 7 2<sup>nd</sup> VP. That person may eventually become Region 7 President. You will find their resumes, their solutions to retaining members and the ballot on pages 5-8. A complete record of their positions is on the WI Unit website:

<http://wisc.wbcci.net>

## In Memory

Marguerite Wiegand, age 81, went to join her husband, John, in heaven, Thursday, September 27, 2007. Marguerite was married to John W. Wiegand, and they had two children, Sandra and John.

The Wiegands were members of First English Lutheran Church ELCA, and Marguerite was a former Girl Scout leader. The family loved to travel — first as campers and then with their Airstream. John and Marguerite were Lifetime members of the WBCCI. Marguerite occasionally joined our group at winter luncheons these last few years- she will be missed.

Memorial services for Marguerite were held on Saturday, October 20, in Appleton. You can learn more at this website:

<http://www.postcrescent.com/apps/pbcs.dll/article?AID=/20070928/APC010301/709280682/1007>

## Personals

The condo bug has bitten long time Airstreamers Bill and Lois Kronholm, who recently left their home of many years in Kenosha to these new digs:

8040 42nd Ave.  
Kenosha. WI 53142

## Caught in Color

Craig and Jane Belling were up in God's Country (Upper Michigan) on Lake Superior at McLain State Park to view the Copper Country's fabulous colors and to close the park (it's closed several weeks early this year because Michigan couldn't pass a state budget- sound familiar?!). Friday night they watched the incredible Northern Lights over Lake Superior. Saturday they drove around the area, stopping every couple minutes so Jane could take photos! To see this photo in all it's glorious color- check out the newsletter on our website at: <http://wisc.wbcci.net>



## A Quick Recovery

Dick and Pat Hart are recovering from a car accident that totaled their car and left them bruised. We are happy they survived the accident and wish them a speedy recovery.

## Member Comment

WI Unit member and Region 7 Secretary **Lily King** has this comment about Ed Emerick's last "Under the Awning" column.

"I have been an early worker at International serving nine years. The water and electric has always been shut off early on July 5. The rally ends on July 4. There were always announcements that water and electric was to be off early July 5. These people with the water and electric areas are volunteer early workers. They need to put away all the gear ready for the next International and they want to head for home also themselves.

As to red jackets and white pants - so be it. I have worn a red jacket and don't feel that I was any different than the rest of the region people. I am proud to say I served eight years as the Region 7 secretary. As a wearer of the red jacket, I felt it also was my duty to assist the Region President if I was asked to do so."



## Looking for a Christmas present for your spouse?

Why not consider the peace of mind offered by a SkyMed membership? Your spouse (and your family) will appreciate knowing, should a serious illness or accident occur, you and your vehicles will be returned safely.

It's true! **SkyMed takes you home.**  
**What else matters?**

Contact: Stanley Schwenke  
e-mail: [smh9112@hotmail.com](mailto:smh9112@hotmail.com)  
cell: 920-918-9923



## Fall Colorama Rally

We welcomed new members Chris and Cheryl Fahler at our last rally of the year. Also attending were Mike and Mary Ellen Alsvig, Craig and Jane Belling, Lee, Cathy, Allison, and Katie Brisk, Gary and Sharon Colbert, Dick and Emily Durand, Bob and Arlene Finley, Mike and Joan Lahr, Bob and Heidi Manak, Fred and Barbara Obst, Dick and Arlene Redell, Fred and Cyn Schmidt, Danny and Janice Schroeder, Vern and Leola Schultz, Stan and Mary Schwenke, John and Barbara Sellers, Connie Sheasby, Gene and Audrey Sinner, Don and Kay Stenz, Dennis and Patti Thayer, Bob and Karen Wiltout, and Ed and Carol Witzke. WBCCI members Don and Lois Elliott and their guests, John and Wilma Fleenor, traveled 12 hours from Indiana to attend the rally. Craig Belling's parents and the Obst's daughter and granddaughters also attended part of the rally.

The rally was held at Beantown Campground in Baileys Harbor, Door County and featured a pumpkin carving contest, a computer open forum, sightseeing at Cana Island which has a U.S. lighthouse, a scenic drive of Peninsula State Park, and the Pumpkin Patch Festival in Egg Harbor. Some adventurous members took the ferry to Washington Island, visited Gills Rock (northern most point on the peninsula), did additional sightseeing, or went horse back riding. Many thanks to Dick and Arlene Redell for preparing a delicious fish boil, which was the highlight of the rally. Dick and Arlene convinced a lot of members that fish boils can taste very good!





# Holiday

FESTIVITIES

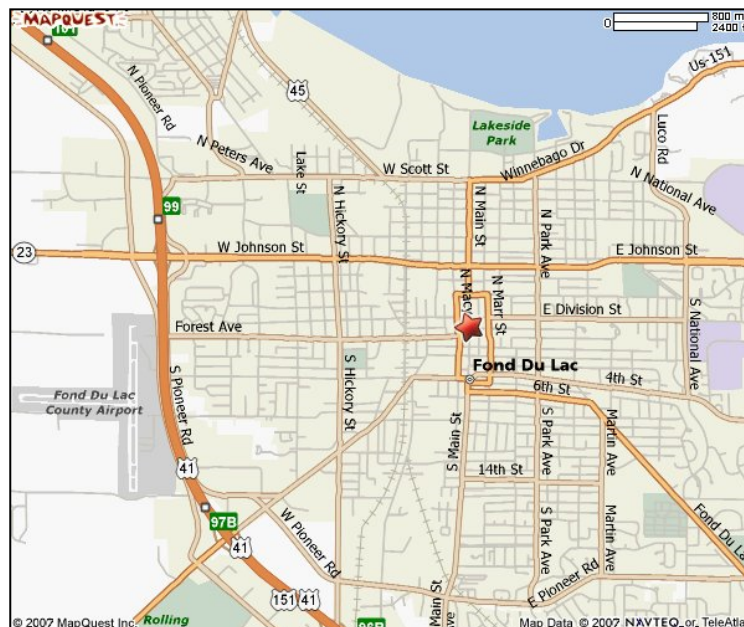
## LET THEM BEGIN!

Join your hosts Don and Kay Stenz at the 2007 Holiday Luncheon!

Fusion Restaurant  
23 S. Main St. in downtown Fond du Lac  
Saturday, December 8, 2007  
At 11:30 am.

Celebrate the Holiday Season with your Airstream family.  
A special pre-order menu is available at <http://wisc.wbcci.net/>  
(Snowbirds are welcome before they fly south for the winter!)  
Please contact Don and Kay with your RSVP before December 1<sup>st</sup>.

Reach them at:  
Phone: (920) 693-2146 Email: [slem@tds.net](mailto:slem@tds.net)



# Joan Lahr

## Nominee for 2<sup>nd</sup> Vice President, Region 7

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### WBCCI Wisconsin Unit Member 2003–2007

President, 2007  
 Delegate, 2007 Annual  
     Delegates Meeting  
 First Vice President, 2006  
 Second Trustee, 2005  
 Membership Chair, 2006–2008  
 Region 7 Acting Recording/Corresponding Secretary, 2005  
 Region 7 rallies—attended last four  
 Region 8 rallies—attended last two  
 International rallies—attended last four  
 Mid-Winter IBT rallies—attended last three  
 Participated in all 4 Unit Officer/Membership Workshops  
     at 2006 International Rally  
 Unit Parade Chair at International Rallies, 2005 and 2006  
 Participant of two Unit caravans  
 Hosted three Unit rallies, three Unit lunches and two breakfasts  
 Attended every Unit rally except one

Husband, Mike: Unit First Mate and Quartermaster, 2007  
 International Rally Traffic Control Committee, 2006 and 2007  
 Region 7 Parking Chair, 2006 and 2007  
 Unit Parking Chair, 2006 and 2007

### Occupation

Alliance for Children and Families (retired May 2006)  
     2002–2006, Director of Human Resources /  
     Executive Assistant to Chief Operating Officer  
     1993–2001, Executive Assistant, President's office  
     Team Spirit member, 3 years  
 Associated Bank  
     1986–1992, Executive Assistant to the President /  
     Office Manager

### Community Leadership

Waukesha County 4-H Leaders Association Board  
     Member 2 years / Secretary, 1 year  
 Menomonee Falls 4-H Club leader, 14 years

### Education

Waukesha County Technical College  
     Business / computer applications courses  
 American Institute of Banking  
     Financial courses / Supervisory training  
 Management Resource Association (MRA)  
     Business / HIPPA / diversity training courses  
 Wisconsin Lutheran High School graduate

### Other

Strong organizational, communication, and detail skills;  
 team player; reliable; experienced conference planner;  
 enjoys working with people and with WBCCI

### Personal

Married to Michael, four children, six grandchildren  
 Born in Milwaukee, Wisconsin, reside in Menomonee Falls, WI  
 Member St. James Church, Menomonee Falls, since 1963

**Ed Emerick**  
**Nominee for**  
**Region 7, 2nd Vice President**

**PERSONAL**

Born November 7, 1958 in Lorain, OH. Married 24 years to wife Sandy, two daughters, Elizabeth, 19 years old, WBCCI WI Unit Teen Queen one year and Elaine 17 years old WBCCI WI Unit Teen Queen 3 years.

Wife Sandy is Unit Treasurer and has been WI Unit Recording and Correspondence Secretary, WI Unit Teen Queen Chair and WI Unit Past First Lady.

**Education**

Manchester College, Bachelor of Science Degree in Environmental Studies, graduated 1981. Have attended many different classes in transportation safety and Hazardous Materials DOT Compliance.

**Occupations**

Over the road truck driver, city truck driver, Labor Coordinator, Transportation District Manager, Safety Director, Seminar Presenter, Manager of Seminars, Manager of Consulting and currently Lead Safety Consultant for J. J. Keller & Associates Inc.

**WBCCI**

Purchased first Airstream in 1997 and joined the WBCCI/Wisconsin Unit and Vintage Airstream Club in 1998. Attended the International Rallies from 1999 through 2006. Attended 5 Region 7 Rallies and numerous Unit Rallies over the years.

National Positions

Vintage Airstream Club President, 2006-2007.  
Vintage Airstream Club 1<sup>st</sup> Vice President. 2005-2006  
Vintage Airstream Club 2<sup>nd</sup> Vice President 2004-2005

Region 7 Positions

Blue Beret Contributing Editor 2004 through 2007 (and beyond!)  
Region 7 Vintage Airstream Club Representative 4 years.

Wisconsin Unit

President, 2003-2004  
1<sup>st</sup> Vice President 2002-2003  
2<sup>nd</sup> Vice President 2001-2002  
Other Unit positions held: Unit Newsletter Editor, Unit Quartermaster, Unit Legislative Chairman, Supplies Chairman and Father of two Wisconsin Unit Teen Queens over 4 years!

Other

Hosted 4 Unit and Region 7 Vintage Airstream Rallies, Leader of 2 caravans and participant of 2 other caravans. Implemented and hosted the first Region 7 Vintage Rally.

Closing Comments

I have raised my family attending WBCCI events since 1998. My daughters' development and independence is a direct result of our participation in WBCCI activities and has contributed to raising well traveled and well rounded adults that they are today. Our family's WBCCI adventures have been published in numerous publications and we have always provided the public with a positive image of the WBCCI way of life.

## Candidates' Answers To Nominating Committee Question 4

*(Please view the entire Question/Answer document on our website: [wisc.wbccci.net](http://wisc.wbccci.net).)*

### **Question 4: Please explain how you would improve retention of current members and improve the activity level of the membership.**

**Joan Lahr's response:** As a former employee (13 years) of a membership association similar to the WBCCI, I have experience with the efforts and energy it takes to maintain membership. I have been our Unit's Membership Chair for the past two years, and in September, 2006 I initiated a Unit Membership Retention Program and asked for volunteers to contact 36 members who I felt were at risk. My assessment was that these members had not attended any Unit function for the past three years and needed to be personally contacted to engage them to become active in the club or to just say "hello, how are you and we miss you." I divided the list geographically and six people volunteered to contact these members, of which most of them renewed their membership.

I feel members attending their first international rally should be recognized and valued beyond the ringing of a bell and wearing a gold ribbon. This may have been a good practice and helpful years ago, but a few activities for first timers exclusively would give them a better sense of value and inclusiveness and they would become far better informed and engaged. It also would be a good idea to have a special section toward the front of the arena for first timers during entertainment at International Rallies to show that we truly do value them and are a welcoming community.

One small thing I initiated in our Unit this year was to assign members to committees at our rallies rather than volunteering. This system keeps everyone engaged, meeting each other and participating, if even in a small way, and members become involved and "a part of." I've met many Region 8 members at their rallies while participating in successful mixers and would initiate similar activities at our Region rallies to encourage members to meet and get to know each other.

Communication is a strong member retention tool and is key to keeping members informed and active. This past year I implemented an email program to remind Unit members of every upcoming event and other pertinent news. This was successful in keeping members informed and increased attendance at luncheons and rallies. Member activity increases with effective communication via newsletters, emails, and Web sites.

Our organization needs to rethink how it markets itself to new and renewing members. Some good ideas and suggestions are discussed at the membership workshops at the International Rally and should be repeated at our Region 7 rallies at retention and recruitment sessions.

Region rallies should be well organized and publicized well in advance so members can plan their calendars and work schedules accordingly.

As I've demonstrated in the Wisconsin Unit, I would focus my retention efforts on personal contact and perseverance as a Region 7 officer and would develop interesting, exciting, enjoyable, quality events that members of all ages would be eager to attend.

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**Ed Emerick's response:** I think the issue of retention of the member needs to focus on those members who have less than 3 years in the club. It seems to me that those who survive the first 3 years stay members. We need to focus on what they would like to see as club activities. We also need to remember not to "throw them to the wolves" by over recruiting them into Unit offices that are vacant. Coaching is acceptable but I have seen times where the need for new blood in the officer ranks is so bad that we tend to forget that some people want to only be participants and not leaders. The pressure becomes so intense that we end up chasing these folks off instead of keeping them.

A way to increase participation is to draw the new member to their first activity and that is through marketing. We have to have events that are fun and we have to improve the way we communicate that event. The WBCCI has to understand, especially with the younger member, that we are competing with other offerings for that family's recreational time. We have to show that we offer value as well as fun and then deliver.

One last item that needs to be addressed is that with the current way of doing things such as rallies is the need for a large number of volunteers. Again we need to look at ways to reduce this need, people who still work do not look with favor to take their limited time off and work all weekend supporting rally activities. They want to relax and we need to find ways to allow this.

# WI Unit Ballot

## 2008 Region 7 Officers

*Please check one!*

President: Don Rodgers \_\_\_\_\_

\_\_\_\_\_  
*write in candidate* \_\_\_\_\_

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1<sup>st</sup> Vice President Stan Schwenke \_\_\_\_\_

\_\_\_\_\_  
*write in candidate* \_\_\_\_\_

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2<sup>nd</sup> Vice President Joan Lahr \_\_\_\_\_

\_\_\_\_\_  
*write in candidate* \_\_\_\_\_

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*Please remember that you are allowed one vote per unit (trailer/motorhome)- that is, one vote per couple. You must include your Name and WBCCI # in the return address on your envelope. All folded ballots will be separated from the envelopes, mixed up, then counted. This is treated as a secret ballot election.*

Your ballot must be returned by December 22, 2007. Mail to:

Carol Witzke, Secretary WI Unit - Ballot  
W7124-1848 Settlement Lane  
Plymouth, WI 53073