

# WBCCI NAME CHANGE PART I



## Should We Care?

*Yes we should! Why? Well, because shortly after celebrating WBCCI's 50th Anniversary, in less than three months we may never see the Club Name again.*

### How did this happen.....?

- A member questionnaire was circulated via the Blue Beret to all WBCCI members. A mere 13 % of the registered 6000+ members responded, of which 43% Strongly Agreed and 27.5% Agreed to the question: The name of WBCCI should include the Airstream Name.

- At the Jan 05 IBT [International Board of Trustees] meeting a motion - **"To add the word Airstream to the Club Name"** was adopted, to be sent to all Units for a vote, resulting from the Questionnaire.

- At the Spring Rally in Paris, 83 of our 206 members were able to attend and a majority YES vote **"to add the word Airstream to the Club Name"** was given to our Unit Delegate.

- At the June 05, Delegates Meeting (representing members Across North America) Delegate voted on two Motions:

The first motion - **"to add the word Airstream to the Club Name"**. That received a 2/3rd majority vote of the Delegates. [August Blue Beret pg7]

The second motion that came from the floor - **"To have IBT to select a new name for the club to include the name "Airstream and determine the most cost effective and effective method to be implemented at the earliest date. This name is to be presented to the Delegates in 2006."** [August Blue Beret pg7]

- At the IBT meeting, following the Delegates meeting, a "Name Change Task Force Committee" was appointed to carry out the directives from the Delegates Meeting.

- A small article appeared in the August 2005 Blue Beret summarizing the Delegates Meeting. Voting statistics were provided along with several Club Name suggestions.

*It was quite evident at that point the initial intent of the motion "to add the word Airstream to the Club Name" had drastically changed from a "Revised" Club Name as we know it, to a completely "New" Club name.*

- The Name Change Task Force Committee presented their proposal to the IBT this January recommending the "New" Club name - AOAIL : Airstream Owners Association International Inc. Details of the "most cost effective and effective method to be implemented at the earliest date" have yet to be communicated to all Units. An official package is to be received by our Unit President on or before March 30, 2006 from WBCCI.

This coming spring, we will be asked to vote again, this time, for the "New" Club Name - AOAIL.

A **NO** vote will squash the "Name Change" as presented and should put us back to the initial Motion "to add the word Airstream to the Club Name".

A **YES** vote will see the WBCCI Club name vanish forever.

An **AMEND** vote will leave the gate open for IBT to forge ahead with a "New" Club Name but different to the one recommended.

**Here are three questions for you to ponder.**

**Question One is directed to those members who are aware of the name change process in place and;**

1. Do you think we were voting on adding "Airstream" to the existing club name of WBCCI OR

did you think we were adding "Airstream" to form a completely "New" Club Name?

**Question Two to those members who may not have attended events or read parts of the Blue Beret or Trillium, where the name change process was discussed or reported on and;**

2. If you were not aware of the "name change process" you can still have your say:

a) Do you want to see the

WBCCI Name abolished OR

b) Do you agree to adding the word "Airstream" to the Existing Club Name of WBCCI OR

c) Do you want a completely "New" Name that includes the word "Airstream".

**Question Three is directed to all members.**

3. Should we put a **STOP** to this Name Change Process by voting NO to any change in the Club Name at this time and forward a Motion to Rescind the initial name change motion and direct IBT to provide ALL the parameters of what is involved in changing the Club Name **FIRST**.

*Determining name change feasibility would be a good start and not just at the IBT level:*

*E.g. Unit, Region, and International financial cost analysis • official promotional material costs • loss of established Identity • Mass Unit Constitution Revisions • redundant logos, flags, decals, awards, print media, are just a few key items that come to mind. We just approved a \$10 increase in fees for this year - who is going to pay for all this? Guess Who? - The Voting Members.*

**Stay tuned for PART II - Name Change - Should We Care?**

We will present both sides to the debate. "Play Back" your input surrounding the Name Change Process and potential loss of a 50 Year Old Club Name before the final Vote takes place this coming Spring.

**Please send your responses to the three questions posed or express your opinions & views on either side of the debate or any comments you may have regarding the Name Change Process to your local WBCCI Unit leadership**

*From Vintage to the New Millenium Classics to Square Streams - From longtime members to prospective members.....we Rally*



*Expressed views and opinions of the author identified in italics are not necessarily those of the WBCCI Ontario Canada Unit.*