

# Chapter Coordinator Newsletter

## January 2003

By Rick Black, 2003 Chapter Coordinator

Even though it's February as I write my first Chapter Coordinator Newsletter to you, I'd like to say "happy new year". This is my second year on the MAFCA board and I am enjoying being a part of the inner workings of our Club.

I'd like to focus this newsletter on **Chapter Newsletters**. As a part of the Chapter Coordinator's job, I'm the one who reads the newsletters Chapters send to MAFCA headquarters. I get about 160 per month, which means that I read about 40 every week. They range from short "cut and paste" newsletters to multiple-page professional-looking glossy mini-magazines. But the common goal of them all is to get information to their members.

MAFCA has an annual Newsletter Award that rewards outstanding efforts of Chapter newsletter editors. There are several key items that we look for in the newsletter in addition to the overall quality. Many are simple things that I'm surprised some Editors overlook, like the date, time, and location of your Chapter meetings. While your veteran members may know where meetings are, new or potential members need precise info to find you.

Below are some of the key items that successful newsletters include in almost every issue:

- **List of chapter officers, with telephone numbers and e-mail addresses.** Include the editor's information too so that members can submit articles!
- **A statement of the date, time and location for meetings** – it helps to print this in the same place in every issue to make it easy to locate
- **Model A Technical Information** – doesn't matter if it's a long or short article
- **Model A Era Fashion Information** keeps the whole family involved
- **Tour reports** (and photos) keep your members excited about touring
- **Upcoming Chapter and local events** – your calendar for the season
- **Regional and National events** to expand members' enjoyment
- **Summary of Chapter meetings** – usually the minutes or a synopsis
- **Acknowledgement** of reprinting information from other newsletters or sources. Most Editors "borrow" from others; it's polite to acknowledge
- **Encourage MAFCA membership** and give details to your members
- **Print the MAFCA membership application**
- **Include classified advertisements** from your members – and don't forget to use area codes. You may also include commercial ads which help defray the cost of publishing your newsletter.
- **Include excerpts from MAFCA National Board of Directors Meeting Highlights** when available

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**If you'd like a copy of the MAFCA policy on Newsletter Awards, please ask!**

Local chapters, regional chapters, and special interest groups are recognized in the MAFCA newsletter awards each year. As a reader of your newsletter, I hope that each editor can incorporate additional items into your publications to make them more enjoyable to your readers.

Finally, one of the things that I'd like to accomplish this year is to get more National news to you chapters. In addition to a Chapter Chatter column in each issue of **The Restorer**, I'll be sending each chapter a letter such as this after each of the MAFCA Board meetings (held in January, April, August, September, and December.)

I hope that these communications tell you what you want to hear. If not, please let me know! I'm here to serve you and I need your feedback to keep me on track. I prefer to be contacted via e-mail (fast and inexpensive) but I've included my snail-mail address too. MAFCA forwards my mail every week.

If you don't get a reply from me, PLEASE TRY AGAIN! Both snail-mail and e-mail messages occasionally get lost or overlooked.

My goal is to return e-mails within 48 hours – snail-mail will be returned within 14 days, even less if you include your e-mail address or a phone number.

Please keep in touch – let me know how MAFCA can serve your Chapter better. That's what we're here for!

Keep driving that Model A!

## Rick Black

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