

The Dispatch

WEDNESDAY, AUGUST 2, 2017

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News from HQ

JUGGLING WOT & SHOW TIME

I was never able to truly master the art of juggling, but I'm doing my best to get both the September/October issue of *Wheels of Time* and the 2017 *Show Time* completed on time and in your mailboxes—cross your fingers—in early September. A bout of bronchitis isn't making things easier. This year's *Show Time* is going to be a doozy, as the Des Moines show set yet another ATHS record (1,280) for truck registrations. The next issue of *WOT* will feature member Keith Jones' amazing truck collection and museum in Virginia. ■

— Stormy Wylie

LEXINGTON SITE VISIT

I was among several staff members who visited Lexington, Kentucky for a 2018 convention site review. The Kentucky Horse Park is gorgeous and has so much to do onsite—even pony rides for the kids! Golf carts are onsite and the campgrounds are beautiful, with amenities galore. We are very excited about this venue and think our attendees will be too. Thank you Anthony and Tina Hardy for showing us around and letting us try the Windy Corner Café and Ale-8-One.

I've also been researching and implementing a new point of sale system to sell items and memberships at convention and truck shows. This new system will make things easier and quicker.

The list of ATHS Chapters in *WOT* and on the website should now be up to date. This chapter list is included in this *Dispatch*, so please contact me if you see anything that is not correct. We get this information off the Annual Chapter Officer Reports, so there may be updates since that report was filed. ■

— Lori Kocol

In this 'Dispatch'

You may have noticed some not so subtle changes in *Dispatch*. Now you can count on getting *Dispatch* close to the first of each month. In it you will find things that are going on in the organization that may benefit you. Some are long range (we are working on the 2020 convention) and some are short term (we are updating Back Lot procedures). You will find comments directly from the folks that are working on them. You'll find comments from the Executive Director. And you will find comments from the Executive Committee.

Not everything will be in here because we don't think you care much about the drain pipe in the boiler room that is plugged up or that we had to put in a new air conditioner in the ATHS/Trinity shared computer room. Take it on faith that the team is tending to those necessities as well. However, you will find comments from several folks about the 2018 convention in Lexington, Ky. Planning for the show is well under way and several folks, including Dave Schroyer, were down there on July 24. The local chapter is energized and the park is extraordinary. Go to www.kyhorsepark.com and browse around.

The Back Lot (our classified ads) is a popular offering, and is used by members and nonmembers alike. Upon analyzing the process of receiving these ads, we find that it is taking a significant amount of time of multiple folks in the organization to get them into shape to publish online and in the magazine. Part of this is due to inadequate infrastructure to receive and prepare the data coming in. We are in the process of fixing that to make it easier to submit Back Lot ads. Analysis also indicated that our pricing on Back Lot ads was well below the competition so some adjustment to pricing will be made to still be under the competition, but closer to covering our cost.

Other items you will find in this *Dispatch* are completion of surveys from Des Moines that you can look at, work on new Chapter and trade show kits, new member retention, and more. This is prime truck show season so we are shipping out boxes galore. Thanks to all of you out there for the excellent work in putting on these events. Check out the ATHS Facebook pages. They are rockin'. Stormy has her head down producing two books this cycle, *Wheels of Time* and *Show Time*, so we just slide pizza under her door once in a while when she starts to look weak.

You will also find reformatted gain/loss membership reports that should make it easier for the RVPs and Chapter folks to identify and contact new and dropped members. See more in the Executive Committee report on the next page. Read on and if you have a question, pick up the phone and call. Which reminds me, we changed the phone system so now when you call in on the main number, you will almost always get a live person. There are a few exceptions when we are helping several folks at the same time, but so far those have been few and the callbacks are prompt. We are here to help.

What an incredible organization we belong to! ■

— Jim Poage



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WEDNESDAY, AUGUST 2, 2017

News from HQ

MAPPING OUR MEMBERSHIP

Recently, I was asked to create four maps that give us a better idea of where our members are located, members who are close to chapters, and where 2017 convention attendees live. These maps are focused on the United States, but my plan is to try to build a worldwide version for ATHS to get a better scope of our membership. Check out the maps in the PDF attached to this *Dispatch*.

I've also developed an electronic version of the ATHS Board of Directors' Annual Report to compare how each board member approaches their duties and responsibilities and to determine each member's desire to continue serving. ■

— Courtney Cesar

FINANCE EXCITING? OH MY!

The excitement of the happenings in a finance office is not something one can easily explain to anyone other than a numbers and Excel nerd like myself, but I'll take a stab at it!

I have been focusing on *not* paying sales taxes (a perk for nonprofits). We haven't been paying sales taxes on some things, but there were some pretty big areas that we were. In office supplies alone, the potential expense of sales taxes could be upward of \$1,200 per year! Nonprofit/sales tax exempt status has been set up with Amazon, Costco and Office Depot—vendors with whom we regularly purchase online. Now, all of our online or in-store purchases are tax exempt!

Speaking of Amazon, if you shop there, why not make a simple change and shop through smile.amazon.com? It's still Amazon, but you may select a nonprofit to benefit from your purchases. And we hope you'll choose ATHS!

Finally, budget season is upon us. (And the excitement continues.) This is probably one of my favorite parts of my job. Spreadsheets, and numbers, and formulas! Oh my! ■

— Susan Roberts

Executive Committee Report

2018 Lexington, KY Convention – Several members of the ATHS staff recently visited the Kentucky Horse Park in Lexington, and suffice it to say that this is a spectacular facility. You may have heard that the Horse Park prohibits Gators, RZR's and similar vehicles from the grounds. We know this may be a deterrent for some, but we have no choice—it's not a society decision nor is there any room for negotiation. There are 500 rental golf carts on-site available to us. As was mentioned in the last *Dispatch*, more volunteers and increased participation for all aspects of the convention are needed. We asked that you give it some thought, so begin "planting those seeds" now with your constituents. Anyone who wants to step forward and volunteer to help with any aspect of the event will be welcomed. Make it known and we'll ensure you are connected with the right group at the sponsoring chapter(s) level or KC.

2019 Reno, NV Convention – There has been a lot of discussion about this show. When the site was selected at the Fall 2016 Board meeting in Salem, Ore., it met our needs. But as convention participation has grown each year beyond what was anticipated, this venue is now going to be a challenge with the space available. Some alternatives are being discussed, including possibly moving Truck Registration off-site. The grounds are only 43 acres in total and there will need to be some changes in the way we usually do things. We're open to any and all ideas any of you have that would help in this regard. Let us know what you're thinking.

Wellington Mack – The Board voted to sell the Wellington Mack some time ago. We're pleased to report that this has happened. An arrangement was made with a third party to advertise it and broker the sale. We're even more pleased to know that the highest bidder is an ATHS member and has assured us the truck will remain in the New England area. A more formal update with additional information will be provided as soon as the paperwork is finalized.

Membership – A look at the society's membership as a whole was recently initiated. We have all shared our views via the surveys. Our sincere thanks to you for taking the time to do that; it will make us better. Over the past few years the society in general and, more specifically, the Membership Committee has made a significant investment in time, effort and money to recruit new members. This effort has been reasonably successful. From 2013 through 2016 we recruited 6,989 new members and nearly 1,000 more through June of this year.

The Kansas City staff has helped us with a more in-depth look with respect to chapter participation and member retention. Initial data indicates that only about 12% of society members belong to a local chapter. And almost 50% of new members who joined at our convention or a major show (MATS, GATS, Walcott Jamboree, etc.) dropped their membership and are no longer members after one year. Additionally, 75% dropped their membership between one and five years, leaving only 25% of all those recruited as members after five years!

Like most statistical management information, there are no answers in the data—only more questions. To try and answer those questions, HQ has initiated a program to call all those who dropped. There have been many different reasons given as to why they dropped; some reasons are beyond our control and some within our control, it appears. A large percentage of those who dropped said they had never been contacted by anyone from ATHS about anything. Dust off your Operations Manual, read the society Mission Statement, and re-familiarize yourself with Section 15 RVP Duties. Remember the commitment you made and re-engage if you're not. Please do the same with your Chapter Presidents and officers.

Going forward, the Gain/Loss data shared each month will be sorted by state and zip code. This will make it much easier for you to locate folks and focus in on a certain area. New Member packets are being developed; more to follow soon on that. KC staff and the Membership Committee would be interested in your thoughts and suggestions on how we can better attract and, more importantly, retain members. ■

Respectfully, *Your Executive Committee*

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FACEBOOK, BRICKS & THE SIMULATOR

The ATHS Facebook page is gaining followers at a good rate. I'm working on targeted ads and promotions to get people to join ATHS via social media. I've also taken over the commemorative brick program and am working on ideas to get more people to order them as well as changes to the "Find My Brick" portion of the website. The simulator is now driving more like a truck since I assigned all the buttons to the steering wheel from the keyboard and revamped the controls on the game to be more like a real truck. This simulator isn't just for kids—it's fun for adults as well. I have no idea how truck drivers back those trailers up to a dock. It's really hard on the simulator! ■

— Heather Gilbride

CHAPTER TRUCK SHOW ADS

We are always happy to place ads for ATHS Chapter truck shows at the discounted 6% rate. We want your ad to look great, so when sending us your camera ready art (so you won't incur any outside design charges), please keep in mind the correct sizes for the magazine:

- Full Page, 7.375" x 9.875" no bleed or 8.625"x11.125" with bleed
- 1/2 Page Horizontal, 7.375" x 4.75"
- 1/2 Page Vertical, 3.625" x 9.875"
- 1/4 Page, 3.625" x 4.75"
- 1/8 Page, 3.625" x 2.375"

Let me know if you have questions. ■

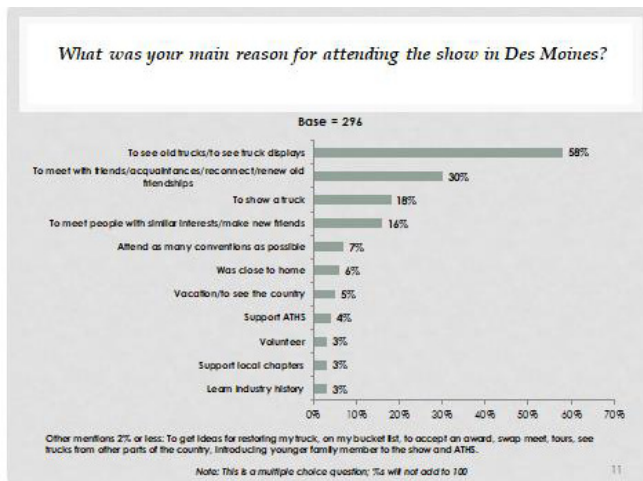
— Cheryl Kober

JAMMIN' AT THE JAMBOREE

I recently attended my first Walcott Jamboree with Jim Poage and we signed up 27 new members and took eight renewals! Back in the office, I've been working on making up an event kit for chapter shows and have been organizing the office supplies and shipping rooms. On a sadder note, I recently attended a celebration of life for the late Fred Stitt, a longtime ATHS and Three Trails Chapter member. Mr. Fred, you were a joy. ■

— Kathy Spellman

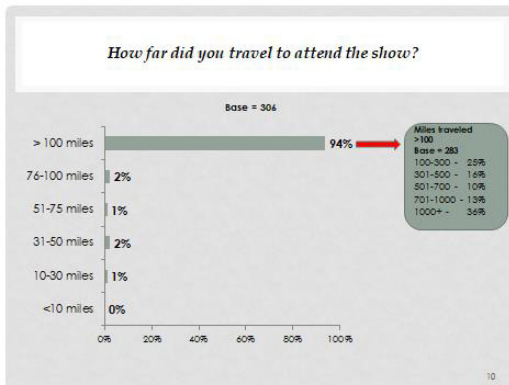
Survey Sneak Peek



Thanks to all who completed our post-convention survey this year. Your input will help us as we plan next year's convention in Lexington, Kentucky.

The overall experience rating for Des Moines, Iowa, was 8.81 on a 1 to 10 scale (10 being the best). Complete survey results are attached to this *Dispatch* in a separate PDF.

In the meantime, here are some interesting results from the survey!



Kazuhiko Shibata of Nagoya, Japan became a new member of ATHS while attending the 2017 Walcott Truckers Jamboree held this past July at the Iowa 80 Truckstop in Walcott, Iowa. Welcome to the club, Kazuhiko!

PHOTO BY KATHY SPELLMAN



aths chapters

"Join for the Trucks. Stay for the people." We hear that sentiment often at ATHS. A good way to meet others like you who have a passion for trucks and truck history is to join a chapter. ATHS Chapters are listed alphabetically with a contact person. The states that a chapter may serve can be seen at the far right. Join a Chapter and get more out of your ATHS membership!

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Australian Chapter

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B.C. Pioneers Chapter

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KEEPING THE ATHS BOARD OF DIRECTORS & CHAPTER LEADERS INFORMED!

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Find an ATHS Chapter near you!

Note: Many ATHS Chapters serve members in more than one state.

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ALABAMA

Heart of Dixie

ARIZONA

Northern Arizona

ARKANSAS

Ozarks/4-State

CALIFORNIA

Central California
Central Coast
Northern California
Redwood
San Diego
Sierra Nevada
Southern California
Tulare

COLORADO

Big Horn Basin
Grand River
Intermountain West

CONNECTICUT

Nutmeg
Delmarva

DISTRICT OF COLUMBIA

Baltimore-Washington

FLORIDA

Mid Florida

GEORGIA

North Georgia
West Georgia

IDAHO

Inland Empire
Palouse

ILLINOIS

Central Illinois
Gateway
Heartland
Kickapoo
Lincoln Trail
Mark Twain
Northwest Illinois
Windy City

INDIANA

Auburn Heritage Truck
Derby City
Greater Cincinnati
Kickapoo
Northwest Indiana

IOWA

Central Iowa
Heartland
Midwest Plains
Southeast Iowa

KANSAS

Ozarks/4-State
Three Trails
Wheat State

KENTUCKY

Bluegrass
Derby City
Greater Cincinnati

LOUISIANA

Bayou State

MAINE

Pine Tree

MARYLAND

Baltimore-Washington
Delmarva
Mason-Dixon
Massachusetts
Pioneer Valley

MICHIGAN

Motor City
Southeast Michigan
West Michigan

MINNESOTA

Hiawathaland
Minnesota Metro

MISSOURI

Gateway
Ozarks/4-State
Three Trails

MONTANA

Inland Empire

NEBRASKA

Midwest Plains

NEVADA

Sierra Nevada
Southern Nevada

NEW JERSEY

Metro Jersey
South Jersey Shore

NEW MEXICO

New Mexico
San Juan Mountain

NEW YORK

Central New York
Long Island
Metro Jersey
Twin Tiers

NORTH CAROLINA

Piedmont Carolina
Virginia Carolina Foothills
Western North Carolina

OHIO

Black Swamp
Buckeye Vintage Haulers
Greater Cincinnati
Northeast Ohio

OKLAHOMA

Heartland Sooner
Ozarks/4-State

OREGON

Blue Mountain
Columbia Basin
Oregon Trail

PENNSYLVANIA

Philadelphia
Susquehanna Valley
The Steel Valleys
Twin Tiers
Pennsylvania
Upper Delaware Valley
Truckers

RHODE ISLAND

Ocean State Vintage Haulers

SOUTH CAROLINA

Palmetto Upstate

TENNESSEE

Middle Tennessee
Music City

TEXAS

East Texas Wildcatters
North Texas Lonestar
San Jacinto
Yellow Rose

UTAH

Grand River
Rocky Mountain
Southern Nevada

VERMONT

Green Mountain

VIRGINIA

Baltimore-Washington
Delmarva
Mason-Dixon
Shenandoah Valley
Virginia Carolina Foothills

WASHINGTON

Blue Mountain
Cascade
Columbia Basin
Inland Empire
Northwest
Palouse
Yakima Valley

WEST VIRGINIA

Mason-Dixon

WISCONSIN

Bear City
Hiawathaland
Southern Wisconsin
Big Horn Basin
Intermountain West

WYOMING

Wyoming Cowboy

AUSTRALIA

Australian

CANADA

Alberta
B.C. Pioneers
Vancouver Island

DIVISIONS

Classic Autocar Truck Group
Classic White Truck Group

KEEPING THE ATHS BOARD OF DIRECTORS & CHAPTER LEADERS INFORMED!

Questions? Comments? Contact Stormy Wylie, Editor, at (816) 777-0936 or stormy@aths.org.