

# The Dispatch

MONDAY, NOVEMBER 13, 2017



## American Truck Historical Society

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## Leadership changes at ATHS

At the Board of Directors meeting in Lexington, Ky., on Nov. 7, the ATHS Board acted to continue to move the Society forward by a leadership realignment within the Executive Committee. It is as follows:

- Chairman of the Board: Lenny Wild, (316) 737-3979
- Acting President: Tom Mullen, (814) 282-2062
- First Vice President: Mark Schroyer, (419) 305-6899
- Second Vice President: Marty Glomb, (512) 955-9018
- Secretary: George Petrask, (862) 241-9237

Dave Schroyer will assume a position on the Board of Directors as a Past President.

Please feel free to contact any member of the Executive Committee with questions. ■

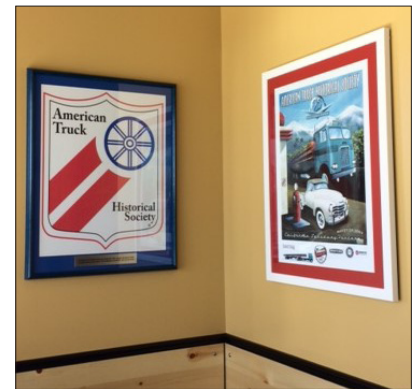
— Your Executive Committee

### RVP WEBSITE CLOSING

The ATHS RVP website will close on January 1, 2018. Going forward, the *Dispatch* will handle communications for all Regional Vice Presidents. ■

### LIFE MEMBERSHIP INCREASES

The Board recently voted to raise the price of a Life Membership. Beginning Jan. 1, a Life Membership will cost \$2,000 per year; an Endowing Membership will be \$400 per year for five years. ■



Raising Cane's, a new chicken restaurant in the Kansas City Northland, is featuring ATHS on their "local wall of fame" along with area sporting teams and celebrities. Cheryl Kober, ATHS marketing manager, was asked to provide the ATHS logo and posters from past national shows as well information about who we are and what we do.

"This restaurant chain was founded by a young entrepreneur who wanted to give back to communities," Cheryl explains. "When they go into a new city, they select one nearby non-profit to promote. There are at least 10 nonprofits within a couple mile radius of this location and they selected ATHS. They thought our organization was really interesting and wanted to feature us in their new Northland K.C. restaurant."

This is valuable marketing and builds awareness for ATHS in the local community. Please stop by and check it out when you are in Kansas City!

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## Staff Updates

### Lori Kocol:

Membership auto renewal is now available and is already proving to be a popular feature! You can utilize this new service online or by phone when you join ATHS or renew your membership.

The IT Committee wants to livestream meetings of the Board of Directors so that people who cannot attend can still watch what is going on and perhaps email or text questions. The goal is to have this ready for the January board meeting in Kansas City. Convention updates follow:

- Member discounted pricing and early bird pricing will be available for this first time this year. Remember, there will be *no paper registrations*. Registration will be online or by phone, and opens Jan. 2.
- A full truck wash and a soap and rinse will be available at the Kentucky Horse Park for a fee. A free self-service wash will be available.
- There will be a \$20 change fee for any changes made onsite to truck registration.
- A new laptop will be purchased for the GoPro so we can livestream truck registration online. We are also looking into showing the livestream inside the Alltech Arena.
- Tours are set and information can be found on the website. All tours are handled through Blue Grass Tours, (859) 252-5744.
- Shuttles will transport people from the parking lot and campground to the show. A horse-drawn carriage will carry spectators around the show.
- The awards banquet and chapter fundraiser will both be held at the Four Points Sheraton.
- Remember to check the Lexington page on the ATHS website to get the latest updates. ■

### Susan Roberts:

The job of a volunteer is not always an easy one, regardless of whether you are a board member, a chapter president or hands-on at headquarters or our convention. Whether you have years of experience working with nonprofits or new to it, each organization brings a different set of challenges, cultural differences, and varying board, volunteer and staff dynamics.

There are several free (mostly) resources available to help volunteers better understand their roles, the role of the board of directors, executive director and the staff. There are resources in fund development, planned giving, marketing, mission-driven leadership, financial oversight, special events, choosing an executive director, long range planning, risk management—the list goes on!

Some of the websites I've found to be useful and helpful include:

- boardsource.org
- nonprofitinformation.com
- councilofnonprofits.org, and
- npconnect.org.

The latter is a local organization to which ATHS is a member. If you would like to delve deeper into npconnect's members-only benefits, send me your email address, and I can set you up with your own login credentials. Email me at [susan@aths.org](mailto:susan@aths.org) and happy research, reading and learning! ■

### Heather Gilbride:

Customer service via social media is becoming increasingly effective in today's digital world. ATHS members who have questions, complaints or compliments are using social media more and more to connect with staff at headquarters.

A J.D. Power study confirms that 67% of customers use social media for customer support. Consumers between the

ages of 18 and 29 are more likely to use social media sites for service issues as opposed to telephone or email.

Our increased presence and responsiveness to messages and posts on Facebook directly correlates with member satisfaction. An additional benefit is capturing new members. Between marketing and customer service via Facebook, we have gained eight new members, including one lifetime member (Bill Moon from Iowa 80) and one endowing member.

As our members need magazines replaced, product ordered, or have questions about a myriad of items, I stay attentive to our social media presence to let them know we are here and listening to their needs. One phrase that I always keep in mind is, "Do we want members to talk *with* us, or do we want them to talk *about* us?" ■

### Kathy Spellman:

Each month when contributing to the *Dispatch*, I am reminded of the wonderful things that our members do to preserve the history of trucks and the trucking industry. You bring out the goodness with your heart and passion!

It is important to me to provide the service and benefits included with your membership, whether it is sending you a replacement magazine, shipping a product order, updating renewals in the database, or signing up a new member. It may be obtaining insurance for a chapter event and placing it online or attending a chapter function. It could be welcoming a visitor to your home here at headquarters or simply answering the phone with intrigue on who will be on the other end?

Members really do matter, and I am here to assist and achieve your mission. Without you there is no me! ■ >>

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## Staff Updates *continued*

### **Cheryl Kober:**

While in Lexington, Ky., for the recent Board meeting, much was accomplished toward convention planning. It was great to join the Bluegrass Chapter at their monthly meeting and “break bread” with them at the Stockyard restaurant. Nothing beats a face-to-face meeting to answer questions about responsibilities, share ideas, and encourage joint efforts to make Lexington the best convention yet!

Being able to visit the Kentucky Horse Park while another event was going on in the Alltech Arena helped with vision and ideas to best place vendors (indoor and outdoor), sponsors, and indoor truck parking. I appreciated the walk-around and input from the chapter, and staff came away with a clearer understanding of what is ahead of us when setting up in May.

Thank you to Sarah Schimpff of The Cause Agency, a marketing and branding firm specializing in assisting non-profit organizations, for presenting Saturday at the board meeting. Their assignment is to help us better understand branding and how important it is to move any organization ahead. It is crucial for any organization to understand where they are today. To that purpose, Sarah shared with us insights gathered from recent surveys with current and non-members as well potential opportunities for attracting new members and younger members.

Back in the office, full steam ahead on vendors and sponsors for the Lexington convention. If you know of any company that might be interested in joining our show, please have them contact me at (816) 777-0999 or [cheryl@aths.org](mailto:cheryl@aths.org). ■

### **Courtney Cesar:**

Every year, Stormy puts together an amazing Awards issue in the January/February *WOT* that recognizes the awards ATHS presents to pioneers and companies throughout the previous year. As I help Stormy call nominees to get a more “in depth” look at their history through biographies and photos, I am reminded that there are so many more people and companies that should be honored and acknowledged.

As part of our mission to preserve the history of the trucking industry, ATHS recognizes the people and companies who have reached 50, 75, and 100 year milestones, museums that support this industry, historians of the industry, and those whose service has further encouraged and enriched the goals of ATHS.

This is where I ask *you* to get involved. There are many pioneers, companies, and museums out there that have not been recognized, and should be. What ATHS needs from you is to go to our website and download a nomination form and then recommend someone for that award. If you have trouble, you are always welcome to contact me at (816) 777-0924 or email [courtney@aths.org](mailto:courtney@aths.org) and I will gladly send you a nomination form through the mail or email.

So as you read the January/February issue of *Wheels of Time*, and see the names and faces of those people or companies being recognized, think about nominating your family or friends who qualify! ■

### **Stormy Wylie:**

Good news! The November/December issue of *Wheels of Time* mailed last week on Nov. 9 and should begin appearing in members’ mailboxes any day now.

We typically have plenty of extra copies of each issue, but are completely out of September/October and July/August issues. Because storage space at HQ is limited, I ordered fewer of those issues for “office copies”—for replacements or for sale—than usual. Unfortunately, we quickly ran out of those two issues. Several members who did not receive their September/October issue have had to go on a waiting list in case any are returned.

We have boxes and boxes of old issues of *WOT* and *Show Time* on our shelves. Chapters, we are happy to send you boxed sets of these past issues for you to hand out at your truck shows and events as enticements for potential new members. If you are interested, contact Kathy at HQ at (816) 891-9900 or email [kathy@aths.org](mailto:kathy@aths.org). ■