

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 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 1st Vice President. 2005-2006

Vintage Airstream Club 2nd 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

1st Vice President 2002-2003

2nd 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.

Region 7, 2nd Vice President
Responses to Nominating Committee's Questions
Ed Emerick, Candidate for Region 7 2nd VP
WBCCI # 4425

1. Am I willing to support the Bylaws and Policies outline in the WBCCI Blue Book and the referenced Item D Guidelines?

Response: In principle, I am. I think each item should be addressed for better clarification of my position and anticipated actions as Region VP and future President.

1. Candidate for the office of Region President must possess:

- a. A true aggressive belief in the WBCCI concepts and practices:

Response: In general, I do believe in the concepts of the WBCCI and agree with most practices. However, change is needed. Many concepts/practices are dated and designed with a much larger club in mind. Some are in desperate need of revision to reflect the needs of today's membership and the needs of the potential new member. Some change is needed to help the club become more progressive and reduce the amount of excess that they currently contain and we are governed under. Many practices are not attractive to a younger member and need to be considered and revised. Some of the current practices are burdensome and often override the intent of the club which should be fellowship, adventure and fun. My goal would be to provide insight on what the younger member would consider acceptable and desirable club concepts.

- b. An ability to travel, meet people openly and communicate easily:

Response: Sandy and I are going to experience an "Empty Nest" next year and our children will both be attending college. This will allow us to travel more frequently than we can at this time. Also, even though I am not retired, I have many years with the same employer and have accumulated an exceptional amount of vacation time that we are willing to utilize for this commitment. I am a Safety Consultant which requires a great amount of travel, travel that I am able to coordinate. This provides me with the ability to accommodate the Region's travel needs by blending my work travel with pleasure travel.

As most members will tell you, I am a very open and approachable person. I am often sought out by WBCCI members when a potential member is in need of club information, when the media is in need of an interview and when members need to discuss items regarding the WBCCI. Most members consider me a resource that they can come to for information provided in a open, direct and honest manner. I don't have hidden agendas and I will tell you what I think without reservation.

As a Consultant, communication is the cornerstone of my business. At our firm I am the Lead Consultant and I attribute that to my ability to clearly communicate. I have many years of conducting public safety seminars and training at all levels. I can communicate with line workers one day and CEO's the next day, both effectively. Communication is how I built my customer base which is very extensive. Communication is how I became, the WI Unit President, the VAC President and how I have been able to recruit the number of new members into the WBCCI that I have over the almost 10 years that I have been a WBCCI member.

c. A broad knowledge of, and experience in, WBCCI unit operations:

Response: I have been a Unit VP and President. I was very active in our Unit's activities up until that last couple of years where my responsibilities as a VAC officer required my attention elsewhere. I have conducted Unit business meetings, written the Unit Newsletter, been Quartermaster and the Chair of the Unit's Legislative Committee. My wife was Unit Secretary and our children were Unit Teen Queens. We have hosted many rallies or helped others plan theirs; there are not many functions at the Unit level that I have not been involved in.

d. A good working knowledge of the WBCCI organization and documents:

Response: I have been a WBCCI member for almost ten years and have seen the club from many directions. From long time member, Unit officer, special committee member (WBCCI Membership Communication Committee) and the President of the VAC, the largest WBCCI intra-club, I have gained a great deal of club knowledge. I have browsed the Blue Book on occasion; I would not say that I have a deep understanding of that document. I have helped revise our Unit's constitution and currently hold the position of the committee chairman for the revision of the VAC's policies and constitution.

e. A clear understanding of parliamentary procedure and general club management:

Response: I have conducted effective and efficient Unit and VAC business meetings using the procedures mandated.

2. He must be capable of performing and willing to undertake to undertake and carry out the following.:

Response: I will summarize my responses to the listed requirements without listing each in detail.

I have demonstrated in the past that I am willing to promote Unit activities; in fact I feel that this has been lacking in the past and needs to be addressed at the Region level. The activities have to be of interest to the members, that's a current problem that I see that needs corrected. We need new activities to draw new members. We need activities that appeal to the younger Airstream buyers,

these people are contributing to the growth of Airstream and need to be considered if the WBCCI membership is to stabilize and grow.

I plan as a Region officer to attend as many Unit activities as possible, Region attendance is very important to the club. Without attendance and being approachable by the membership the Region officer is of no use to the club. They must be able to accept criticism, suggestions and use that information from the membership to help improve the club. Being available to the general membership is the most important function of the Region officer. Being an ambassador of good will and promoter of good fellowship is something that I do as a member of the WBCCI. This is not something that is to be confined to being a Region Officer.

Performing the “official” functions of the Region officer is a given. Installation of officers, functioning as a vital link in the club communication chain and striving to influence the clubs progress and improvement is a very important part of the job. I do not take those responsibilities lightly and I feel that they are a part of the job that is often one of the few things a member will remember about the person. A positive image is needed and I feel that I can meet that requirement.

2. Please discuss your communication skills and how you will use them in your dealings with units of Region 7, other Region 7 staff and the International body of the WBCCI?

Response: As stated above I communicate for a living. Communication is not all about talking but also listening. I feel that because I am known to be very approachable members will feel free to communicate with me knowing that I will use that information for the betterment of the club. I am well known in the WBCCI, I feel that this is because many people feel comfortable speaking to me, working with me and having me help them. I am also known for speaking my mind, not holding back and I am not easily intimidated by those in power. I can make a point without being disrespectful and will let others state their opinions without belittling them. I want the membership to feel comfortable sharing their ideas with me so that I can work at the International level to help make change.

3. Please explain your vision of how the WBCCI can refine its practices and improve its image to the nonmember Airstream owners.

Response: It’s all about marketing. The WBCCI has to look to a more modern method of approaching the non member. The majority of all Airstreams currently purchased DO NOT join the WBCCI. The club is not providing a draw to these younger families and couples. The WBCCI event has to be advertised as something more than a group of retired people getting together but more of a vacation destination for the younger family and working members.

The required business meetings need to be more welcoming to the new member by providing a description of the event and less focused on formality. I feel this formality is not necessary to accomplish club business but used to deter open interaction with our own members and their ideas. These meetings can be very intimidating because of the formality. They are perceived as being conducted by a very cold group of people who have no sense of humor. I know that the meetings are needed but they need to be more comfortable. This move will allow the new member to feel that they can participate, become one of the group and then be more willing to provide suggestions for improvement. The new member has to be made to feel as a part of the group as soon as possible to keep them.

As I have stated in the past, you can advertise fun but delivering is another story. We need to reduce the pomp and circumstance. For example, consider the detail contained in the Blue Book. Let's face it, the number of pages dedicated to badges and flag flying is too much, just as one example. Simple is better, not only with our rules and regulations but also our events. We need to be moving to a club that is still self sufficient while reducing the number of things that put a strain on our volunteers.

We have to reduce the amount of segregation that is currently in place, the IBT members need to remember that they are still just another WBCCI member. We need to reduce those items that separate or are perceived as separation and exclusion. This includes special parking, costumes, ceremonies and exclusive dinners and badges of importance. The leadership needs to get back to the membership and blend so that everyone is perceived as being equals.

We need to move from the current perceived militaristic ways of managing the club to one that promotes community. We do that through simplicity, respecting every member's input and opening the channels of communication by reducing the barriers of authority.

An open, inclusive, not exclusive and family friendly club will help the WBCCI acquire new members. At times I feel that the leadership is not seen as approachable or friendly by a new or prospective member, that needs to change and soon if we are to survive as a club.

4. Please explain how you would improve retention of current members and improved the activity level of the membership.

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 in 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.

5. Other than communication, what is the most important skill you will bring to the leadership of Region 7 and why is that important?

Response: *ENTHUSIASM!* I want people to have a good time. I want a club and its' activities to be exciting. I want a club that is enticing to join. I want people to be beating our doors down to find out what the WBCCI is all about. I have the energy to bring these items to reality. I think I can use my enthusiasm for the club to infect others with the same. It has to be contagious if it is going to work and the club to survive.

I have a vision that is a little out of the box for club activities that need to be tried to draw the new member while not alienating the current member. We have to try new things, gather new ideas, change some procedural practices all to help expand our membership; I think my enthusiasm will help do that. I am willing to get involved with enthusiasm and not just to fill another vacant WBCCI office.

6. An organization should strive to meet the needs of all its members. Please explain how you will do this during your tenure as Region 7 officer?

Response: In reality this is very hard to do, each member has his/her own needs and wants. What I have to do is look at the group as a whole and trust that when they asked me to take this job on that that they know I have those needs in mind. What I think will meet the needs of the membership is to provide a club that delivers FUN, fellowship and adventure. If we focus on those items I believe most membership needs will be met.

7. Please make any comments that you think are pertinent regarding your decision to serve Region 7.

Response: The people of Region 7 have been very good to me and my family over the past 10 years, I owe them. I think that this is the next step in providing the Region's membership and the WBCCI with my services in repayment for their

support and friendship. I feel that I have been in the club long enough to understand its needs and will continue to refine my plan to help meet those needs over the next years as a Region officer.

After the Motor Home vote, an IBT member made the statement “they better step up”. I took that challenge to heart. As a member who pulls an Airstream it’s people like me that will need to be around to help, I want to help.

There has been internal turmoil as well as external turmoil regarding the WBCCI’s policies, procedures and practices. I want to be in a position to reduce turmoil and help build the club. I want to present an improved club to the non-WBCCI member and draw them into my club.

I want to see if we can’t move the club from one that is perceived as one full of starchy retirees to one that is populated by those with a sense of humor and adventure. I want membership that is looking to have fun and are not overly concerned or driven by rules, regulations and pomp and circumstance.

I want to make change from the inside, and not be one who stands on the outside throwing stones at a club I love.

Closing Comments: As you can see I have a number of ideas and feelings about this club and this function. I feel that I am the best candidate for the job; I have been around a long time. I have held many different positions in the club and continue to offer my time as requested.

I must also be up front about my intentions. I feel the club and its leadership is in trouble. I feel we have lost focus on what is important and focused on things in the recent past that would destroy my club. I want to be in a position to provide improvement and not stand on the outside. As a Region officer I am one step closer to being able to controlling the destiny of the WBCCI. Yes, it is my intention to move up and beyond the Region office and to be an International officer.

I am also very outspoken and known to be a bit of a radical with my own opinions of the club and its actions. I don’t plan on changing that mindset but channeling these energies from the inside to help make change. Please don’t expect a WBCCI IBT clone if I am placed into this position, that’s just not who I am. What I am is the best candidate for preserving and growing this great club of ours!