

Chapter Chatter – May/June 2003

Hello everyone. I have a couple of announcements to get this column started. MAFCA is still looking for a host chapter for the 2005 National Banquet. It's not too early to start discussing the possibility of your chapter stepping up and putting this on. If you need help getting started or if you have questions, Vice President John Frazee would be happy to discuss this with you.

Next: the MAFCA trophy medallions that the Board has been working on for almost 2 years have been manufactured and are now available from Headquarters. These little beauties will allow meet organizers to create unique trophies for their events. See details elsewhere in this issue.

If your Chapter doesn't already have a copy of Car Games, 2002 Membership Roster or the Newsletter Clip Art CD-ROM, just make a request to Headquarters. One of each is available to each Chapter, Region, or SIG.

I get many inquiries from Chapter Editors asking for tips to make their newsletters more interesting to their members (and how to qualify for annual MAFCA Newsletter Awards.) Here is the criteria the MAFCA Newsletter Policy suggests:

- **Title page** should describe who you are and what issue/date the newsletter represents
- **Officers and committees** - include telephone numbers (area codes help too) and e-mail addresses if possible.
- **Business meeting date and time** should be easy to find. Not only will you remind your members where they're supposed to be, but PROSPECTIVE members will know where you meet.
- **Minutes of your last business meeting** keep the people who weren't able to attend informed as to what went on (and what fun they missed.)
- **Technical info** keeps the technically minded members interested. Even a short article works well.
- **Era fashion info** articles or photos of era advertisements are interesting to most members and their spouses.
- **Tour reports and photos** recap your Chapter adventures and makes great reading, especially if you add some pictures.
- **Coming events** keep the interest level up. Include some regional and national events to keep everyone aware of the bigger picture.
- **Director Highlights from MAFCA** can be added to your newsletters to advise your members what the National Board is working on.
- **MAFCA membership information** allows your non-MAFCA members an opportunity to join the National organization so they won't miss out on The Restorer and other benefits of being a MAFCA member. You get bonus points if you publish a MAFCA application form.
- **Acknowledgements** allow you to thank the sources for items you reprint. Offer to let others use YOUR material if they give credit to you and the author.
- **Advertisements** from your members assist them in locating parts to complete their restoration and let them sell their surplus parts. Many clubs sell commercial ads, which helps defray the cost of publishing the newsletter.
- **Overall appearance and quality** are a big part of the review process. A good looking, well formatted, easy to read newsletter will convey the information to your readers better than one with cramped margins, uneven fonts, and poor spacing. Use your spell checker, and try to get someone to proof-read it before you publish. You'll be surprised how another pair of eyes can catch things that yours pass over. I've been there!

If your Editor wants a copy of the MAFCA policy on Newsletter Awards, I'll be happy to send it via e-mail.

That's it for this issue's column. Please feel free to send e-mail to RickBlack@sbcglobal.net or call me at 915-845-2625, evenings or weekends. Enjoy! Rick Black