

Newsletter

March 2006



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NEXT MEETING * NOTE SPECIAL TIME**

March 28th, Bill Currie Ford

6:30 PIZZA 7:00 PROGRAM 7:30 BUSINESS MEETING

CMT Members

We have a unique meeting this month so note the times. We will start early if you can make it for a little social time and pizza. At 7:00 pm our program about tires will be presented and at 7:30 we will have our usual business meeting. There are some great upcoming shows and some new things scheduled for CMT this spring so come to the meeting to find out what's going on at CMT. We will also discuss an important issue intended to strengthen this club over the next several years.

Please read this newsletter with information on several interesting new activities planned in the next few months so please plan on joining us. While the events themselves are great, it's the people (YOU) that participate and make them memorable.

CMT MEMBERS GALLUP IN TO DADE CITY CRUISE-IN

On Saturday March 4, nine members of CMT gathered at the monthly Dade City Cruise-In where a space had been reserved for all to park together. Several of the members met off I-75 and enjoyed a leisure two lane caravan of their Mustangs for last several miles into historic downtown Dade City. All report they enjoyed the evening and most had dinner together at one of the downtown restaurants. Many thanks to Dade City resident and long-time CMT member Harry Barker for organizing this event. The only question from those attending was "When are we going to do it again?"

**If Someone Asks about the club don't forget to refer them to our
Web Site: classicmustangsoftampa.com**

Saturday, April 22 - Legends at Legends Field

This Mustang and Ford show hosted by CMT at Legends Field on Bill Currie Ford Night at the Tampa Yankees game should be a great show. Mustang and Ford Trader will also be celebrating with us and has that event advertised in their national magazine. Oldies Q-105 will be advertising the event 2 or 3 weeks ahead and Mason Dixon will be in attendance. All registered cars will receive 4 tickets to the game. Vendors are also welcome. Registration will be from 1 to 3 and awards to the top 20 at 6pm, prior to the 7pm game. Security will be provided by Yankees security staff during the game. Winners to be chosen by popular vote. CMT will help with parking and registration and we will need some volunteers.

Upcoming CMT Events

As we have promised our Board of Directors has been working hard to come up with some new activities for this organization. Our goal is to add several new things for CMT members to get together and have fun. The Dade City Cruise was the first of those and we have some new things in the works.

Saturday, May 6 - Florida Mustang – Open House for CMT Members

CMT member George Edwards, owner of Florida Mustang, has invited the club to a special open house at his facility on May 6. Hours will be from 10am to 2pm with the grill fired up and hot dogs and soft drinks for all. Also look for some special door prizes for those in attendance. More details in next months newsletter.

(Tentative) Saturday June ? - CMT Lunch at Quaker Steak & Lube

Watch future newsletters for details

Tuesday April 25 – Monthly CMT Meeting and Swap Meet Night

(Early start, 6:30, and meeting at 7:30)

At our regular club meeting on April 25th, we will be having a Swap Meet. Woo Hoo! Bring in the Car Parts, Tools, or Car Related items you have for sale. One man's trash is another mans treasure, so you never know what you may have laying around that someone else could use. Remember to bring some cash too, someone might have a deal for you. We plan to set aside some space next to the dealer showroom. Load some parts in the back of the pick up and come join us. These casual swap meets have always been great fun in the past. I'd like to thank Frank for coming up with the idea. For more information look for Mark Lasota at our March meeting or email him at Mark@ETBpensions.com.

Newsletter ?@%*)\$%^&@\$@

Don't laugh if the format looks a little weird or things aren't balanced quite right. Your newsletter is in transition and your Prez is temporarily taken on the task. We must thank Bob Powell for doing this job for several years and for the last 8 or 10 months to continue it from his home in Alabama. Our intent is to get this newsletter into a much nicer format complete with color pictures and have it posted on the internet. Hard copies will certainly continue to be mailed to any member that does not have email.

Which brings me to the point that we do need someone to become our newsletter editor. The pay is absolutely wonderful. In fact we have decided to double what we paid the last editor!

CMT Name Modification Proposed by Mark Morley

I have been rather outspoken about my feelings that our club should make some modification to our name. The concern is that the word "classic" misleads people that do not know the club to believe we do not welcome late model Mustangs. At our March meeting I am asking the membership to vote on this. Below is a lengthy explanation of my reasons.

This is not my first time to be concerned over this issue. In 1994 I became president of the Classic Mustang Club of Ohio. That club was very similar to CMT. It was originally founded in the early years when 1st generation Mustangs were the only thing considered collectible. Like CMT it had later agreed to allow late model cars, but the club remained predominately an early model organization. That club also had similar membership problems as it had not really grown in recent years. What concerned me after a period of time was the number of people who would say, "If you are the Classic club, is there a late model club in the area? It was obvious for those who did not know the club that our name was misleading to owners of late model Mustangs. We even operated there for a while with the same tag line I have used here, "Where All Years are Classic". Unfortunately that did not eliminate many of the questions about the name. Fortunately for that club there were no other competing clubs specifically for late model cars. After a long period of discussion that lasted over a year, the club did remove the word "Classic" from the name.

That club has never regretted the change. The unique heritage and predominance of an early model organization has not changed. That club has grown steadily in both early and late model membership. A number of those newer members joined with late and early model cars but may not have previously joined under the assumption the later model car would be excluded.

If you check in the Tampa area you will find there are several different Mustang clubs here that somewhat compete for membership. A search through Google and most other search engines brings up:

Modern Mustangs of North America,
Tampa Bay Mustangs
Classic Mustangs of Tampa

I also know there is a SVTOA group in our region but did not see it on the internet. Obviously Modern Mustangs of North America has a descriptive name that tells you something about the club. If you open the web site for Tampa Bay Mustangs you immediately see only pictures of late model cars, but they do not mention any restrictions. Then there is the SVTOA club which is also rather obvious as a statement of their purpose.

In summary, 3 of the 4 Mustang clubs in this area use a name that appears to indicate the group has a specific interest. I think it is obvious people will more likely pursue a club with a name that appears to fit their interest.

Questions & Explanations about a name change??

Is there a down side to making this change?

I certainly don't know of anything. The modification is to the name only, not what the club stands for or does. As I have been through this exact modification with another club I can say there was never a problem or regret that the change was made.

Questions (cont)

I have been accused of having a hidden agenda and that the name change is just the beginning of bigger changes that I have not yet announced.

I have no idea where this idea came from, and nothing could be further from the truth. Our club is truly a club of general interest for Mustangs of all years. Because of our heritage as a first generation club we will always have strong ties to those cars. This club will not become a purely performance oriented club, and it will not become a drag racing or road racing club. There are organizations out there for people who seek that as their goal for a club. Our goal is to provide a variety of activities for members with Mustangs of all years. We will continue to emphasize our interest in early years and our programs will continue in that regard and likely vary based upon member interests.

We have a reputation with the previous name that we do not want to lose.

There is no question this club has a reputation in the community and we certainly do not want to change that reputation. I would point out that the reputation is held by the organization and the people that make up the club, not the name. While a name is important in many ways, we must consider how it is viewed. We are not listed in the phone book and we do not have a store front where old customers would seek us out by our exact name. In most cases our relationship in the community is through past shows and our association with Bill Currie Ford. Those that know the club exists and are not members, simply know we are the Mustang Club in Tampa that holds the show at MOSI, or meets at Bill Currie Ford. Of much greater importance is that those people really know us from a past experience and a contact person in the club. If MOSI wants to get a hold of us they don't look up Classic Mustangs of Tampa, they would look to contact the person they had previous contact with from the club, Chris Meyer. We've had some publicity on Q-105 over the years thanks to Kevin Riley, but I don't think the DJ Mason Dixon, who is a big car guy, would remember us as anything more than the Mustang club from Tampa, and if he needed to contact us he would go to his known contact from the past, Kevin Riley.

I would also point out that after a name modification we would use a tag line on things with our name or logo that would read, "Formerly the Classic Mustangs of Tampa" just in case someone did know our previous name.

Will we lose members that are unhappy with the name?

Obviously I cannot tell you what some people may do. I can tell you that I have really only heard personally from a few people that are against the change and it seems those folks are genuinely not very interested in having late model cars in the club. This club went through a difficult time with a group of people that split away years ago because of a performance interest and that understandably makes some uncomfortable about change. I would ask those that are fearful this club is going to change greatly to simply stick around and see what happens.

Benefits of a Change?

Most of you that have gotten to know me probably have noticed I'm not a huge fan of show competition. I don't get into technical restoration arguments about the right shade of paint on a lug nut and I certainly don't waste much time cleaning my car for shows. I seem to enjoy the social aspects and friendships I have developed from the club and car shows. In fact, I like all cars and if my first collector car had been a brand "X", I would probably be doing this with the brand "X" car club. I look to this name modification to help expand this club. Not to make it a huge organization with hundreds of members but simply a larger group that can simply do more because of its greater size. More friends and more fun.

Member Comments

In last months newsletter I asked you to feel free to make any comments you would like about this subject and I would place it in the newsletter. Below is the only response I received.

Here is what I have to say about a name change...

As a founding member of the Classic Mustangs of Tampa, the name we chose back in 1980 was appropriate for the times. The Fox body Mustang had just been introduced, the interest was still with the first generation cars, and the "original six" only had an interest in the 1964-1/2 to 1966 years (We only owned them!). The name was coined with that in mind.

After a few years, and to get MCA membership the club expanded to 1973. Still fitting the classic name.

Then things changed.

The Mustang that was introduced in 1979 evolved into a car that America could love again. The performance and fun crept back in. The classes opened up at the shows. Today folks are even "restoring" Fox Mustangs! Are the cars from 1979 and up classics? You might say so, but not in the traditional sense as the original 1964-1/2 to 1966 models are.

So therein lies the dilemma. CMT needs to grow, and the name might be scaring off owners of the later cars. CMT has the perception of a early model club. To make a point, look at the overwhelming success that the Modern Mustangs of Tampa Bay had by creating something for late models only. It was a huge success, although short-lived because of organizational problems. For CMT to grow and be a leader the club has to change the name to attract these late model owners.

My suggestion is to drop the "Classic" from the name and add something to the "tail" like "Mustangs of Tampa Bay". It would truly illustrate the purpose and direction of the club in the 21st century. And remember, there will never be any more "classics" made by Ford, but as long as new Mustangs are being made and the used ones change hands there will be more than enough members to attract!

I hope that this will encourage you to support the movement to change the club's name and look at it in a positive move for the group. What was good for the club in 1980 is not necessarily good for the club in 2006 and beyond. I know; I was there.

Respectfully submitted,

Glenn Bornemann
Member #4
Co-Founder & Life Member

For Sale & Wanted: I believe most of our ads are long outdated so we will start over. Please submit new ads you would like listed to mytang73@aol.com.

WANTED: 65-66 Fastback parts. Mark Lasota has a new project car and says he needs most everything. If you have parts to sell give him a call or email. (813) 340-3727, or Mark@ETBPENSIONS.COM

UPCOMING AREA EVENTS FOR MUSTANGS

- Sat Apr 1 Imperial Mustang Club
Fantasy of Flight
Polk City, FL
www.imperialmustangs.org
- Sat Apr 22 Bill Currie Ford / CMT Event
Legends Field
Tampa, FL
- Sat Apr 22 Jacksonville Mustang Club
World Golf
St. Augustine, FL
904-215-8747
- Sat Apr 22 AACA Regional Show
Sun Apr 23 Punta Gorda, FL
www.siepmanam@aol.com
- Sat Apr 23 2006 Pony Drive
Sun May 7 2 week tour of South & Midwest
904-564-9675
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Join CMT CARAVAN and your CMT friends, April 1 when we attend the:

**Annual Mustang and Ford Show
hosted by
IMPERIAL MUSTANGS OF POLK COUNTY
at the FANTASY OF FLIGHT MUSEUM**

This annual event usually brings in 300 to 350 Fords and Mustangs to this wonderful venue at the Fantasy of Flight Museum. Most Mustang owners never get the opportunity to have their car photographed with a historic P-51, and it's free with your registration! We will have a caravan to the event and if we go in together I believe we can park together. Watch your email for more details or call Mark Morley for more info. Car registration gets you and another into the event and the museum which is a real bargain. Admission to the museum is normally \$25. If you like WWII vintage aircraft you will enjoy the day. This museum also entertains with actual flights of planes through the day, including the P-51, or you can fly in an antique bi-plane.