

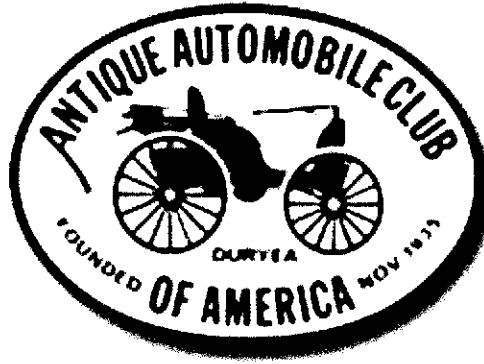
## *Renewing Members We Already Have*

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Autumn is here, which means a new AACA member renewal season begins. Without renewals, except for life-time members, we have zero membership on January first. It is essential we continue to recruit new members, but retaining the ones we already have is equally vital. Our current AACA membership is in effect its "customers". Any good salesman will tell you the easiest customer to get is one you already have.

Most of our members who have belonged to AACA for years, renew promptly. However, we must understand that some of our newer members and even some longer-term members have other interests and obligations. They may not realize the many advantages and benefits of continuing to belong to AACA. Sometimes members just simply forget to renew because life is busy and things get missed. Most of our members who hesitate to renew can be retained by the membership person from your region. They should contact members who have not paid their dues, explain the AACA benefits and offer to help them renew. Above all, make sure these members know their membership is valued.

Just a few reminders... AACA is the largest, most inclusive auto club in the world. There are insurance benefits for our events and for our officers. The AACA Library has competent librarians to assist you with automotive research. Publications such as the award winning "Antique Automobile" magazine, and the "Speedster", an online newsletter which is emailed each month, are included. AACA has a national website as



well as many regional websites with current information. There are several national activities including shows, judging opportunities and tours. All events offer awards to those who have earned them. Don't forget about the annual convention, too. There are also student memberships and youth programs as well as scholarships. Check [www.aaca.org](http://www.aaca.org) to learn more. Our greatest benefit is the friendships you make. **You join because of the cars. You stay because of the people.**

Our current National Board of Directors, led by President Fred Trusty, along with help from the AACA staff, have devised a new efficient and easy online renewal system. Go to [aaca.org](http://aaca.org) and click onto "Renew AACA Today". Using your member number and pin number, the renewal form will come up with all your information in it. Check to see if the information is correct and with a few more clicks, you are registered. I just renewed for 2024 using this method. It was effortless! **Great job, Fred, Board and staff!**

Explain this method to everyone in your region. If a member prefers using the conventional renewal form that is on the activities sheet/ mailing label in your Antique Automobile magazine, that option is still available. If they are not sure, call 717-534-1910 and a friendly AACA staff member will be happy to help.

I have found that most of our members will renew when prompted, so by all means, be sure each member is contacted before writing them off. Renewing the members we already have is a vital part of keeping AACA strong.