

AHCA VP of Promotion - 2023 Delegates Meeting Report

We have been successfully using Club Express as our club management solution for two years. All of the previous functionality for our AHCA National website was migrated to the new CE website design. This provided some nice enhancements for our members:

1. **Area Club Finder** – is open to anyone who accesses the website, and searches using Google Maps for each of the NA clubs. You receive a popup with each Area Club detail and can drill down to the club's web page for officers, and if available their website.
2. **Healey Resources** – you can access **Healey Magazine List Search** for online access to pass Healey Marque articles. There are seven different search capabilities.
3. **New CE Additions in 2023** – E-zine quarterly digital magazine, New enrollment page, Healey Marketplace page.
4. **Healey Marketplace** – Is free to all AHCA members where you can sell or search for all things Austin-Healey. As an introductory offer, you will get a one-year membership to the AHCA if you purchase a Healey listed in the Healey Marketplace. Currently, 17 Healeys are listed for sale and 8 have been sold this year.
5. **Regional Events** - There are seven (7) Austin-Healey regional events spread across the United States. These events complement the annual Austin-Healey Conclave event, but typically are held over a shorter 3-day period and draw Healey owners from a shorter radius than a Conclave.
6. **Helpful Links** – provides Forums & Technical Help Links for Austin Healeys (Not affiliated with AHCA). Additionally, there are links to all the AHCA Registries as well as others. The Vendor Support area provides links to each of the AHCA advertisers websites.
7. **Area Club Microsites** – If your club does not maintain an independent website, you may create a Microsite within Club Express. Currently, Oklahoma and Tampa Bay clubs have CE Microsites.
8. **Email Distribution** – Club Express provides efficient email functionality for AHCA member communication. 26 Different club members use CE for email distribution to their Area Clubs or Nationally.
9. **Conclave 2023** – The Crystal River Conclave registration and management were conducted on Club Express.

If you have other recommendations for the website for future enhancements, please let me know.

Respectively, Pete Sturtevant - VP Promotion