

AHCA DELEGATE'S MEETING REPORT
WESTERN REGIONAL DIRECTOR'S REPORT
STEVE KIRBY

1. Currently conducting a membership campaign, sponsored by AHCA, in Southern California. In October, approximately 115 "local only" members of the Austin-Healey Association of Southern California were mailed the current edition of the *Healey Marque*, along with a solicitation letter signed by Roger Hamil. Recipients were offered a special deal if they join AHCA now, including the rest of the year free.

We are monitoring new members joining to evaluate the effectiveness of this effort. The cost was about \$5 per solicitation for printing, stuffing and postage.

If effective, this campaign will be rolled out to other areas.

2. Held a joint Zoom meeting with Roger Hamil and Harold Mainfold, President of the British Columbia Austin-Healey Association, an independent Healey Club. Roger and I are trying to interest them in affiliating with AHCA, but it may be a long road. In any case, never hurts to have regular contact.

Subsequent to that, I told Harold that I was planning a Tour from SoCal to Rendezvous 2024 (which the BC Club is hosting) and he was very excited to learn that we may attend with 15-20 cars. He subsequently sent me all sorts of ideas for Touring in British Columbia.

3. I joined the San Diego Club and attended their monthly meeting in September where I was able to pitch AHCA. I also joined the Oregon Club and AHCUSA.