



26 1/2

Griffith Club of America

Dear Griffith Club Members:

On the evening of April 11, Mr. Rauh, the current president, called from California and asked me if I would be willing to assume responsibility for the Griffith Club during the upcoming year. Like other members, I have followed the condition and growth of the club over this past year and have forwarded my concerns and recommendations to him.

Philosophically, however, I am opposed to the management of an organization being privately determined without availing members the privilege of providing their input. I am interested in assuming this position and that is the purpose of this letter. It is my opinion, and I think a shared one, that the Griffith Club is at a critical point where it has ceased to effectively function. It is my understanding that, at this time, the club has "approximately \$250.00". This is enough for Mr. Rauh to complete the newsletter he is currently editing and for the publication and distribution of a second. After this, current funds will be exhausted. If the club is not more functional at that time it will probably not be able to attract members to resubscribe for the 1980 year or to gain new members. If this happens, the club will cease to exist. We cannot allow this to occur.

I cannot accept the demise of the club. Therefore, I propose the following two focus plan. This plan is designed to put the club back on the track. These foci are interrelated and are detailed as follows:

Focus I - Club Funding

Goal: Gain additional funds so that the club is able to continue to function.

Methods: 1. Attracting new members

This will be done by sending press releases describing the Griffith Club and its goals to the various collectors magazines e.g. Old Cars, Road and Track, Hemmings. Also, ads designed to attract members should be placed in Road and Track (\$35.00) and Hemmings (nominal cost). Additionally, a membership application will be sent to recent advertisers of Griffiths who are not currently members.

2. Classified ad payments

Letters will be sent to firms who sell parts or offer services of interest to Griffith Club members. These letters will encourage them to advertise in the next newsletter. Ads can be offered to these firms at comparatively low cost and they will be encouraged to consider extending discounts to members of the Griffith Club.

Focus II - Club Credibility and Viability

Goal: Get the club moving!

- Methods:
1. Firm publication dates on quarterly newsletters.
 2. Quick turn-around on questions sent to the club.
 3. A national directory of names, addresses, phone numbers, models and details.
 4. Frequent updates to members on matters of interest via mini-newsletters sent on an ad-hoc basis.
 5. Increased visibility for the club via the aforementioned press releases but also (possibly) through such items as T-shirts.
 6. Free classified ads in the newsletters for members.
 7. Immediate publishing of an up to date financial report.
 8. Direct communication with the membership prior to any club project such as reproduction parts.

Clearly these are ideas. For them to translate into reality, I need your input. If sufficient response is gathered through you, the members, I will undertake these and your ideas to move the club. It is up to you. My phone number and address are included below. Please let me know as soon as possible.

Dr. Robert A. Harms (Chassis 2006001), Box 7121, Tampa, FL 33673 813-238-0590

Postscript

This letter was composed in the period prior to the completion of the current newsletter. However, in the interest of expediency, I have elected to reproduce it en toto although portions are redundant with the prior letter that Mr. Rauh reproduced and that I was unaware was going to be included in the newsletter.