

TEAE Regional Representative Guidelines

As a club spanning the North American continent, the membership of TEAE is organized into regions. The Regional Representatives are the club's ambassadors to the membership and to the public at large.

The duties of the Regional Representative are:

Duties of the Regional Representatives include:

1. Promoting or conducting a minimum of one (1) TEAE event per year
2. Acting as an ambassador and focal point for TEAE and the Marque
3. Providing names of prospective members to the Membership Chairperson
4. Contacting prospective or new members when the Membership Chairperson provides information
5. Notifying the TEAE President, Newsletter Editor and Webmaster prior to conducting an event, in time for publication in the newsletter
6. Submitting to the Newsletter Editor and Webmaster regional reports, and details of events held
7. Having fiduciary responsibilities for all regional events in his/her region.

These guidelines are intended to facilitate implementation of the representative's role.

1 EVENTS

Regional events will vary with the situation in each region. Distances between members, number of members, etc. may make some types of events impractical.

The intent of this requirement is to encourage camaraderie among the membership and to promote the Marque. It is not necessary that each event do both. A social event, such as a scenic drive followed by a gathering at a member's home, a pub night, a tour of a local shop, etc. would all qualify. Attendance at a cars and coffee serves to both promote the Marque and provide an opportunity for members to get together. At any event where it is practical the club banner should be displayed.

For the more ambitious in areas with twenty or so members, a dedicated event may be practical. These often involve some costs and should be self-funded by a nominal fee to attend. The Susquehanna BASH has on occasion provided lunch, drinks, trophies and event swag, funded by a \$20 entrance fee, and could still provide a small profit to the club. For events like this a driving event may be added (a rallye or tour), tech sessions provided, etc.

Adding a Sunbeam/Rootes contingent to a local British Car show is another way to get members together, and to promote the marque at the same time. Consider checking events calendars of local clubs for events in your area.

2. AMBASSADORSHIP

This part is usually easy – with members, just be helpful and provide information or contacts for any help they may need. With non-members let them know about the cars

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on display, and the range of Rootes models available.¹ And let people know that joining the club is a good way to learn more about the marque before making a purchase (true for any collector car). Many of the Rootes models are still very affordable and a great entry into the world of British cars.

3. FINDING NEW MEMBERS

Prospective members can [join online](#) from a computer or smart phone, or can fill out an [application](#) and mail in a check. Consider putting a RootesReview and few applications in your car to hand out.

Business cards for Regional Representatives can be printed from the attached template using Avery 5871 business card forms. They include a QR code on the back linking to the club website.

In addition to your own reasons to become a member of the club, some other points you can use:

- Access to the membership database with contact information, photos of cars and identification of members that can help a traveler in need of assistance.
- A monthly newsletter with club news, race reports, technical articles, history and more.
- Access to decades of back issues of the RootesReview.
- Support for restoration, maintenance and repair
- A 5% discount on Hagerty insurance (except MA, TN, CA and Canada)
- Invitation to local and national club events.
- A \$5 discount for the first year of an electronic Newsletter (via discount code)

4. WELCOMING NEW MEMBERS

When new members join the club, the membership Chmn will advise the appropriate Regional Rep with the member's contact information and type of car if known. The representative should then contact the new member, preferably by telephone, to welcome them to the club and encourage them to participate in regional and national events, and to expand their profile on the website so other members can get to know them. This will be the first opportunity to engage a new member with the club, show them that we value their participation, and are willing to help with their car. It can also help the representative to gauge the member's interests, and possibly enlist them to help with local events. It is also suggested that during the phone call reps ask about where/when new member got their car with an eye towards a good story for the newsletter

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5. REMINDING EXPIRED MEMBERS

A monthly report from the Membership Chairman is distributed to the Leadership of the club on or about the first of the month. This includes a list of members whose dues have expired in the past several months, along with their regions and contact information. The regional representatives should call these members to encourage them to rejoin, or if they sold their car to advise us of the new owner so we can contact them about joining. Any information gained should be provided to the membership Chairman so the club records can be adjusted.

6. NOTICES TO EDITOR

The newsletter features reports from the regions every month. Whenever there is an event or interesting story about members in the region, this can form the basis of a monthly report. A couple of pictures should be included with your report with appropriate captions including identification of any people in the picture.

Whenever possible, advance notice of an event should be published in the newsletter. The newsletter deadline is the 25th of the month, and the printed newsletters can take more than a week to arrive, so early notice is needed.

Events should also be advertised on the club website. There is a link to enter the appropriate data: <https://www.teae.org/add-event/> Fill out this form with as much info as you have. The webmaster/editor gets notification of that addition for posting in the *RootesReview* and online

7. FIDUCIARY RESPONSIBILITY

Board members, Regional Representatives and Officers shall be accountable to the Board of Directors for all expenditures.

Wherever possible regional events should be revenue neutral, or if possible, income generating. It is recognized that to generate income a critical number of attendees is essential, and it may not be possible for a smaller or widely dispersed region to generate any revenue.

OTHER RESOURCES

Plans are being made to set up regular zoom / conference calls among the Regional Reps to provide mutual support and exchange ideas.

Monthly reminders for region reports are sent out by Dave Reina before the deadline for each *RootesReview*.

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Appendix A

Facebook Links

To expand our reach to the “rare Rootes” community, in addition to promoting events on the TEAE platforms ([website](#), newsletter, [Facebook \(1100 members\)](#)), promotion should be considered on the Facebook pages of the other Rootes groups (you have to join a group to post on their page):

[Sunbeam Tiger \(4100 members\)](#)

[Sunbeam Alpines \(5100 members\)](#)

[Sunbeam Alpine Owners \(3300 members\)](#)

[Sunbeam Alpine Fans \(2600 members\)](#)

[Sunbeam Talbot and Alpine \(572 members\)](#)

[Rootes Group Owners \(5500 members\)](#)

[Rootes Group \(1600 members\)](#)

[Rootes Car Club \(6500 members\)](#)

[Hillman Minx \(1900 members\)](#)

[Hillman Car Club \(2500 members\)](#)

[Hillman Imp Group \(13,800 members\)](#)

There are no doubt others out there...

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Appendix B

Putting on a BASH

Any gathering of Sunbeams/Rare Rootes can be termed a BASH in your promotions, and you should use this term. Some events are limited to gathering of two or three cars at a meeting place, where the entertainment is limited to conversation; some can be more extensive including a prepared drive or rallye, meals, tech sessions like a carb rebuild, fix-ins where a member's car in need is addressed.

Consider partnering with an already established event like a British Car or other type show. Ask their organization to promote the BASH concept. Ask them to promote the BASH, a gathering of Rootes vehicles. Giveaways like TEAE magnets, or water bottles, etc. are available at a nominal cost. Each region has a TEAE banner to put on display. Updated brochures to hand out to prospective members will be distributed. Contact the membership chairman.

The key to a successful event is in the planning. Leave yourself enough time to get organized. For anything more ambitious than a cars and coffee, consider enlisting an accomplice. For planning purposes, you can use the roster sorted by region available on the website here: <https://www.teae.org/downloadable-rosters/>. You can get an up-to-date list of members and their contact information for your region and contiguous regions by requesting it from the membership chairman. Until your region has coalesced into a community, you may find that people ignore email communications. We encourage phone contact to establish a rapport.

You will be busy during the day of the event so enlisting help for some tasks is a good idea for a larger event:

- Organizing parking
- Registration (when participants pay a fee to enter)
- Photographer (need not be a pro; your event report will be better with photos of people & cars – preferably action or candid shots, not portraits, and in)
- Organizing food and drink (coffee for early arrivals – lunch later)

Connecting with a larger car show is a good way to get exposure for the Marque and an easy way to put on event. For the more informal shows, just meeting together at the show will probably allow you to park together. For larger shows where cars are organized by Marque, you should contact the show promoter to ensure that there is an area designated for your group. And don't forget the club banner.

Some of the more active car clubs sponsor events on a weekly or monthly basis, often a cars and coffee. During the off-season when our cars may be hibernating, a social get together for a

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meal or conversation at a member's home or local restaurant. For example, the UK Hillman group sponsors a monthly pub night. This is another way to build community.

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Appendix C

Business Card Templates

The business card template attached is formatted for the Avery 5871 business card stock.

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