

Letter From The President

By Bill Ellis

Many years ago my father told me that there was only one thing in life that was constant. That thing is change. In looking over my life, I have experienced quite a few changes, some good and some bad. We are going through a change as we move our club into the 21st Century. The RV industry is now doing what the car dealers had to do several years ago. The internet changed the way everyone is doing business today. Sometimes we forget just how big the RV industry is. I read in a Motor Home Magazine that 1 out of every 7 families has some type of RV unit. The RV industry is also larger than the marine business.

With that in mind, what are we doing to keep up with our competition and other clubs? Since the current Board took office we have established our own CHOC web site (www.choc-talk.com), including CHOC e-mail accounts available to all and a CHOC Forum. All this was done in house by John Ferrari, Vice President of the club. If we would have had to farm this out, it would have cost us a lot of money. This was a large undertaking and it is now up and running.

Our web site will be our information hub for the club. We will shortly be able to e-mail the CHOC-Talk newsletter direct to club members. Our records indicate around 85 percent of our members have Internet access. Members without e-mail will receive their information by regular mail. John will also give a class on how to set up and use our systems at the Gettysburg Rally. Thanks to John for all your time and effort getting CHOC on line.

One thing before we go on. Communication between the Board and members is a must. Don't hesitate to call or e-mail us for any questions you may have. Our contact information is on the last page of this Newsletter. But start with me. My cell phone number is (864) 918-5575. This phone is on 24/7 wherever I am.

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THE OFFICIAL NEWSLETTER OF THE COACH HOUSE OWNERS' CLUB

CHOC Talk

MARCH 2007 • NUMBER 30



A crowd gathers to watch Bob fry the fish.

Annual Fish Fry is a success

The annual CHOC Fish Fry was held Feb. 13-15, 2007 at Pauline Stevens' and Bob Schneider's house in Myakka City, Fla. Activities started on Tuesday with a wine-and-cheese get-together followed by a pot-luck dinner. The camaraderie was wonderful and the Wednesday evening fish fry was again the

highlight. We were sad to say goodbye to each other following a continental breakfast on Thursday morning. During the Fish Fry, CHOC enjoyed a visit from L.B. Blanchard from Coach House, and Jay Blumenthal, the FMCA INTO Area President, and his wife Donna.

Thank you Pauline and Bob!



Coach Houses are parked in a row at Pauline and Bob's place in Myakka City, Fla.

CLUBTalk

The rules of engagement

By Katie Mathews, Parliamentarian

What?!? You say, why do we need a Parliamentarian? We just want to get together as owners of beautiful, compact motor homes and keep in touch with one another between Rallies. What's the big deal anyway? And why should we spend money on microphones or printing – aren't we all friends?

OK, I reply. You mean just like those two football teams that get together every year and play to enjoy the competition and see who is best? You do know that they have rules to keep the competition fair, don't you? And, once in a while there are disagreements, aren't there? With a set of rules that are understood, and referees to enforce those rules, those disagreements can be quickly settled.

There are very few differences between the "rules of engagement" whether that engagement is football, meetings of groups of people or even war. One might call it the basic underlying rules of civilization. The goal is always fairness for all concerned.

Unfortunately, most of us learn the rules of baseball, football, basketball or even war, and never take the time to understand Robert's Rules of Order. Let me attempt to share some basics and take away the mystique: We have officers and a board of directors because we must place the responsibilities for actions necessary to maintain the momentum of the organization on selected members – that way we know who to blame or praise.

The first necessity is to determine the "players," or members, before the meeting begins. The second is to establish an agenda to let all of the members know where we are headed. Third is to share the minutes of the last meeting and allow for correction or additions to make certain that we have properly recorded our history. Fourth is the report of the

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From the National Director

By Vicky Ferrari

I am writing this article on the first official day of FMCA's 77th International Convention at the Georgia National Fairgrounds and Agricenter in Perry, Ga. In the last edition of the Newsletter, I reported that CHOC would have a presence here and we are well represented by 12 coaches.

Our newest members in attendance are Vern and Kay Highley, who took delivery of their coach just a few weeks ago. At the other extreme of membership longevity are members Jerry and Betty Wolff (CHOC member number 7). We are also enjoying the company of Pierre Berard and Shirlee Goddard, Dick and Fran Briggs, Tom and Judith Comstock, Bill Ellis, Ralph and Barbara Etherington (hosting their Wild Goose Chapter), Archie and Marilyn Hall, John Lang, Bob and Shirley Mahler, Jack and Anna Mowrer, Karin Peuhnsner and Inge Waller.

Shirlee Goddard (Alternate National Director) and I are taking advantage of many excellent seminars regarding FMCA and member benefits upon which we will be reporting on the CHOC website (www.choc-talk.com), in subsequent issues of the Newsletter and at the Gettysburg Rally.

Approximately 3,700 motorhomes pre-registered for the Convention, with attendance after this first day approaching 3,800, of which just over 1,000 are first-time attendees. This number is down from a Perry high of more than 6,000 coaches a few years ago. The total population of members and vendors at the Convention is well over 9,000, doubling the population of Perry.

FMCA now has approximately 119,000 members, which is about the same level as in 2001. There was a spike between 2001 and 2007, but increasing membership is now one of the chief issues facing the organization. FMCA is confronting the same challenge as many membership organizations and the RV industry in general – finding the means by which to attract and retain the baby-boomers.

Like CHOC, FMCA is now making use of directed e-mails, an e-newsletter and a website to inform its membership. This is seen as the wave of the future, although FMCA will continue to use such electronic means as a supplement to Family Motor Coaching magazine. As an example of the power of e-mail and the internet, we learned that as a result of an e-mail advertisement for FMCA's road atlas, in excess of 10,000 copies were sold.

Next up for FMCA is the International Area Rally (INTO Intrigue '07) at the Delaware State Fairgrounds in Harrington, Del., on April 19-22, 2007.

Volunteers Needed

Volunteers are needed for the INTO Rally. Please contact Pauline Stevens at srbobs@aol.com or (941) 322-2003. It is a wonderful opportunity for camaraderie, special benefits and a chance to give back to FMCA.

Dometic refrigerator recall

Dometic has voluntarily recalled a population of two-door refrigerators manufactured between April 1997 and May 2003. To find out if your refrigerator falls within the recall, go to the Dometic web site (dometicusa.com/recall) and enter the model number and 8-digit serial number of your Dometic refrigerator, or call (574) 294-2511.

New MEMBERS

CHOC would like to give a warm welcome to the following new members:

California: Harvey and Edna Robbers.

Florida: Norm and Barb Neuges; Vern and Kay Highley; Lee and Grace Lawton; Phyllis Yardley.

Indiana: Max and Linda Woodbury.

Maryland: Frank and Betty Hughes.

Oregon: Ralph and Lois Kieffer.

Pennsylvania: Kevin and Tracy Troain; John and Valarie Baselice; Doris Schaffer.

Texas: Harry and Joan Ludwig.

Virginia: David and Sally Stiles.

RALLYTalk

Gettysburg Rally scheduled for May 22–25

It's time to sign up for our CHOC Gettysburg Rally in Gettysburg, Pa. So load up the Coach House and meet us at Gettysburg Park just 3 miles from downtown Gettysburg, May 22-25, 2007.

We will spend three days at Gettysburg and have the opportunity to understand three of the most important days in U.S. history – July 1-3, 1863 – the Battle of Gettysburg. Experience an “Electric Map” orientation of The Battle of Gettysburg, a bus tour to the restful Eisenhower Farm, a ghost tour at the Historic Farnsworth Inn, a chartered bus tour of Gettysburg’s historical sites. While you are in the area, you can also visit:

- Abe Lincoln’s Place
- American Museum of Military History
- Shriver House Museum
- Sleepy Hollow of Gettysburg
- American Civil War Museum
- Camp David Museum
- General Lee’s Headquarters
- Hall of Presidents and First Ladies
- Jennie Wade House Museum
- Lincoln Train Museum
- National Civil War Museum
- The Rupp House



- Soldier’s National Museum
 - Historic Round Barn & Farm Market
 - Adams County Winery
 - Pride of Susquehanna Riverboat
 - Hershey Chocolate World
 - Harley Davidson Factory
- You will also enjoy three nights of camping with full hookups (first 52 sites),

three breakfasts, along with a potluck dinner on Tuesday, dinner at the Historic Farnsworth House on Wednesday, and a catered dinner on Thursday.

Join us for a FUN time at Gettysburg. Send in the application included in this Newsletter.

For more information, please contact Brad Locke, First Vice President and Rally Coordinator (contact information on last page of this Newsletter), or Margaret and Dick Stouffer, our hosts for the Gettysburg Rally, at (717) 225-3976.

Upcoming RALLIES

April 19–22, 2007	INTO Rally (International Area), Delaware State Fairgrounds, Harrington, Del. (FMCA)
May 3–6, 2007	Eastern Area Rally, Chasin’ The Blues, Agricenter International, Memphis, Tenn. (FMCA)
May 22–25, 2007	CHOC Spring Rally, Gettysburg Campground, Gettysburg, Pa. (CHOC)
July 11–14, 2007	Northeast Area Rally, Sussex County Fairgrounds, Augusta, N.J. (FMCA)
August 13–16, 2007	FMCA’s 78th International Convention, Deschutes County Fair and Expo, Redmond, Ore. (FMCA)
Sept. 12–16, 2007	Midwest Area Rally, Delaware County Fairgrounds, Manchester, Iowa (FMCA)
TBD	CHOC Homecoming Rally
February 25–28, 2008	FMCA’s 79th International Convention, Fairplex, Pomona, Cal. (FMCA)

Web page class to be offered at May Gettysburg Rally

Don’t miss the opportunity to learn from one of the industry pioneers in web-based communication. John Ferrari, our very own Vice President, Newsletter Editor, will offer a class on using our new web site, CHOC-Talk *on-line* (www.choc-talk.com).

He will teach all how to log on to the web page and navigate through its various pages. Learn how to post announcements and communicate with other members. Do you have something to sell? John will teach you how to post an ad.

RALLYTalk

President's letter

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Speaking of communication, rosters are being mailed out with this Newsletter to all current CHOC members. We want to ensure that we are able to communicate effectively with all members. To this end, please verify the accuracy of your information and advise Jack Mowrer of any corrections.

As we start the rally season, I need to fill you in on what is going on.

Several of us have just attended the FMCA's 77th International Convention in Perry, Ga., from March 19 through March 22, 2007. We had a registered Caravan with 12 coaches participating.

CHOC Spring Rally, Gettysburg, Pa. Preparation for the CHOC Gettysburg Spring Rally has been completed and we are currently accepting registrations. We believe we will fill every available spot. If you have any questions, contact Brad Locke, our Rally Coordinator, or Margaret Stouffer, our Rally Host, who did a great job setting this rally up.

FMCA INTO Rally (International Area), Harrington, Del. Volunteers are needed for this rally. Pauline Stevens is in charge of volunteers. She would like to have a group of CHOC members to volunteer for tram duty. If you are able to volunteer or have any questions, please contact Pauline Stevens at srqbobs@aol.com or (941) 322-2003.

CHOC Homecoming Rally. We have not heard officially from Coach House yet. We will advise on our web site and in the next Newsletter when we get the word.

In closing, if you have any questions or suggestions regarding our club or rallies, please contact me or any current Board member. We really do want this to be a club for all members and will do our best to represent the wishes of the majority, while listening to the desires of all.

Best regards,

Bill

Where in the USA is CHOC going?

What a tremendous response to the questionnaires distributed at the Pigeon Forge Homecoming Rally last November. At the time of publication of the last Newsletter, all the results were not in, so we reported on preliminary findings.

Brad Locke, First Vice President and Rally Coordinator, tabulated all the results. Amazingly, we received 56 responses! And, of those 56 responses, 56 respondents said they enjoyed meeting new friends and plan to attend future rallies.

Coach House polled the members as to potential future locations for the CHOC Homecoming Rally. Not surprisingly, because so much of our membership resides in Florida, only one member chose Florida as a preferred location for the next Homecoming Rally.

Below are the results, and, based on a weighted scale assigning first choice 3 points, second place 2 points and third

place 1 point, Charleston is the favorite among our members with San Antonio, Williamsburg, Savannah and the Outer Banks not far behind.

Stay tuned to the website and the next edition of this Newsletter for the actual location.

Rally Poll Results

	First	Second	Third
Charleston	8	12	7
Savannah	5	12	9
Williamsburg	9	7	8
Memphis	4	2	5
Vicksburg	2	6	10
Outer Banks	11	5	6
Chattanooga	1	2	1
San Antonio	11	5	8
Myrtle Beach	1	0	0
Florida	1	0	0

The rules of engagement

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Treasurer to allow everyone to question and understand the lifeblood of the organization.

With a large group of people meeting once or twice a year, it is best to make certain each person has a copy of the minutes and finances prior to voting acceptance.

All actions require a motion and a second prior to discussion. Without a motion and second there is nothing to discuss. It is that simple.

Do the rules sometimes become more complex? Yes, there are sometimes additional ideas that come out during the discussion of a motion and they can be handled one of two ways: either as an amendment, or the maker of the motion can withdraw the motion and remake the motion with different language.

Any member has the right to "call for the question" — meaning, "Let's vote" — at any time. It is the prerogative of the Chair to either call for the vote or let the

discussion continue. That is one reason to elect a Chair that has the good of the organization firmly in mind and is always fair.

There is, of course, more complexity in Robert's Rules of Order, although most organizations do not often encounter truly difficult problems. Sometimes a member will attempt to exert control over the meeting by purposely taking the discussion into unusual situations requiring research and a ruling by the Parliamentarian, and that is unfortunate.

As long as all members share similar goals and care about one another as well as the organization, there may be no need for the Parliamentarian to be recognized.



Editor's Note: All CHOC meetings will be conducted in accordance with Robert's Rules of Order. For additional information, go to www.robertsrules.com, the official web site of Robert's Rules of Order.

CLUBTalk

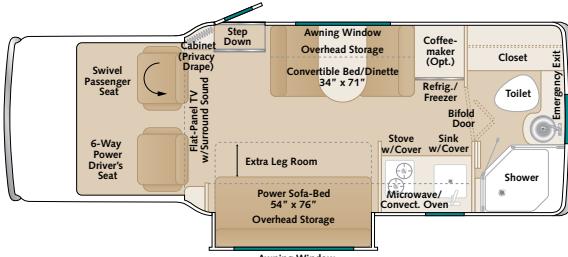
Coach House rides downsizing trend

The trend toward downsized motorhomes shows no sign of abating, and Coach House, Inc., is benefiting.

According to the Statistical Surveys, Inc., report for 2006, Coach House has moved to 15th position as a manufacturer of motor homes in the U.S. with a 54.19 percent market-share increase. This is the second-highest market-share increase of any manufacturer for sales of motorhomes in both Class A and Class C east of the Mississippi.

Also for 2006, Coach House is now ranked No. 10 as a manufacturer of Class C motorhomes east of the Mississippi. This reflects a 40.59 percent market-share increase from 2005. At the same time last year as Coach House and other small motorhome manufacturers were showing positive market share gains, many of the Class A manufacturers were showing high negative market share losses.

Coach House has positioned itself to



221XL SD (Side Dinette with slideout)



232XL FS (Front Sofa with two slideouts)

make further gains with its two new Platinum models, the 221XL and the 232XL.

The 221XL offers an innovative new layout, with the kitchen and bath placed together in the rear of the vehicle, allowing the front portion to be devoted to living space. Sleeping accommodations

are provided by a motorized sofa/bed that goes from daytime entertaining to nighttime slumbering at the touch of a button. The sofa/bed is contained in its own hydraulic slideout, providing more legroom by day, and leaving the center aisle open even with the sofa down.

The new 232XL takes another tack, providing a permanent double bed in its own slideout on a 23-foot chassis. With a permanent bed, there is no need to convert a sofa or dinette into a bed at night; instead, your sleeping accommodations are always available — all you have to do is turn down the covers, just like home!

Besides the permanent double bed, this model shares many of the features of the 221XL: a full bathroom with an enclosed stand-up shower and separate porcelain commode; a well-equipped kitchen with sink, stove, refrigerator and microwave/convection oven; plenty of room for dining and relaxing; and an entertainment center.

For more information about the Coach House Platinum 221XL and 232XL, go to coachhouserv.com. For more information about Statistical Surveys, Inc. and the survey results reported here, go to statisticalsurveys.com.

Keep membership info up-to-date

One of the ongoing problems we have as a club is keeping the members' information for the roster up-to-date. As people on the move, we often move our residence and/or change our e-mail address.

Home addresses are used to send the Newsletter, send rally notices as well as other mailings. E-mail addresses are used often for quick communications. In some cases, members may have an e-mail address but we do not have it on file.

In an effort to make sure our roster of members is current, we ask that you check your information on the enclosed roster and e-mail, phone or regular mail any changes to:

Jack Mowrer, 1151 Crackers Neck Rd., Greensboro, GA 30642. Phone 706 467-9151.

E-mail jackmo@plantationcable.net.

Please, if you have an e-mail address, we would like to have it to make communications easier. Rest assured that if you do not have an e-mail address, you will not be left out. We will continue to communicate with you through regular mail.

Note that the roster of members has been sent only to current members. This information is confidential and for members only.

If you are a current member and did not have a roster enclosed with the Newsletter, or if you would like to become a current member, contact Jack Mowrer. We will continue to send out the roster periodically as members renew their membership for 2007 and new members join CHOC.

Dues are past due

This is a reminder that the CHOC membership dues for 2007 were due on January 1, 2007. All past members whose dues were not received by February 15 were sent a reminder notice (either e-mail or regular mail). If you haven't paid 2007 dues yet, please send a check made out to CHOC for \$10 to the Secretary/Treasurer:

Jack Mowrer
1151 Crackers Neck Rd.
Greensboro, GA 30642

If you have questions or are not sure if you paid 2007 dues, you can contact Jack Mowrer at (706) 467-9151 or e-mail jackmo@plantationcable.net.

CHOC Talk

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Coach House, Inc.
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Gettysburg, Pa., Rally • May 22-25, 2007

Rally fee includes three nights of camping with full hookups (first 52 sites), three breakfasts, pot-luck dinner on Tuesday, dinner at the Historical Farnsworth House on Wednesday, and a catered dinner on Thursday. Also, an "Electric Map" orientation of the Battle of Gettysburg, a bus tour of the Eisenhower Farm, a ghost tour at the Historic Farnsworth Inn, and a chartered bus tour of Gettysburg's historical sites. Registration deadline is April 22, 2007. Please check appropriate box(es):

CHOC Members

- 1 Coach, 2 People (\$250)
 1 Coach, 1 Person (\$180)
 Additional person (\$150)

Non-CHOC Members:

- 1 Coach, 2 people (\$270)
 1 Coach, 1 Person (\$200)
 Additional person (\$150)

▲ LAST NAME

▲ FIRST NAME

▲ SPOUSE'S NAME

▲ STREET ADDRESS

▲ CITY, STATE, ZIP

▲ CHOC NUMBER

▲ FMCA NUMBER

▲ ADDITIONAL PERSONS

Are you a CHOC member? Yes No

Total number attending _____ Total amount enclosed _____

More info: See Page 3. **Return this form ASAP, with check made payable to CHOC, to:** Bill Ellis, 925 Talley Bridge Road, Cleveland, SC 29635