



# THE MID-GUNNER

News and whatever

A Desert Wranglers Jeep Club News Publication

VOLUME 1 ISSUE 1

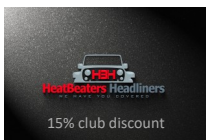
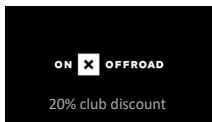
EDITOR: FRED GINSBURG

JULY 2022

## Desert Wranglers Leadership Team

- President **Fred Ginsburg**
- Vice President **Judi Taylor**
- Secretary **Jackie Smiley**
- Treasurer **Dave Traver**
- Trail Master **Jim Taylor**
- Webmaster **Patti Zapparolli**
- Educ/Training **Steve Zapparolli**
- Trail Editor **Greg Jaworski**
- Digital Support **Brian Solomon**
- Trail Support **Bill Inglehart**
- Membership **Thom Dismuke**
- Membership **Kirk Rowe**

## Thank You To Our Sponsors



It has been an exciting few months for our new club. Yes, I said *new club*, even though the Desert Wranglers have been around since 2010. However, at the end of 2021, our patron dealership cut us loose and thought we would disband.



Instead, we re-organized as an independent, Nevada non-profit, all volunteer, Jeep club. Soon we will be a federally approved 501(c)3 charitable & educational organization.

Rebuilding was neither an easy, nor inexpensive task. All of our start-up and operating expenses were fronted out-of-pocket by the Leadership team.

Fred Ginsburg and **Judi Taylor** led the effort to resurrect Desert Wranglers, and soon we had an effective team of dedicated and hard-working volunteers from which we formed our new Leadership.



## President's Report

### Trail Runs

It's all about the Trail Runs; pretty much everything else is a byproduct. Under the tutelage of our Trail Masters Jim and Judi Taylor — Desert Wranglers



have been getting dirty again!

May, June, and July have seen a steady increase in scheduled

runs: **Over 12 so far**. That's not including the pre-runs and training runs for potential Leaders & Gunners.

On July 10<sup>th</sup>, we even had two successful trail runs involving a total of nearly 30 Jeeps!

We're always looking for more individuals to organize and lead runs. Contact Jim or Judy.

### Websites

We've grown from a mere Facebook Group to being a bona fide organization.

Our new website, found at [www.desertwranglers.club](http://www.desertwranglers.club) serves as our base, telling the community who we are, what we do, how to join, and includes links to educational and

jeep related local resources.

It is a work in progress, but our **webmaster Patti Zapparolli** is continually adding new material everyday.



On our new website you will find lots of useful information including: Club By-laws, Trail Ratings & Descriptions, a monthly Events Calendar (*but use Meetup for details & RSVP*), FAQ, Join, Documents and Links.

A couple new sections are under construction. A directory of favorite local "go to" vendors, submitted by members. Send your recommendations to Patti or Steve via our club email ([desertwranglers@gmail.com](mailto:desertwranglers@gmail.com))

Soon there will be a link to purchase a wide variety of Desert Wranglers logo merchandise direct from our supplier.

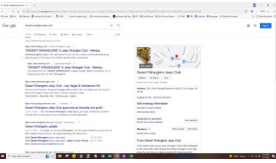
Our **FaceBook Group** is still an active site, but it functions primarily as a FORUM & DISCUSSION THREAD for individual/personal posts.

**Meetup** is used for posting details about our Club Trail Runs & Events, since it allows us to restrict specific details to only Ac-

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### President's Report continued from page 1

tive Members. We like its RSVP functionality, since it gives us the capability of limiting the number of attendees while creating a Wait List.



Our search ability (SEO) on Google has been improved. We place quickly in the search engine, along with a featured business insert.

## Membership

DW dates back to 2010, so we began with a mailing list with thousands of names. Some were relatively active; many had moved on or faded away; and hundreds were just couch potatoes living in their imaginary virtual worlds.

We began to purge the names of "members" who showed no activity within the last couple of years. But we were still left with stacks of names and expired emails.

The Board decided that we needed an accurate roster. Our sign-up process on the website generates an excel database, from which we can easily search and manage our rolls.

*We have asked everyone to please **RE-JOIN** the Desert Wranglers by going to the sign-up page on our website.*

Once you have re-joined, you will automatically be taken to a page where you can submit your \$25 annual membership dues.

The dues are per Jeep household, so that your co-driver and passengers do not need to join individually.

To date, over 120 people have re-joined, paid their dues, and are Active Members!

## Treasury

Until we achieved legal status in the state — Desert Wranglers had zero money, could not open any kind of a bank account, receive dues or donations, nor even pay for a meeting room.

So the club founders had to dig into our pockets and cover our start-up expenses,

such as: domain registrations & website hosting; Meetup subscription; mailbox w street address; state and federal application filing fees; software; opening bank deposit; and more. Roughly 1500 bucks!

Today, we are a legal entity. We have a checking account at America First Credit Union, a Square account for online transactions (membership dues), and a PayPal account (for logo merchandise sales).



Our accounting records are maintained in Quicken, and routinely monitored — not just by our **Club Treasurer Dave Traver** — but also by Fred and members of the Board.

## Sponsorships

As a club, the Desert Wranglers has a lot to offer to potential sponsors.

We boast over 120 Active Members, meaning that they are serious enough to have paid their dues. Probably over 150 by the time you read this.

In addition, there are hundreds of Associate Members (aka *followers* who haven't yet officially re-joined nor paid their dues) on our FaceBook and Meetup pages. That's not even counting the numerous visits to our website from curious Jeep owners all over the country.

That's a lot of Jeeps! I can't imagine any good Marketing Director who wouldn't want a direct line to us!

So far, two companies have come on board.

**OnX Off-road** is offering our members a 20% discount towards the purchase of their GPS navigation/mapping software. You can get a two-month free trial of their Elite software if you just want to try it out. OnX has provided us with a couple free subscriptions as door prizes.

**Heatbeaters Headliners** offers a 15% discount to active club members.

Our Jeep community big brother, **Vegas Valley 4Wheelers** has donated \$500 to help get us on our feet, along with the offer of future club to club assistance. We cannot thank them enough.

But helping VV4W to staff their upcoming **Hump & Bump** Event in October would certainly be a good way for us to show our appreciation!

## Education & Training

One of our mission goals is to educate our members. Steve is putting together an ongoing series of training events, along with articles & links on our website.

This month (July 2022) we will feature GPS navigation software. An overview will be presented at our meeting; to be followed by in-detail hands-on smaller classes for people who are seriously interested.

## Special Events

Upcoming major events include VV4W's **Hump & Bump\*** in October; Jeeper Kreepers' **Jeeps & Treats\*** Halloween Night; St. George **Winter 4x4 Jamboree**. \*DW has been asked to help out our community at the two local events.

## Chairs to Fill

The more we do... the more people we need to help manage our club.

**Special Events Chair** Desert Wranglers can be more than just driving out Jeeps. A few times per year we will try to schedule some social activities, such as Holiday Parties, picnics/BBQ's, or attending some local fun activity (medieval faire, concerts, shooting range, overnight travel, or whatever).

**Media Relations Chair** This person would browse the internet, looking for mentions of Desert Wranglers in relevant forums (Jeeps, off-roading, etc) and submit posts to update those older posts.

**Assist our Webmaster...**

**Front-End Web Developer** Assist the web master with researching features, API keys, and web design skills HTML, CSS

**Web Designer** Assist the web master with creating pages, updating content, designing web pages/funnels. Experience using website platforms such as Wix, Squarespace, or WordPress, or other similar tools is required. Experience with payment processors/platforms and integrations a plus.

**Back-End Web Developer or Full-Stack Web Developer** This position is highly desired, in order to take our website to the next level. Skills in Python, Java, PHP, SQL, Git, HTML, CSS, JavaScript

Please contact Fred, Patti, or Judi if you are interested in any of these positions.





## A Brief History of the Desert Wranglers

Desert Wranglers was initially created and sponsored in 2010 by *Chapman Chrysler Jeep Dodge Ram* (aka Chapman) located in Henderson Nevada.

The dealership envisioned the club as a means to help their customers and other Wrangler owners in the Las



Vegas area become familiar with their Jeeps and to introduce them

to the local trail systems in the area. Monthly General Meetings were held at their Chapman Used Car dealership over on Warm Springs in Henderson.

Since the club was entirely sponsored by Chapman, there was no need to charge dues for membership.

In 2020 Chapman suspended club activity due to the Covid pandemic.

As activity started to resume, Chapman corporate decided to move in an entirely different direction regarding club sponsorship. They wanted to be more inclusive of all Jeep branded

vehicles and no longer focus exclusively on Wranglers.

The two entities decided that if both were to achieve their respective goals, it would be best for each take a different trail.

Chapman's new Chapman Jeep Club is still in the concept state, although the dealership did host a taco event for Jeepers in their parking lot.

It's been 12 years since the start of DW, and our club interest was still very strong! While it was wonderful having Chapman graciously sponsor the club for as long as they did — it came down to the members. We wanted our Desert Wranglers back!

Months went by without club activities. In March of 2022, a core group of Desert Wranglers from the original club pulled together and decided to revive the Club into what is today the new Desert Wranglers Jeep Club.

We are now a certified Non-Profit Organization in the State of Nevada and soon to become a 501c3 federally recognized Charitable & Educational association.

Our mission is to assist our members in learning how to safely and responsibly wheel off-road; as well as supporting Local, State and Federal Agencies in the maintenance and preservation of our local Off Highway Vehicle (OHV) Trails.

Desert Wranglers are family friendly, and openly welcome beginners who may lack any prior off-road experience.





## Vegas Valley 4Wheelers presents a check for five hundred dollars to Desert Wranglers

7 July 2022

To the members of Vegas Valley 4 Wheelers and Kevin Bailey (president),

Speaking on behalf of the membership of the Desert Wranglers Jeep Club, I want to officially express our sincere appreciation for your interest and generosity in helping our club to grow and prosper.



Last night left our Board speechless when you presented us with a donation of \$500 to help fund our endeavor to introduce and train new off-roaders into our Jeep community. We assure you that those funds will not be spent frivolously, but will go towards our mission of education and charity.

Many of your members started in our club; and there are still a good number who remain active in both.

It comforts us that our two clubs are not rivals nor in any sort of competition with each other. Our clubs focus on complementary levels of off-roading: VV4W appeals to those seeking to challenge their rigs and driving skills; whereas DW provides a more sedate level of trail runs along with entry level instruction. Both of our organizations are non-profits, and labors of love. Both of our organizations share similar objectives.

We look forward to a long, mutually beneficial relationship between our clubs.

As the new kids on the block, we certainly appreciate all of your advice and assistance!

Stay in touch with us regarding Hump & Bump. Although only some of us are qualified to lead or gun on some of the trail runs – I am sure that there are other staff duties that our members could fulfill.

Sincerely,

*Fred Ginsburg CAS PhD*

President, Desert Wranglers Jeep Club



Desert Wranglers special Club Discount from our sponsor




TRY  
ON **X** OFFROAD  
FOR FREE

2 Month Elite Membership



[Here is the redemption link](https://www.onxmaps.com/offroad/r/624g36c) that will give you access to both a discount and the 2-months free.


<https://www.onxmaps.com/offroad/r/624g36c>



ON **X** OFFROAD

GET 20% OFF  
THE #1 GPS OFFROAD APP

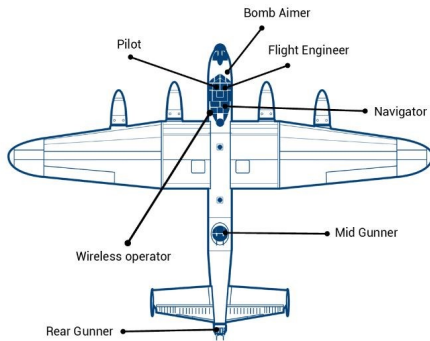
USE PROMO CODE **trailride20**





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**THE MID-GUNNER**  
is the newsletter of the



**Desert  
Wranglers  
Jeep Club**

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Visit our website at  
[www.desertwranglers.club](http://www.desertwranglers.club)

Don't forget. **CLASSIFIED ADS** are free to DW active members, sponsors, and really cheap for commercial businesses.

Got something to sell or trade? Or looking for something to add to your jeep?

Send your info to the Editor!

If you are concerned about putting your name or contact info out in public, we can run a blind ad and forward any responses to you.

# July 20 Meeting Agenda

**Call to order.** Second general meeting of Desert Wranglers, Inc.

Motion to approve the minutes as written and previously posted.

Motion to ratify our (revised) bylaws. Note that specific items in the bylaws can still be changed at any time via motions/procedures outlined in the bylaws. But this gives us a starting point.

Motion to approve the election of Dave Traver, Treas.

Motion to approve the Board Members at Large: Patti Zapparolli, Webmaster, Steve Zapparolli, Education & Training, Kirk Rowe & Thom Dismuke, Membership Co-Chairs, and Brian Solomon, Greg Jaworski & Bill Inglehart.

## REPORTS

**President**

**Treasurer**

**Membership**

**Website**

**Trail Master**

**BLM report**

**Education & Training (general plans for future)**

**Merchandise**

**Media Relations** Onx sponsorship (club discount, free trial), Heatbeaters Headliners, Google seo

**Special Events/Community** VV4W (Hump & Bump), Jeepers Kreepers (Trunk or Treat), Trail Cleanups, holiday party December

**Old Business** need volunteers as trail leaders; Special Events, Media Relations committee chairs

**New Business**

**Training Workshop:** *Off the Grid Navigation on the Trails.*

Hardware solutions, Software solutions, into to GAIA, OnX

**Door Prizes** one \$100 subscription to *OnX Elite Off-road*

**50/50**

**Motion to Adjourn**

**Mark Your Calendars for upcoming Desert Wranglers general meetings**

**Wednesday August 24 6:00pm to 8:00pm Mimi's Café**

**Wednesday Sept 28 6:00pm to 8:00pm Mimi's Café**

Mimi's Café located at 596 N Stephanie St, Henderson, NV 89014

*Please order some food or they will charge us for the room.*