



Incorporated No. A0021659A

## Life Membership – Alyssa Finlay

❖ awarded 13 March, 2021 ❖



Very so often it is the privilege of the President and the Committee to pay a tribute to someone who has made a special, lasting and memorable contribution to the Mazda MX-5 Club of Victoria & Tasmania.

Today is one of those occasions ...

**Alyssa Finlay** joined the Mazda MX-5 Club of Victoria on 1 June 1993, joining her husband Murray as a Club member, along with their original 1990 Classic Red NA.

There is exceptional service for the Club that can be readily attributed to a member, and Alyssa's service to the Club can be placed into this category. For over 25 years, Alyssa has been the driving force behind the Club's branding and image.

Alyssa's contribution can be easily recognised through the current version of the Club's logo, and for many years, the Club has celebrated special occasions and events with a logo designed by Alyssa. These logo designs include one of my favourites, the Club's 30th Birthday logo from 2020.

Alyssa's graphic design work has also extended to the website design and *mxtra*, the Club's monthly magazine. From the early days of the Club, our image and branding have been designed by Alyssa, and I am sure you will all agree with me that her designs have all been outstanding.

Alyssa has been an active member of the Club, attending many runs over the years, and has participated in five NatMeets, including the first event in 1994. Alyssa also served on the Committee in 2009-2010 as a general member, during which time she designed the logo and all the visual identity elements of the Club's 20th anniversary celebration for later that year.

Alyssa's friendly approach, and willingness to take on any task, have always presented the Club positively and professionally. Through her image and branding services, she has left a legacy to the Club that will be preserved well into the future.

*T*he conferring of Life Membership of this Club is not something that is done lightly. It has gone to only 15 other people in our 31-year history.

Our recognition guidelines state that Honorary Life Membership is only offered to a member with at least 10 years of Club membership, and is awarded for long-term service to the Club. A nominee must have given exceptional service to the Club, by the application of extraordinary expertise, dedication and positive influence. It is a significant award and may only be conferred on a Club member at the absolute discretion of the Committee in exceptional circumstances. It also requires a unanimous vote of the Committee in favour before it can be conferred.

I'm very pleased to say that Alyssa has more than qualified on each of those requirements.

*S*o, today, it is with great pleasure that I invite Alyssa to accept this award of ***Life Membership of the Mazda MX-5 Club of Victoria & Tasmania.***

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Coral Campbell, President