

Porsche Club of America, Founder's Region
October 11, 2008
Secretary, Bruce Dobbs

Tony Kelly, President, convened the Open Board Meeting of the Founders Region of the Porsche Club of America at 1015, October 11, 2008, at the Tyson Corner Marriott.

Members present:

- Tony Kelly – President
- Tuffy von Briesen – Vice President
- Dick Seltzer - Treasurer
- Bruce Dobbs – Secretary
- Club Race - Starla Phelps and Kevin Oyler
- Ron Davis – Concurs
- Michael Langshaw- Advertising
- Kevin Oyler - Tech
- Gary Brindle – Rally
- Alan Herod – Drivers Education
- John Magistro – Membership
- Fred Phelps – Past President

Old Business – None

Report from the President – Tony Kelly – Tony provided a Power Point presentation and this presentation will be posted on the PCA Potomac web site. Highlights of the presentation include:

- Milestones of the 3rd Quarter – We are rebuilding the relationships with the Porsche dealers. Breakfasts and drive and dine activities are going well. Web site traffic is 3 – 4 times higher than we've ever seen. There is a new Porsche talk forum and we need to recapture the community that previously visited the forum. We discussed methods to get more involvement and interaction with the forum. The de Vorganger is going very well and the latest publication is much better than the first issue and we have a very healthy backlog of material for the magazine. The der Vorganger is fully funded by advertising revenue from November 2008. More pages and more color in 2009!
- Autocross is going strong as are Tech Inspections. Tech inspections are drawing 30 - 40 cars per event and we should conduct outreach to general members to bring their car to the tech inspection. We need to continue to work on getting more participants at the tech inspections
- Drive and dine has had 8 great events with about 180 participants with about 90 cars with 60 unique cars and many cars coming to more than one event. The program is financially independent.

- Porsche relationship – We have rebuilt the bridges to local Porsche dealerships through PCNA. Club race title sponsorship was by the DC Metro Porsche dealers. This resulted in very positive results from the club race. We now have a positive relationship with PCNA and the DC Metro Porsche dealers. The new dealer, Porsche of Annapolis, is open and they are advertising in der Vorganger and are interested in hosting events in 2009.
- PCAP is title sponsor with the DC Metro Porsche dealers for the International Gold Cup. We are working as a partner to cement the relationship with the DC Metro Porsche dealers.
- Zone 2 club race was a great success. Zone presidents have agreed in principal to hold the club race in 2009 and to hold the Zone 2 DE again in 2009. Jim Becker is resigning as Zone 2 representative and we are seeking a candidate.

Concurs – Reston Town Center concurs and car show went very well. 2008 was a great year with significant participation and enthusiasm.

Drivers Education – Numbers are down across the board and positive steps are being taken to maximize participants. Allan has contacted the BMW Club about teaching our instructors to teach skid pad. We need about 8 instructors to be trained on the skid pad at the Instructors event on October 31, 2008. We need to expand our program to better teach the technical aspects of skid pad. We will have a Safety Seminar for instructors at the DE event on October 31, 2008.

Rally – Camp Friendship rally went very well! The Oktoberfest event very well and the participants suggested this be made an annual event. We are going to combine the “Trick or Beep” with the rally on October 25, 2008. In addition there is a scavenger hunt and a poker rally.

Club Race – The club race organization was outstanding and the operation of the club race was highly praised by the PCA national team. Kevin Olyer and Starla Phelps, along with 80 volunteers, did an outstanding job and made the club race happen. Porsche dealers provided 2009 PDK cars for on-track test and drive sessions. There was great member response to the on-track test and drive and the dealers loved the event. The stage is set for an even better 2009 club race. We need to continue to innovate to improve participation at the club race.

Treasure – The year has turned out well - \$115,000 in the bank and we are <\$30,000 profit for the year. DE is paying its own way. Bottom line – we started the year with \$85,000 and we should end the year with an additional \$15,000 to \$25,000.

Focus for Fourth Quarter –

- Key dates for the fourth quarter –Porsches at the Gold Cup – October 18, last autocross October 19, fall foliage run – October 25, Porsche of Annapolis grand opening – October 25, and the final DE, November 1-2, 2008
- Holiday party –December 12 – This also our 55th anniversary and we need to plan a special activity to celebrate this historic event

We need to do more to retain more of our members. We want to hear your ideas:

- Event and program ideas
- Seminars and meeting participation
- We'll work with you to make it happen

Tony Kelly – Closed the Open Board meeting