
















THE 2014 RPM TABLE OF CONTENTS

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PCA FORMS

All forms can be found on www.pca.org. Go to “Regions,” then “Forms & Documents.” These and other forms are available in .pdf and Word documents. You can print or download them, fill in and send as an attachment in an email. Several are fillable .pdf forms, marked with .

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Editor note: The list of PCA National Awards and Award Winners, previously printed in the *Region Procedures Manual*, has been moved to pca.org. Details of PCA National Awards, National Contests, and the winners, along with the lists of the Porsche Parade competitive event winners, are now located on the PCA website.

SECTION 1 - THE HISTORY & EVOLUTION OF PCA

Bill Sholar was a commercial artist in the Washington, D.C. area in the early 1950's. He also was an admirer of well designed automobiles, and thus purchased his first Porsche, a 1953 356 Coupe. As time passed, Bill met other Porsches on the road, always blinking his headlights in silent greeting. By late 1954, Bill was convinced that a more personal meeting would be appropriate with other Porsche owners to discuss the positive and, the well, ah, not-so-positive aspects of driving the infrequently encountered marque. Following a first gathering February 8, 1955 at the Sholar house, several Porsche owners occasionally got together that spring and summer to share knowledge about the unique cars they drove. Eventually they decided to start a club. A brief paragraph in the August 1955 issue of *Sports Car Illustrated* informed readers that a Porsche club was being formed in the United States; All inquiries were directed to Bill Sholar's attention. Additionally, the Porsche factory was petitioned for recognition of the proposed club. Unofficially referring to themselves as "*the gripe group*," they officially titled the new organization the **Porsche Club of America**, and held their first business meeting on September 13, 1955, at Blackie's Grille in Washington, DC. Thirteen prospective members showed up, but one reluctantly had to be asked to leave when she revealed that she owned not a Porsche, but a Volkswagen, which didn't qualify under the Club bylaws, which remain in effect today. Those in attendance at that first meeting were Bill Sholar, Karl Grimm, Peter Pearman, Ken Twigg, Frank Beckett, Gamble Mann, Fred Schulenburg, Bob Flick, Bob Elliott, Ray Pitts, Harvey Brown, and Don Carr. Sholar was elected President and a press release was sent to the factory magazine, *Christophorus*, introducing the Porsche Club of America to other Porsche enthusiasts. Word spread, and the 189 Porsche drivers who joined by January 31, 1956 were designated as "charter members" of the Porsche Club of America.

As more and more members joined outside the Washington, DC area, Regions were formed in other communities. The original Washington, DC group became Potomac Region, which remained the hub of activities. First appearing in December 1955, the Club's monthly magazine *PORSCHE PANORAMA*®, kept all members, nearby and remote, apprised of the latest technical information, factory news and events planned.

Early in 1956, Potomac Region arranged the first "Porsche Parade" as a gathering of all PCA members, and a blanket invitation was extended to all PCAers. Held at the Washingtonian Motel in Gaithersburg, Maryland from August 29 through September 1, 1956, this first national convention drew 64 PCA members. Apart from a rally, a gymkhana and technical tips from the factory service reps present, there was plenty of time for socializing and pit talk. Living up to its name, several Parades later actually featured a *parade* of Porsches through the streets.

By the time of the second Parade, a Concours d'Elegance was added to the competitive events. This Parade also saw the first national officers elected from outside the founding Region. PCA chartered six more Regions before the end of that year, starting a trend that developed the Club into a truly nationwide, and later, an international organization.

These early days always saw a group of PCA members at local and national sports car races. Many PCAers who spent weekends racing their Porsches came out as winners; Such drivers as Art Bunker, Bob Holbert, Lake Underwood and Charlie Wallace were beginning to develop Porsche's "giant killer" reputation in this country.

With Max Bunnell as President, the 1958 Parade moved to New York state. That year also saw Sholar come up with something new for PCA members: a trip to the Porsche factory in Stuttgart. Eighty-one members made that first "*Treffen*"® (the German word for "meeting") aboard a prop-driven Lufthansa Super Constellation, arriving to a welcome from not only the factory, but also many of the German Porsche Clubs. The *Treffen*® presented the attractive option of taking delivery of a new Porsche at the factory, a tradition that is still available today. In October of that same year, Sholar was appointed PCA's Executive Secretary, a job he held until 1962, running the day-to-day operations of the Club with the help of a part-time secretary.

The Parade moved west for the first time when Rocky Mountain Region hosted the 1960 Parade in Aspen, Colorado. This event featured Dr. Ferry Porsche's first appearance at a Parade. Early in 1961 PCA appointed its first committee chairman to develop the Club's activities even further and to coordinate activities at the Parade. This proved to be a great asset to the Club, as over 250 PCAers attended the sixth Parade. After only six years, PCA had earned the reputation as one of the best sports car clubs in the world.

In 1963, Sholar moved to a new position with Porsche of America Corporation, the U. S. importer. Before he did so, PCA's founder recommended his secretary, Jane Nestlerode, as his replacement as Executive Secretary. Until her retirement in 1980, Jane became synonymous with PCA National, running the office out of her home and serving the needs of a membership that grew over 800% during her tenure. Charter PCAer Ken Twigg was elected President in 1963 and PCA membership reached 2000 for the first time. The 1963, *Treffen*® saw 40 PCAers take delivery of a car at the factory. Through the mid-1960's PCA racers continued to provide Porsche with SCCA victories, as Bruce Jennings, charter PCAer Don Wester, Bert Everett, Joe Buzzetta and others carried the Porsche banner into winners' circles across America in cars ranging from the ever-competitive Speedster to the more exotic Spydors, 904, and 906. Regions were not confined to the continental U.S. as Hawaii Region formed in 1959, and Germany Region in 1963. In 1980, Jane Nestlerode transferred the Executive Secretary position to her assistant, Ruth Harte, who continued to run the Club superbly from the basement of her Alexandria, Virginia home, until a year before her retirement, when PCA relocated to an office building in Springfield, Virginia, and later, in Columbia, Maryland.

Although each Region held a wide variety of events and meetings, the Parade became the pinnacle of PCA activity and the focal point for friendships among far-flung Porsche enthusiasts. By the late 1960's, a typical Porsche Parade kept 500 entrants busy for an entire week, not to mention time spent in preparation and travel. Classes in speed events and Concours were expanded as the Club's focus shifted to include new Porsche types such as the 911 and its many derivatives. The Parade rally offered classes for both equipped and unequipped cars.

Fifty-eight years after its creation, PCA found over 2,000 Porsche people at the 58th Parade, in Traverse City, Michigan, where attendees were able to view 200 Porsches at the Concours and see a 911 under restoration by Porsche Classic.

PCA has experienced an unparalleled growth, not only in members, but in the quality of its events and services. In early 2014, PCA serves more than 67,000 families, with over 110,000 members, in 140 local Regions, making it the largest single marque club in the world. PCA Concours standards are second to none. Multiple national committees help members with technical problems, insurance valuations, event safety, Region management and newsletters.

Today, activities range from autocrossing, rallying, Concours, and socializing, to growing interests in Touring, restoration, Porsche history, and PCA Club Racing. A revised “*Treffen*®” now allows PCA members to visit the factory, the new Porsche Museum, the area around Stuttgart, Germany, and the R&D unit at Weissach. A professional staff, headed by Executive Director Vu Nguyen, operates the National Office in Columbia, Maryland, where a growing historical section is also housed. The Club functions like a finely-tuned, high performance Porsche. One of the objectives stated in PCA's Bylaws is to promote the enjoyment and sharing of goodwill and fellowship engendered by owning a Porsche. As the phrase goes,

“It's not just the cars, it's the people....”

This is what PCA is all about....

The PCA National Office
Website: www.pca.org

PO Box 6400
Columbia, MD 21045

Street address:

9689 Gerwig Lane, Unit 4C/D, Columbia, MD 21046

Phone: 410/381-0911

Contact for Membership changes, updates,

Fax: 410/381-0924

Merchandise, Event Insurance, or other

Email: admin@pca.org

Member Services.

Executive Director: Vu Nguyen
Financial Manager: Denise Hovington



PCA National Office foyer, photo courtesy Vu Nguyen

SECTION 2 - THE NATIONAL ORGANIZATION

PART 1 - WHAT ACTUALLY IS PCA?

The Porsche Club of America, Inc. is the largest non-factory-supported independent, single marque sports car club in the world. Its membership is composed of Porsche owners who live generally throughout the United States and Canada. They are organized into local operating units known as “*Regions*.” With the exception of the annual Porsche Parade, the Club's national annual convention, the *Region* is the center of Club activity for the individual members.

Thirteen geographic areas, termed “*Zones*,” have been established. Each Region is assigned to the Zone in which its boundaries are encompassed. The Zones assure continuity among the Regions and provide liaison between the Regions and the National organization, through Zone Representatives.

The Porsche Club of America was founded to promote the interests of Porsche owners. The general objectives as set forth in Article II of the Club's bylaws are as follows:

“The general objectives of the Club, to which its members are joined together and mutually pledged, shall be the furtherance and promotion of the following:

- A. The highest standards of courtesy and safety on the roads.
- B. The enjoyment and sharing of good will and fellowship engendered by owning a Porsche and engaging in such social or other events as may be agreeable to the membership.
- C. The maintenance of the highest standards of operation and performance of the marque by sharing and exchanging technical and mechanical information.
- D. The establishment and maintenance of mutually beneficial relationships with the Porsche works, Porsche dealers, and other service sources to the end that the marque shall prosper and continue to enjoy its unique leadership and position in sports car annals.
- E. The interchange of ideas and suggestions with other Porsche Clubs throughout the world and in such cooperation as may be desirable.
- F. The establishment of such mutually cooperative relationships with other Sports Car Clubs as may be desirable.”

The National Bylaws of PCA are located at pca.org at “Regions,” “Forms & Documents,” under “National Governance.” All Region officers are encouraged to read and understand these.

PART 2 - BENEFITS OF PCA

Membership in PCA offers a variety of benefits for the Porsche owner. It provides a forum where ideas and interests can be shared, and it enables the member to attain greater understanding and enjoyment from the car. It also provides many tangible benefits, including the following:

PORSCHE PANORAMA® - This official publication of PCA, winner of numerous national automotive journalism awards, is sent monthly to each member's household. This unique, professionally executed magazine contains news of PCA National activities, important Region news, feature articles, personalities and technical information. It contains general interest articles, stories of Porsche cars and achievements, racing news, and information on the latest developments at the Porschewerks. Articles are contributed by Club members, staff members, internationally recognized journalists, and the resultant publication is without parallel among automobile club journals. One very popular feature is the "Mart", or classified advertising section, available free to PCA members for Porsche cars or Porsche parts and accessories on a "Wanted" or "For Sale" basis. You can read or submit classified ads online at pca.org.

The Porsche Parade - The annual convention of the Porsche Club of America. This week-long gathering of PCA enthusiasts is held each year in a different location, usually during the summer months. It is an excellent opportunity to meet PCA members from different parts of the country at numerous banquets, luncheons, and tech sessions, and to compete with them in the Concours d'Elegance, Rally, Autocross, and Tech & Historical Quiz events. Trophies are earned for the various individual events. Parades also feature Porsche Cars North America (PCNA) and dealer personnel, who are available for discussion and conference, plus occasionally, representatives from the Porsche factory in Stuttgart.



The PCA Escape -The "Escape" is a low key, non-competitive national PCA gathering, also held in the summer or early Autumn, in the part of the country opposite from the Parade's location.

Insurance Coverage - For the protection of the member and the Region holding events, PCA National carries a liability insurance policy. This policy not only affords protection, but also serves as a valuable tool in the negotiations with owners for the use of their property for events. A policy of this nature usually is not feasible, because of its costs, for clubs smaller than PCA. The policy specifically covers the owners of property used for Club events, and protects them by providing financial liability insurance. (See pages 101-107 and 120-126) Membership also entitles owners to apply for auto insurance for their Porsches, when used in a limited nature or for transit, storage and paddock and for physical damage coverage at High Performance/Driver's Education events. (See pages 107-108 for details.)

Hospitality Tents - also known as "Porscheplatz," are a member benefit provided by Porsche Cars North America, IMSA, and PCA at American LeMans Series (ALMS) races and at GRAND

AM races. It includes a Porsche-only car corral, visits and talks by race team members, door prizes, and for some lucky entrant, a “hot pit” tour during the race. Also, at most races, a track tour is included for early registrants.

Porsche Cars North America (PCNA) and Porsche Cars Canada Liaison: is maintained on a continuing basis by PCA National in meetings with official representatives to discuss mutual problems, areas of concern, and mutual cooperation.

PCA National Committees are maintained for consultation on a Region, Zone, and individual basis, as well as for the handling of National issues. These committees are operational in specialized areas, and have at their disposal the means to solve most situations within their areas of expertise. (See “*Any Questions*” section in *PANORAMA*.)

Special Interest Groups, also known as “Registers,” allow members with unique model Porsches to focus on the special aspects of those cars. Currently, 19 Registers exist, coordinating the exchange of tech information, and occasionally hosting social events.

Merchandise related to PCA is maintained and sold through the PCA National Office and the Regions. You can also order items through the Club website pcawebstore.com. The items available include car badges, emblems, fleece clothing, hats, pins and jackets.

Local Region Activity - Each Region of PCA operates as an autonomous body within the scope of the National Bylaws. This means that they function essentially as local sports car clubs under sanction. They elect their own officers, generate their own bylaws, hold their own events, publish their own newsletters, host websites and social networks, and hold their own meetings. This adds to the comradery of owning a Porsche and being a member of PCA, and also provides the greatest latitude for the members to become as involved in the Club as they desire.

Website (pca.org) - PCA has an extensive, members-access Club website that features coming events, links to the Regions, Club news, and membership information, as well as several members-only sections. The members-only sections include the ever-popular “Mart,” and technical forums. In addition, members can renew membership online, submit address changes, and update their membership information. The website maintains a growing and searchable archive of technical information, arranged by model type or interest.

The online version of this *RPM* and all forms are housed there, as well as PCA General Information, the *Driver's Education Standards*, the *Event Guidelines for Autocross, Rally, & Tours*, the *Event Requirements for All Non Wheel-To-Wheel Driving Events*, the *PCA Competition Rules (PCRs)*, the *Manual of National Procedures*, announcements for many national awards, as well as many other items. An expanded Administrative section is located on the website for PCA National Staff and Region officers. In addition, quarterly reports from Executive Council, Zone Reps, and National Staff are posted there. In 2014, the website will be significantly upgraded with new features. Be sure to check the progress.

The “eBrake” weekly email - PCA has initiated the “eBrake” email program to provide up-to-date notice to the membership, via email, of important PCA developments and related auto industry news. This is issued each Tuesday, and includes ads for new PCA merchandise.

VISA® Platinum Rewards credit card- Membership entitles you to apply for a VISA® Platinum Rewards credit card with features such as: no annual fee, low introductory APR on purchases and no balance transfer fees for 6 months Earn bonus points for FREE airline tickets, merchandise, cash-back and more at participating merchants. *Pick a standard design or design your own card!*

PART 3 - STRUCTURE, SCOPE, AND PURPOSE

The National Bylaws, which are posted on the Club's website (**Regions/Forms & Documents**) are available from the PCA National Office, and control all Club actions. No Region bylaws may be in conflict. The Bylaws provide a complete description of the duties and functions of the various offices that constitute the National Organization. A brief summary of those offices follows:

Board of Directors - The Elected Officers, Chairs of the Standing Committees (but NOT Special Committees), the most recent Past President, the Executive Vice-President (if one has been appointed), and all Region Presidents constitute the Board of Directors of the Porsche Club of America, Inc. It is the responsibility of the Board of Directors to determine matters of Club policy and to assure the proper conduct of the administrative affairs of the Club by the Executive Council.

Executive Council - The President, the Vice-President, the most recent Past President of the Club, the Secretary, the Treasurer, and the Executive Vice-President (if one has been appointed), constitute the Executive Council in which the government of the Club is vested. It is responsible for the proper conduct of the administrative affairs of the Club, the proper functioning of the several committees, and it assures compliance with the Bylaws of the Club.

Zone Representatives - The Zone Representatives are responsible for the welfare and progress of Regions within their Zones. They attend all meetings of the Board of Directors, solicit, and are entitled to vote the proxies of the Region Presidents not attending. (See page 118 for Standard Proxy Form for use by each Region President.)

National Staff - The National Staff includes the Executive Council, Standing Committee Chairmen, and the 13 Zone Representatives, plus the following:

- National Executive Director
- PORSCHE PANORAMA*® Editor
- General Counsel
- Special Committee Chairpersons
- Other Special Appointees

The National Staff coordinates the operations and activities of the Porsche Club of America, Inc., and provides the mechanism for carrying out the objectives of the Club, as set forth in the Bylaws.

The scope of activities of the National Staff is as varied as the individual job descriptions would indicate. In addition to fulfilling the specific tasks listed in these descriptions, PCA National handles all items of interest to PCA. The National Staff keeps the Regions informed of all significant matters. It maintains a rapport with the Porsche factory and with Porsche Cars North America. It maintains procedures, develops policies, reviews and solves problems, maintains Region boundary data, processes memberships, evolves programs, maintains official records, answers inquiries, plans activities, and, in short, handles both the day-to-day short term and long term management duties of PCA.

PCA REGIONS, IN CHRONOLOGICAL ORDER OF CHARTERING:

Potomac (Porsche Club of America)	9/13/55	Oregon	9/15/60
Chicago (Was Chicago-Milwaukee)	5/25/57	Intermountain	10/21/60
Central New York	8/24/57	Northern Ohio (Was Greater Cleveland)	11/09/60
Northern New Jersey	8/24/57	Western Michigan	11/26/60
Riesentoter (Was Eastern Pennsylvania)	8/24/57	Carolinas	12/03/60
Gulf Coast (Disbanded 4/30/60)	9/57	Orange Coast	1/18/61
Connecticut-Westchester (Disbanded 6/16/59)	11/57	Monterey Bay	3/10/61
San Diego	12/26/57	Chesapeake	3/20/61
Penn-Ohio (Disbanded 4/22/69)	7/28/58	Central Indiana	3/20/61
Southeast Michigan (Was S.E. Michigan-Detroit)	5/15/58	Allegheny	3/29/61
Rocky Mountain	7/15/58	Tennessee (Rechartered)	4/15/61
Metro New York	7/28/58	Sequoia (Was Fresno & later San Joaquin)	9/26/70
Akron (Disbanded 4/17/66)	1/01/59	Heart-O-Dixie (Rechartered)	4/21/61
St. Louis	1/15/59	Lone Star	3/28/61
Northeast	2/04/59	Suncoast Florida	6/19/68
Arizona	2/15/59	Cascade	6/28/61
Nord Stern	3/28/59	Columbus (Disbanded 1963)	2/15/61
First Settlers (Was Richmond)	4/22/59	Ohio Valley	10/15/61
Connecticut Valley	6/08/59	Longhorn	11/25/61
Hudson Champlain	7/17/59	Sacramento Valley	11/28/61
Hawaii	9/15/59	Inland Empire (Disbanded 4/4/64)	5/07/62
Kentucky (Rechartered)	11/05/59	Niagara	8/26/62
Pacific Northwest (Was Washington)	11/05/66	Maverick	11/11/62
Yosemite (Was Central Valley-Rechartered)	11/15/59	Lincoln Trail	12/24/62
Delaware	12/05/59	Germany (Disbanded 2005)	6/15/63
Peachstate	1/25/60	Gold Coast	8/02/63
Wichita (Rechartered)	1/15/60	Santa Barbara	12/14/63
Golden Gate	1/23/60	Sierra Nevada	6/15/64
Los Angeles	3/15/60	Central Pennsylvania	6/15/65
Milwaukee	3/20/69	Mid Ohio	9/15/65
Kansas City (Rechartered)	4/30/60	Carrera	3/28/66
Florida Crown (Was Central Florida)	4/30/60	Llano Estacado	6/29/66
Jersey Shore	5/15/60	Silver Sage	7/03/66
	3/28/66	War Bonnet	10/24/66
	6/16/60	Great Plains	12/28/66
	6/16/60	Southern Arizona	6/23/67
		Roadrunner	6/23/67
		Space Coast (Was Cape Canaveral)	10/13/67
		Dakota (Rechartered)	2/12/68
		Riverside	3/30/68
			7/17/73
			3/30/68

(List continued on next page)

Redwood	1/20/69	Golden Empire	8/14/79
Calif. Central Coast	3/12/69	Blue Ridge	5/20/80
Palmetto	5/23/69	Mizzou	7/31/80
Central Iowa	7/22/69	<i>(Disbanded 7/23/89)</i>	
Loma Prieta	3/18/70	West Texas	11/15/80
Swampland	7/02/70	Grand Prix	2/07/81
<i>(Disbanded 4/21/01)</i>		Wild Rose	10/16/82
Alabama	8/15/70	Musik-Stadt	11/10/82
Alaska	1/23/71	Big Cypress	2/19/83
North Florida	11/18/71	<i>(Disbanded 7/31/91)</i>	
Inland Northwest	3/30/72	Valley Oak	7/31/83
<i>(Was Can-Am Region)</i>		<i>(Disbanded 2/22/03)</i>	
Maumee Valley	3/12/72	Diablo	2/18/84
Ark La Tex	4/04/73	Whiskey Bay	7/01/85
Motor-Stadt	4/04/73	Central Wisconsin	2/01/86
Michiana	5/01/73	Mid South	8/03/86
<i>(Was Michigan-Indiana)</i>		Calif. Inland	10/11/86
Down East	5/14/73	Green Mountain	11/08/86
Schattenbaum	10/06/73	Cimarron	2/21/87
Las Vegas	4/20/74	<i>(Was Weissach)</i>	
Smoky Mountain	4/20/74	Coastal Bend	7/04/87
Florida Citrus	7/14/74	Magnolia	10/31/87
Pocono	7/17/74	Silver State	2/18/89
Big Sky	1/25/75	<i>(Absorbed into Las Vegas 2/17/01)</i>	
Hudson Valley	2/06/75	Polar	5/06/89
Alpine Mountain	4/04/75	Sudenvolk	7/23/89
Schonesland	4/04/75	Fox Valley	6/23/90
Canada West	4/26/75	Mardi Gras	7/28/91
Ocmulgee	4/26/75	BC Interior	5/04/91
San Gabriel Valley	7/04/76	Puerto Rico	7/10/94
Upper Canada	7/21/76	Hurricane	2/18/95
Ozark	4/11/77	Shenandoah	8/06/95
Ozark Lakes	4/23/77	Vancouver Island	2/10/96
Rennsport	6/06/77	Rally Sport	2/10/96
<i>(Was Ottawa)</i>		Finger Lakes	2/10/96
Hill Country	7/18/77	Keystone	6/15/97
Yellowstone	8/09/77	Everglades	10/25/97
North Country	2/13/78	Up-N-Maine	2/06/99
Eastern Buckeye	3/02/78	<i>(Disbanded 2/22/03)</i>	
Wilderness Trail	7/09/78	Southern Indiana	5/15/99
Absaroka	7/11/78	Red River	11/06/99
Shasta	7/11/78	High Desert	4/29/00
Acadia	10/14/78	Coastal Empire	12/15/01
Sonnenschein	11/30/78	Bluegrass	2/24/03
<i>(Was Gulf Coast)</i>		Olympic Peninsula	10/04/03
Ramme	1/27/79	White River	10/21/12
<i>(Disbanded 12/31/85)</i>		<i>(was Ozark Mountain)</i>	

PCA PORSCHE PARADE HISTORY

<u>Number</u>	<u>Year</u>	<u>Host Region(s)/Zone</u>	<u>Parade Chairs</u>	<u>Location</u>
1	1956	Potomac	William J. Sholar	Gaithersburg, MD
2	1957	Potomac	William J. Sholar	Gaithersburg, MD
3	1958	Central New York	Max Bunnell	Binghamton, NY
4	1959	Chicago-Milwaukee	Bud Blake	Nippersink Manor, WI
5	1960	Rocky Mountain	Jim Stubbs	Aspen, CO
6	1961	Northeast	J. Edward Heath	Berkshires, MA
7	1962	Golden Gate	Frank Dwinell	Monterey, CA
8	1963	Eastern PA	Charlie Beidler	Split Rock/Poconos, PA
9	1964	Chicago	Harry Willwerth	Nippersink Manor, WI
10	1965	Los Angeles	Ray Hulen/Keith White	Santa Barbara, CA
11	1966	Rocky Mountain	Leroy Spanjol	Colorado Springs, CO
12	1967	Potomac	Robert S. Lee	Arlington, VA
13	1968	Gold Coast	Walter Lohmann	West Palm Beach, FL
14	1969	Orange Coast	George McClelland/ John Collier	Anaheim, CA
15	1970	Northeast	Charles R. Dow	Newton, MA
16	1971	Silver Sage	Mick Williams	Sun Valley, ID
17	1972	Chicago	Wayne Potter/Jerry Meyer	Lake Geneva, WI
18	1972	Zone 7	Robert V. Little	Monterey, CA
19	1974	Reisentoter & No. New Jersey	Dennis Thovson	Pocono Manor, PA
20	1975	Pacific Northwest	William E. Pielow	Seattle, WA
21	1976	Nord Stern	Dave Morse	Brainerd, MA
22	1977	San Diego	C. Tom Hauseur	San Diego, CA
23	1978	Rocky Mountain	Norman A. Martin	Aspen, CO
24	1979	Potomac	Walt Woodhead	Washington, DC area
25	1980	Oregon	Steve George	Portland, OR
26	1981	Smoky Mountain	Mike Parker	Asheville, NC
27	1982	Sierra Nevada	Dave Eckert	Reno, NV
28	1983	Missouri Regions	Donald L. Johnson	Lake of Ozarks, MO
29	1984	Chicago	Neil Holleb	Appleton, WI
30	1985	Zone 8	Mike Springer	Costa Mesa, CA
31	1986	Down East	Bill Gowen	Portland, ME
32	1987	Maverick	Terri Davis	Dallas-Ft. Worth, TX
33	1988	Alpine Mountain	Allan Worrell	Colorado Springs, CO
34	1989	Southeast Michigan	Francie Kish	Traverse City, MI
35	1990	Zone 7	Gene Gilpin	Monterey, CA
36	1991	Zone 1	Dave Weber	Boston, MA
37	1992	San Diego	Tom Hauseur, Jr.	San Diego, CA
38	1993	Ohio Valley	Steve Southard	Cincinnati, OH
39	1994	Zone 1	Dave Weber	Lake Placid, NY
40	1995	Oregon	Chuck Hervey	Portland, OR
41	1996	War Bonnet	Ted Kelly/Al Lang	Grand Lake O'Cherokees, OK
42	1997	Longhorn & Coastal Bend	Laura P. Olson	San Antonio, TX
43	1998	Rocky Mountain	Dale E. Thero	Steamboat Springs, CO
44	1999	Rennsport	Michel Galarneau/Rob Martin	Mont Tremblant, Canada
45	2000	Sacramento Valley	Mike Lommatzsch/Rik Larson	Sacramento, CA
46	2001	Milwaukee	Gary and Renee Messing	Milwaukee, WI
47	2002	Silver Sage	Vicki Pentecost	Boise, ID

48	2003	Suncoast	Bill and Ellen Riley	Tampa, FL
49	2004	Maverick	Jan Mayo	Fort Worth, TX
50	2005	Chesapeake	Bob Gutjahr/Manny Alban	Hershey, PA
51	2006	Oregon	John Draneas	Portland, OR
52	2007	San Diego	Ruth and Paul Young	San Diego, CA
53	2008	Carolinas	Harvey Yancey	Charlotte, NC
54	2009	Alpine & Rocky Mountain	Kathy and Walt Fricke	Keystone, CO
55	2010	National Parade Com.	Tom Brown	St. Charles, IL
56	2011	National Parade Com.	Tom Brown	Savannah, GA
57	2012	National Parade Com.	Susan Brown	Salt Lake City, UT
58	2013	National Parade Com.	Susan Brown	Traverse City, MI
59	2014	National Parade Com.	Susan Brown	Monterey, CA June 15-21, 2014
60	2015	National Parade Com.	Susan Brown	French Lick, IN June 21-27, 2015



PCA ESCAPE HISTORY

<u>Year</u>	<u>Title</u>	<u>Hosting Region(s)</u>	<u>Event Chair(s)</u>
2005	Escape to the Wine Country	Redwood	
2006	Escape to Finger Lakes	Zone 1	Henry Hoeh
2007	Escape to American History	Potomac	
2008	Escape to the Land of Enchantment	Roadrunner	Sean Cridland
2009	Escape to the Birthplace of Aviation	Ohio Valley	Walter Chin & Kathy Hunter
2010	Escape to British Columbia	Canada West	Danny Ilias
2011	Escape to Arizona	Arizona	Mike Eisele
2012	Escape to the Ozarks	Ozark & Cimarron	Leonard & Melody Zechiedrich
2013	Escape to Los Angeles (Pomona, CA)	San Gabriel Valley & Grand Prix	Robert Friedman & Suesan Way
2014	Escape to Magical Orlando November 6 - 9, 2014	Space Coast/Florida Citrus	Lou Linden
2015	Escape to Rushmore (S. Dakota) September 30 - October 4, 2015		



SECTION 3 - REGION OPERATIONS

PART 1 REGION OFFICERS' RESPONSIBILITIES AND DUTIES

President: Presides over all Region meetings; prepares the agenda and directs the discussion thereof; acts as an *ex-officio* member of all standing committees and temporary committees except the Nominating Committee; executes all documents and correspondence in the name of the Region as authorized by the membership or the Board of Directors. He/she may act as a signer or co-signer of Region checks. The President is responsible for returning the completed annual **Region Report Form** to the National Office, assuring that the new President of the Region has signed this report acknowledging receipt of this Manual and other Region property. (See **Region Report Form and Region Continuity Check List** on pages 112-114, also online.) The President should distribute the Region Officers' list of duties, below, to the new Chairs, and this should develop into a specific discussion of what is needed and expected by both for the year.

The Region President should also utilize the feature of the PCA eMailer program to communicate with the Region's membership whenever necessary to discuss issues, or significant upcoming Region events.

The Region President is automatically a voting member of the PCA National Board of Directors which meets two times a year. When the President cannot attend, he or she uses a proxy form giving the Region's vote to the Zone Representative, or to another member of the Region. (See **Standard Proxy Form** on page 118.)

Each Region President should also be aware of special awards given at the Parade. These include the President's Parade Trophy, the Paul Heinmiller Memorial Trophy (the PCA Newsletter Contest), the Lazar Blanchard Memorial Trophy (PCA Enthusiast of the Year Award), PCA Family of the Year Award, and the Website Contest. Details of the PCA National Awards, National Contests, Parade Competitive events, and award winners has been moved to pca.org.

In 1999, Paul Lighthill and Paul Young wrote an excellent article on the Region President's duties. Region Presidents are strongly encouraged to locate the Volume 12, Number 3 issue of "*Regionfocus*" and read those comments. (Check pca.org/Regions/Regionfocus for recent issues.)

Vice President: Acts in place of the President during his/her absence or when directed to do so by the President; assists the President and/or Board of Directors as may be directed.

Secretary: Causes to be recorded and preserved the minutes of the meeting of the Region; presents and reads such minutes at the request of the President; prepares correspondence of the Region.

Treasurer: Keeps and preserves the records and books of account reflecting the financial condition and operation of the Region; signs or co-signs all drafts on the accounts of the Region and any corporate documents which obligate the Region financially; prepares and files IRS information and state taxing authority returns as required. Upon the request of the President, Board of Directors, or Region membership, furnishes a report of the financial transactions, receives all monies paid to the Region, and deposits it to the bank designated by the Region. (See some specifics in **Part 8**, pages 38-41.)

In addition, most Regions retain the outgoing, **immediate Past President** on the Region's Board of Directors, for continuity. Other officers to consider include **Newsletter Editor**, **Membership Chair**, and sometimes several **Directors**, or **Members at Large** to round out a Region's Board of Directors, as stated in your Region's current bylaws.

All Officers: Elected and appointed officers should read their Region bylaws upon assuming office. And, all Region officers should constantly evaluate the bylaws to insure they are accurate and are being followed for all procedures, especially nominations and elections of officers. See the *Regionfocus* articles on “Region Bylaws” and “Elections at a Region Level,” numbers 1 & 2 in volume 24 (2010).

All Region officers and board members are expected to pay the same entry fees as other members for any PCA event. The only commonly accepted exceptions are entry fee discounts at Driver's Ed events (to attract instructors), future discount coupons for workers, when not limited to Region officers and Board members, and free entry certificates used as door prizes or in auctions, available to all entrants.

PART 2 - THE PCA PRIVACY POLICY

The Club has adopted the following privacy policy regarding to our members' record and data:

PORSCHE CLUB OF AMERICA PRIVACY POLICY

We will tell you the sources for personal information we collect on our members. We will tell you what measures we take to secure that information. We use some terms that are defined near the end of this policy.

THE CONFIDENTIALITY, SECURITY, AND INTEGRITY OF YOUR PERSONAL INFORMATION

We do not provide to anyone outside of PCA personal information about our members, their interests, their cars, their home or email addresses, their personal information or data. Our members' personal information is not made available for mailing lists or to businesses, even if they are involved in Porsche® car related activities. It is not made available to Porsche Cars North America, Porsche, A.G., or any of its affiliate companies. We do NOT disclose any personal information about you to anyone outside of PCA, except as required by law.

Our members' personal information is used within PCA only on a need to know basis. For example, we do not provide one Regional Club with the personal information about another Regional Club or its PCA members. We restrict access to personal information about members to those employees who need to know that information to perform their jobs, and to our officers, committee members and staff who need to know that information to serve in their roles with us. We maintain reasonable safeguards to guard your personal information.

FORMER MEMBERS

If you cease to be a PCA member, we will follow our then-current privacy policies and practices with respect to your personal information.

DEFINITIONS OF TERMS

“We”, “us” and “our” refers to Porsche Club of America, Inc. The Regional Clubs are related but separate entities, and “we”, “us” and “our” do not refer to the Regional Clubs.

“Personal information” means information about you that we collect in connection with your application for membership, your communications with us, your participation in our activities or in the activities of the Regional Clubs, your use of our website, or any other nonpublic means in which we come about information about you. Personal information does not include information that is available from public sources, such as telephone directories or government records.

CHANGES TO PRIVACY POLICY

We reserve the right to amend or modify this privacy policy at any time. If we do, we will post notice on our website of such changes at least 30 days before any changes are implemented.

PRIVACY POLICIES BY REGIONAL CLUBS

We encourage the Regional Clubs to adopt privacy policies for their members, and consent that they may use any or all of this Privacy Policy for their purposes if they find it useful.

PART 3 - THE PCA CODE OF ETHICS AND CONDUCT

THE PCA CODE OF ETHICS AND CONDUCT

This document is presented to define the standards and ethics to which the organization holds itself, its elected and appointed representatives, its employees, and its members. It supplements but does not replace our established Bylaws and procedures, which are documented elsewhere. The following represents the way we want to be and to do business.

PCA is not a political organization. It exists for the benefit of its members, to further their enjoyment of their cars. In the performance of this mandate, it must operate under the rule of law, adhering to the laws of the various countries and jurisdictions under which it exists. This means that illegal behavior is not tolerated, and that close attention is paid to the requirements of the law in the actions of all involved, national and regional officers, individual members, and those within the national office.

Beyond this, we accept the obligation to do what is right. An ethical system is based on the mutual benefit of the involved parties; the corollary of this is that we treat neither fellow members nor non-members in a way that is demeaning, embarrassing, derogatory, or otherwise inappropriate. This, of course, extends to our concept of respect and equal treatment for all, regardless of gender, race, religion, national origin or other such protected status. Our natural competitiveness does not extend to taking unfair advantage of others, be they individuals, clubs, or businesses. Actions and words about which there may be some question are undertaken, when possible, only after careful thought and perhaps consultation.

Decisions affecting PCA should be either self-obvious or readily explained. Particular attention should be paid to potential conflicts of interest involving special treatment or gifts from individuals or companies possibly hoping to gain something in return. Other potential conflicts of interest, in which an officer, employee, or member must weigh his immediate and personal potential for gain against the best interests of PCA, require special thoughtful attention. Transparency in all actions is desirable. Nothing must be allowed to compromise the integrity, credibility, and best interests of PCA in the making of decisions that affect the club.

The culture of PCA is founded on doing the right thing to the best of our ability. Without this, we lose our self-respect both as an organization and as individuals, a price that we will not pay. Non-adherence to these principles will not be tolerated; behavior or actions damaging to PCA will be dealt with by the established club Bylaws, and may result in permanent loss of membership.

PART 4 - THE PCA ALCOHOL USE POLICY

THE PCA ALCOHOL USE POLICY

The consumption of alcohol during competitive driving events is forbidden. After the competition has been completed, a driving event can be treated like any other gathering of PCA members. At such gatherings of PCA members, the availability of and consumption of alcohol is not forbidden. Further, PCA insurance policies do not prohibit the consumption of alcohol at PCA gatherings.

However, good risk management practices require a common sense approach to the administration of PCA gatherings where alcohol is available. Many Regions already utilize intensive and well thought-out practical measures to control the availability and consumption. There are a number of risk management techniques available and Regions are encouraged to share techniques that have been utilized successfully with fellow Club members.

PCA's objective is to practice good risk management at PCA events in order to protect our Club and its members from incidents and accidents.



Photo courtesy PCA Archives.


PART 5 - PCA MEMBERSHIP

The Regions are the centers of activity for PCA members. New members come into PCA associated with a specific Region. Under the Club's bylaws, no person may hold membership in the National Club without being a member of a Region. Members must be 18 years of age, or older to join PCA.

The bylaws of PCA also provide that membership applications be submitted to a Region which shall either accept or reject the application (Article IV, Sections I and 2). An approved application is submitted by the Region to the National Office for processing into the national organization. The procedure to be followed is set forth below. Questions concerning membership qualifications should be directed to the National Office.


New Member Applications Processed by a Region

Once a prospective member is accepted by a Region, send the executed and endorsed (by the Region officer) application with check for full year's dues or more (up to three years) to the PCA National Office. Be sure to keep your own records on this and send the complete application to PCA National. If the application is not endorsed, or if it is not completely filled out, or if the dues are not included, it will be returned to the submitting Region. Once completed, PCA National will acknowledge membership acceptance to the new member by letter and will send him/her a membership card. The new member will show up on your monthly membership reports.

A “*Welcome New PCA Member*” letter is always a good thing to send to the new members as soon as the Region receives membership confirmation from National. The Membership Chair has access to the names of new members on a daily basis, if needed, through the eMailer list of new members. (Recall that one of the top reasons for not continuing PCA membership is because a new member doesn't feel “welcome.”)  A sample of some of the **Membership letters** to help a Membership Chair is located at pca.org at the “Regions”, then “Forms & Documents”, then “Membership,” “Membership Chair Guide 2005.”

Recruitment is everyone's job on the Region's Board, but is monitored by the Membership Chair. Ensure everyone on your Region's Board (and anyone else who asks!) has membership applications, which are available from the National Office.

It is also the responsibility of the Region Membership Chair to help with Retention and remind the Board that anything they can do to help would be beneficial. Sometimes a Membership Committee will lighten the work load for the Membership Chair.

 The PCA “eMailer” program (available to the Membership Chair, online) maintains a list of names of Region members who have not renewed their membership within 30 days prior to the renewal date, and it will send an eMailer reminder to them. This list is a good tool for the Region Chairs to use to quickly see how many renewals can and/or should be contacted to help retention. Many people forget to renew, since our first renewal notice is mailed 60 days prior to expiration of membership. Thus, it is essential the Membership Chair monitor this situation. The eMailer program is an excellent tool for the membership chair to do this. (See page 100.)

Applications Sent Directly to National

Nearly 90% of new member applications today are completed on the national website, pca.org. A Region must delegate authority for accepting online or mailed applications to the National Office in order to facilitate this online application processing.

Regions have the option to give *limited delegation of authority* to the National Office with regard to the processing of applications and can thus expedite the processing time. **This option must be selected each year on the annual Region Report Form.** (See pages 112-113.) This option will remain in force until rescinded in writing or changed on the next annual Region Report form.

Should a Region NOT choose to delegate the function of accepting applications on the Region's behalf, then it **MUST** advise the prospective member of the procedures to follow. The National Office will specify the procedures to follow to process a new member application. The National Office will forward applications for approval per the Region's instructions.

If your Region allows the National PCA Office to accept online or mailed applications directly, it will immediately process the application. The new members will also appear on the Region's eMailer membership report. The new member information will show up in the next roster file sent at the beginning of the following month. Regions are responsible for adding the new member to their mailing list in the interim.

Prospective Members

When an inquiry comes to the PCA National Office, the National Office will send a membership information packet to that person, or refer them to the pca.org website. This packet contains a cover letter providing the name, address and telephone number of the membership chairperson of the Region in which the potential member resides, a membership application, and a sample copy of *PORSCHE PANORAMA*®. A copy of this cover letter is sent to the Region membership chair of the Region where the person lives. The Region membership chairperson will (hopefully) contact the prospect to assist in completing the membership application and to advise the prospective new member of, and to invite them to attend, activities and events in the Region.

Each Region receives a bulk supply of *PANORAMA* each month, in a quantity determined by the size of the Region, and these *PANORAMA* issues are for use in recruiting new members or other similar purposes. On the **Region Report Form** (page 112-113), you also should specify who should receive the multiple copies of *PANORAMA*, and how many copies are needed monthly.

Ideas to increase membership: Your Region may already have a patented formula for attracting new members; if not, the National Membership Committee suggests the following:

- Set up a membership table at each monthly meeting and/or event. Have applications, copies of *PANORAMA*, and your Region newsletter available.
- Introduce the new/prospective member(s) at your monthly meetings/events. Make them feel *welcome*. (Most non-renewals say they did not feel “welcome.”)
- Encourage the new/prospective member(s) to get involved in Region activities, as soon as possible. Try a “buddy system” where a current Region member will be responsible for talking with the new member, calling to remind the new member about the meetings and upcoming events.
- Recognize new members in your newsletter. If possible, call them and get some information that could be part of a Membership Column.
- Make sure that the dealers in your area, as well as newsletter advertisers, have an Information Board at their place of business, and keep it stocked with applications, copies of *PANORAMA*, and information about your Region. (Applications and extra copies of *PANORAMA* are available upon request from the National Office.)
- Work closely with dealerships, independent shops, parts distributors, and other members for referrals for membership.
- Once a year, include a PCA membership application in your newsletter.

- Hold “new member meetings” and rookie event weekends to encourage new and prospective members to get involved.
- If your Region is not already doing so, have business or post cards made up with the membership chair's name, address and Region website printed on one side. Make them available to the members at each meeting and event so they can distribute them and/or place them on a parked Porsche they see in their travels.
- Follow up on ALL non-renewals with a post card reminder, email or phone call.

Overall responsibility for the coordination of any Region Membership campaign shall be given to the Membership Chairperson.

As Bob Gutjahr put it in an issue of *“Regionfocus,” “Membership growth translates into the effort and enthusiasm expended at the Region level to make PCA attractive to Porsche owners both inside and outside the Club.”*

The “PCA Quest” Program

This program has been developed to allow non-owners who are searching for a Porsche to have access to *PANORAMA* to assist in locating the Porsche they wish to purchase. The payment of \$40.00 entitles a Quest participant to receive six issues of *PANORAMA* magazine and 6-month’s limited access to browse the online Mart. PCA Quest does not afford the individual any of the benefits of PCA membership or the opportunity to participate in Porsche Club of America, Inc. activities. Renewal of PCA Quest is permitted however the PCA Quest payment cannot be transferred to a membership when a Porsche is purchased.

Once a PCA Quest participant purchases a Porsche, a PCA membership application bearing the year, model and VIN of the Porsche can be completed and returned to the PCA National Office for processing along with the full annual membership fee of \$46.00 for one year, \$90.00 for two years or \$132.00 for three years. (A coded membership application is enclosed with the letter of acceptance to the PCA Quest program for their use.)

Individuals who express an interest in Porsche Club of America, Inc. membership, but who do not meet the Porsche ownership requirement, should be advised to contact the PCA National Office to arrange for participation in the PCA Quest program.

Transfers

Some members are obtained by transfer in from other Regions and some of your members may transfer to other Regions. When a member transfers into or out of your Region, you will be advised of the member's pertinent information on the end of the month report from the National Office.

Renewals

Each month the National Office will bill members for annual renewals **during the month preceding the expiration of their membership**. A second notice is sent from the PCA National Office, via the eMailer program, 30 days before the membership expires. The Region membership chairperson has access to the eMailer program recipients in his/her Region to whom these notices were sent. This program is constantly updated by PCA National Office, so that the Region Membership Chair can determine if and when members have renewed. The Region membership chairperson can assist by reminding those members whose renewal periods are approaching to pay dues promptly upon receipt of their invoices. The easiest and fastest way to send renewal reminders is via the eMailer tool. These reminders will be going to the “ARNEW” status members as noted in the Region roster file, “My Region Renewing Members” in the eMailer tool. Be aware that a percentage of members do not have email addresses in the database and they will not receive emailed Region reminders. Reminders with a personal note, a statement of Region benefits, and upcoming events calendar are most effective. A personal phone call is the most effective renewal reminder, but not always practical in large Regions.

Only one invoice will be sent from the National Office. A final reminder notice is sent from the

National Office after the expiration of a membership inviting the member to reinstate. A Non Renewal Survey is also sent with this reminder to ascertain reasons why members drop. This information is compiled and reported on by the National Membership Chair. It is recommended that the Region also make their own second email reminder for these “NO” non-renewals, the “My Region Dropped Members” in the Emailer tool. Sending one email to ARNEW and one to NO status members, two emails per month, has been shown to have significant impact on reducing the number of non-renewals.

Membership Report to Regions

At the end of each month the National Office prepares a report for each Region listing the membership activity in the Region for the month. The report shows **New Members; Transfers-in; On-time Renewals; Late Renewals; Transfers-out; Drops; and Member Records Changes.** (The "Drops" are the members who did not renew their membership by the end of the month for which the report has been prepared.) This Report shows the **Member's Membership Number, Member's Name, Name of the Family or Affiliate Designee,** and the **Year/Month code of the Family or Affiliate Member.** The Region membership chairperson will be able to maintain accurate membership data utilizing this monthly report from the PCA National Office. Membership Chairs also receive this report via email at the beginning of the following month.

Online Membership Data

The President and Membership Chairperson of each Region are able to establish on-line access to their Region's membership files for viewing reports and making changes to members' records. The new system has given the Region President and Membership Chair access to current membership information on a daily basis, as well as searching for detailed information, as needed. The member can also access and update his/her membership records at the PCA National Office, via pca.org. Encourage members to use this feature, from time to time, as it greatly assists the Membership Chair.

Official Membership Listings

At the end of December each year, Regions may request a hard copy membership list from the National Office. A CSV file* and roster of the Region's membership list are available on a monthly basis, but can be requested at any time.

* CSV stands for Comma Separated Values which is "a file very basically formatted set of data and though human-readable, it is not intended for direct manipulation or use. Instead, it is typical to import the file into a database or spreadsheet program and *then* manipulate it using the more powerful features of that software. This does require a reasonable level of computer skills; computer-challenged individuals are encouraged to solicit assistance"

In other words, a CSV file is sent out to individuals who have spreadsheet programs, Excel, Access, etc., on their computer, and any program can open the CSV universal file. It allows everyone to open the reports sent, regardless of their computer program(s).


☞ Please see pca.org, go to “Regions”, then “Forms & Documents”, then “Membership” where information is explained about the use of the CSV format in membership reports.

Member Anniversary Recognitions

- **Anniversary Decal** - As an Active Member completes 5, 10, 15, or 20 years of membership, the National Office will send a special decal indicating the length of membership. Anniversary recognition for family members/affiliates is available upon request. This is done in the month following their renewal for the year. Members completing 25 years will receive a special silver ringed decal indicating length of membership. Members completing 30, 35, 40, 45, 50, 55, or more, years of membership will receive a special gold ringed decal indicating length of membership. Replacement decals are made available upon request to qualifying members at a fee established by the Executive Council.
- **Anniversary Certificates** - A certificate commemorating 10, 20, 30, 40, 50, and 55 years and longer, is also sent along with those anniversary decals.

- **Membership Pins** - Members who have completed twenty-five or fifty years of membership in the Porsche Club of America are entitled to a 25 or 50 year gold pin. These pins are sent to the member automatically following their annual renewal for the year in which they are eligible.
- **Forty-Year Membership Name Badge** - A Member who has completed forty years of membership in the Porsche Club of America will be issued a club name badge. These will be sent following the annual renewal in the year in which the member is eligible.

Region Anniversary Recognitions - PCA recognizes Region Anniversaries beginning with the 20th anniversary. The anniversary date is based on the Region's charter date (adjusted for any lapses that have occurred). PCA furnishes for each Region member a 2" decal commemorating the Region Anniversary. Decals will be distributed for every five-year anniversary beginning with 20. These will be sent early in the year to the Region President to distribute to Region members in whatever manner is deemed appropriate.

A colorful flag/banner designating their 25, 30, 40, 50, 55th and longer anniversaries is provided by the National Office in December for the upcoming year anniversary. Regions wishing to order additional current or past anniversary flags can do so. The cost is approximately \$180. Orders can be placed through the National Office.  See pca.org, go to "Regions", then "Forms & Documents", "Region Management", then "Anniversary Flags".

If possible, a PCA National Officer will visit the Region for your anniversary celebration and present the Region with a certificate recognizing the event. Notify your Zone Representative of any upcoming special Region anniversary celebrations.

PART 6 - FINANCIAL SUPPORT AVAILABLE TO REGIONS FROM PCA NATIONAL

All financial payments to U.S. Regions are by Direct Deposit, whenever possible. For Regions with an account (savings or checking) in a US financial institution that has an ACH (American Clearing House) routing number, participation in the Direct Deposit program is mandatory and the Region must provide the National Office with the Region's financial institution's ACH routing number (a nine digit number), the Region account number where the funds are to be deposited, and whether or not the account is a checking or savings account. To ensure proper deposit, be sure to complete the Direct Deposit section of the annual **Region Report Form** (See pages 112-113) and notify the PCA Financial Manager at the PCA National Office of any changes to the bank's ACH routing number *or* to the Region's account number immediately. Likewise, since notification of deposits is by e-mail to the Region President and Treasurer, it is essential that e-mail addresses be legible on the **Region Report Form** and that any changes be sent to the National Office immediately. Where Direct Deposit cannot be used, checks will be sent to the Region President of record. As with all checks received by a Region, they should be deposited into the Region's account as soon as possible.

A. Dues Refunds from National to Regions

The dues refund from PCA National to a Region is a portion of the National dues each member pays. The amount of the refund is determined by the PCA Executive Council. The use of this refund is entirely at the discretion of each individual Region as it provides some financial basis for the Region's activities.

In addition to the above, at the discretion of the Executive Council, other Region rebates may be given, depending upon the financial status of PCA. These are usually approved so that they will be sent to the Region President during the second and third quarters of the year and may be based on the number of members in each respective Region, or an equal amount is sent to each PCA Region.

B. Small Active Region Subsidy

The Executive Council will grant an additional subsidy to active, small Regions, defined as “Regions with less than 100 members” which hold some events, and publish a newsletter at least on a quarterly basis. This recognizes that small Regions will have the same set of expenses as larger Regions, but are often without the additional income to cover them. The Small Region Subsidy is granted so that they do not have to charge members a “local” or additional “Region” dues, which is generally discouraged. Each interested small Region, however, must meet certain requirements and specifically submit this subsidy request to their Zone Representative, using the **Small Active Region Subsidy Form** on page 117, on or before March 10 each year. The Zone Rep needs to forward to the PCA Financial Manager prior to March 31 of that year.

C. Event Subsidies from National to the Regions

In order to assist Regions financially and to encourage them to become more involved in events and activities with other PCA Regions and the community, PCA National offers certain rebates (payments) to the Regions for specific events. Since these subsidies come from discretionary National funds, Regions are encouraged to acknowledge PCA as a sponsor or benefactor of the respective event.

Four types of events qualify for subsidies:

<u>Event</u>	<u>Rebate Amount</u>
Hospitality Park	\$250.00
*Multi-Region Events:	
Three Events	\$400.00
Two Events	\$300.00
Charity/Community Service Events	\$450.00
PCA Register Group:	
Three Events	\$400.00
Two Events	\$300.00
Region New Member Social	\$250.00

*See details on pages 63-69

See **PCA Region Subsidy Program Request Form** on page 116. (Also online at pca.org)

D. Rules Governing Subsidies

1. The requesting PCA Region must have submitted the **PCA Region Report Form** (pages 112-113) and must be a Region in good standing with PCA National.
2. To apply for a subsidy, this must be done through your Zone Representative. The procedure is:
 - a. The Region within whose boundaries the event headquarters is located shall submit to its Zone Representative documentation sufficient to support compliance with the subsidy rules. This documentation should be submitted to the Zone Representative at least thirty (30) days prior to the event; sixty (60) days is preferable.
 - b. The Zone Representative will review the request and if it is approved, will send the PCA Region Subsidy Program Request form with documentation to the PCA National Office. The resulting check will be sent to the Region.
3. The request for subsidy must be received by the PCA Finance Manager at the PCA National Office from the Zone Representative (or in the case of Register events, the Register group Coordinator), prior to the event. The PCA Finance Manager is not allowed to honor the request if it is received after the event.

4. Each PCA Region may receive only one subsidy each year from each of the four categories listed above.
5. No Region shall be entitled to more than one event subsidy for the same weekend. For example, if a Region hosts a Hospitality Park in conjunction with a Charity event, it may only apply for one subsidy.
6. The annual Porsche Parade and “Escape” are not eligible events for these subsidies.
7. If two or more Regions cooperate administratively in holding an event, only one of the Regions may qualify for the subsidy. They may, of course, agree to share the subsidy funds.

E. Hospitality Park Subsidy: \$250.00

1. The objective of the Hospitality Park is to allow the Region to disseminate information about PCA, to recruit members, and to furnish a place for PCA members to meet and congregate. The intent is that the Hospitality Park be held in conjunction with a significant event associated with automobile enthusiasts; the event would be otherwise outside of the “normal” PCA-based activity or organization, and would provide exposure well beyond PCA members.
2. The Park shall be located at one of the following events: SCCA Professional Series, SCCA Inter Divisional Championship Events, ALMS (or similar sanctioning body) Series Events, FIA Series Events and nationally significant vintage races such as the Monterey Historics, Chicago Historics, etc. Alternatively, the Hospitality Park could be associated with a major multi-marque Region Concours event, such as SCCA or community-sponsored event. If the Region needs clarification about how appropriate a specific event might be, contact your Zone Representative or the PCA Finance Manager at the PCA National Office.
3. The Hospitality Park shall be available to all Porsche owners and an organized effort shall be made to distribute PCA membership information.
4. Only one (1) Hospitality Park Subsidy per Region per calendar year is allowed.

F. Multi-Region Events Subsidy - Three (or more) Events: \$400.00

Multi-Region events offer a rewarding experience for PCA members; the events afford social interaction with other Regions, as well as opportunities to enjoy the cars. In addition, by enhancing the membership experience, these Multi-Region events are a good membership retention tool. As such, PCA National offers a subsidy to help offset the costs of a Multi-Region event. Proper acknowledgement of PCA is appropriate.

Descriptions on successful Multi-Region events are included elsewhere in the *Region Procedures Manual* and are not repeated here. However, the key component in a successful event is well organized activities, generally focusing on Porsche related automotive events.

1. There must be at least three (3) official organized events, for example, an autocross, rally, Concours or tech/historical quiz. Other qualifying events can include organized driving tours, or other similar automotive-related events. For clarification on qualifying events, contact your Zone Representative or the National Office in advance of the Multi-Region Event.
2. If multiple competitive events are held, these should be held on two consecutive days. A social event is strongly encouraged for these type events and the national subsidy.

3. Sufficient information publicizing the event must be distributed to all contiguous Regions in time for their newsletter publications. Forty (40) days prior to the event shall be considered sufficient time. A copy of a newsletter notice or a flyer will be acceptable as documentation that accompanies the subsidy request.
4. Only one (1) Multi-Region Event Subsidy per calendar year is allowed.

G. Multi-Region Events Subsidy - Two Events: \$300.00

This subsidy is for Multi-Region events with two (2) organized events, and meeting other requirements under the Three Event subsidy description above.

H. Charity/Community Service Event Subsidy: \$450.00

Charity/Community Service events are strongly encouraged. These events afford opportunities for Region membership to work together to a common goal, enriching the membership experience. In addition, these activities reflect positively on PCA as a whole.

When a Region holds or substantially participates in a major event in support of a recognized charity or community service (referred to hereafter as “charity”) in accordance with the following conditions, the PCA Finance Manager will prepare, with pre-approval of the respective Zone Representative, a subsidy for the requesting Region.

1. All money, goods, etc., excepting expenses incurred by the Region, collected in connection with the event, shall be contributed to the charity.
2. The charity shall be either a recognized national or local organization. In choosing such a charity, the Region will have the support of PCA National, therefore, the charity must meet acceptable standards relative to the general objectives of PCA. The charity cannot be of a political nature. If the Region needs clarification about how appropriate a specific charity might be, contact your Zone Representative or the PCA National Office.
3. This subsidy is considered “seed money” to aid in the preparation of a successful event. A description of the charity itself, the event, and how the seed money will be used must accompany the request.
4. Only one (1) Charity subsidy per Region per calendar year is allowed.

I. PCA Register Group Subsidy - Three Events: \$400.00

The purpose of this subsidy is to encourage our specific PCA Register Groups (listed in the back of *PANORAMA*, along with each Advocate) to hold events that are hosted by Regions. Each PCA Register Group is encouraged to hold events each year. A PCA Register Group may be allowed to hold more than one subsidized event, as long as it is approved in advance by the National President. This will be done on a case-by-case basis. To the respective Regions, that means checking with the PCA Finance Manager at the PCA National Office (or PCA Treasurer if the Finance Manager is not available) to insure that the subsidy is available. If a Region (or more than one Region) holds an event in accordance with the following conditions, PCA National will provide a subsidy for that event. Proper acknowledgement of PCA is appropriate. Payment of the subsidy is to the host Region. PCA Register costs associated with conducting the event should be coordinated/submitted to the host Region up to the subsidy amount.

1. There must be at least three of the official, organized events, at least one of which should be competitive. These events can include competitive events such as: Concours (including wash & shine), Rally, Autocross, Tech Quiz or another competitive event. The qualifying events also can include an organized driving Tour (i.e., including departure and destination, with route instructions, tour leaders, etc.). If the Region needs clarification about how appropriate a specific organized event might be, contact your Zone Representative or the PCA National Office, well in advance of the PCA Registry Event.
2. These competitive events must be held on at least two consecutive days. An associated social function is strongly encouraged, in keeping with the intent of this subsidy. The social event will not be considered an “organized event” for purposes of this subsidy.
3. Sufficient information publicizing the event must be distributed to members having an interest in the respective PCA Register Group. Forty (40) days prior to the event shall be considered sufficient time. A copy of a flyer, ad, or invitation will be acceptable as the documentation that accompanies the subsidy request.
4. Only one (1) PCA Register Group Subsidy per calendar year is allowed to a Region. Only one PCA Register Group Event will be subsidized per calendar year per PCA Register Group, unless specifically approved by the PCA President ahead of time.

J. PCA Register Group Subsidy - Two Events: \$300.00

This subsidy is for PCA Register Group events with **two** (2) organized events and meeting the other requirements listed above for the Three Event Subsidy.

K. Region New Member Social Subsidy: \$250.00

1. The Region New Member Social is a social event specifically created to welcome new members into the “PCA Family,” to personally introduce them to the Region’s officers and event chairs, to discuss the wide range of PCA activities, to answer any questions, and to encourage future participation within the Region.
2. The Region New Member Social should be held at a convenient, neutral location or in conjunction with a dealer or other automotive-related location within the Region. The focus of the event is on the new members and their families. Many new members may not be familiar with automotive clubs, or with PCA specifically, and this is an opportunity for Region leadership to interact with each of them on a one-to-one basis. Regions should recognize that one major reason for the non renewal of PCA membership is that the new member “did not feel welcome.” The Region New Member Social should address this concern.
3. It is recommended that the Region leadership personally contact the new members to invite them to the event. The Region may consider selling Region or PCA merchandise at the event. An organized effort should also be made to distribute PCA membership benefit information to the new members.
4. A copy of the Region New Member Social invitation letter, ad, flyer or other documentation must be submitted with the Region Subsidy Program Request form (page 116). This form must be submitted to the Zone Representative AND to the National Finance Manager, prior to the event. If the Region needs clarification about this event and subsidy, contact your Zone Representative.
5. Only one (1) Region New Member Social Subsidy per Region, per calendar year is permitted, but a Region can conduct more than one such event per year.

PART 7 - REGION EVENT PROCEDURES

Set forth below are general guidelines which should be read and followed by every Region event chairperson conducting a Region event. These procedures have been written in general terms to provide a flexible framework for conducting the Region's activities. While nothing that follows is mandatory, every event chair should read and understand and apply them as appropriate to the event being held.

General Event Guidelines: (☞ See “Event Management Guidelines” under “Regions,” then “Forms & Documents” at pca.org; covers Autocross, Driver’s Ed, Rally and Off-Road events.)

1. Propose event for submission to the Board, in cooperation with Activities Coordinator (to establish potential date).
2. With proposed event, submit a tentative budget to the Board. No person is authorized to spend or commit more than \$_____ (a certain specific amount set by the Region Bylaws) on behalf of the Region without prior approval by the Board.
3. Board approval must be secured before any advance publicity is released to the Region newsletter or elsewhere. Any subsequent changes in the budget exceeding +10% of the budget approved by the Board must be approved by the President. Any changes in date must be approved by the Activities Coordinator.
4. Line up site(s). (☞ See “Enrollment Guidelines for Contract Review” at pca.org, under “Regions,” then “Forms & Documents,” then “Insurance.”)
5. Find sponsorship, if required.
6. Short write up of event for newsletter and website at least two months in advance. Prepare full write up of event for newsletter and Region website at least one month in advance.
7. Send information to adjacent Regions’ webmasters, newsletter editors and Zone website (if available).
8. Appoint operating Co Chairperson/Committee.
9. Coordinate event with other Chairpersons:
 - a. Clear competitive events with Safety Chairperson.
 - b. Notify timing and equipment Chairperson, if needed.
 - c. Work with Insurance Coordinator to secure copy of insurance coverage, as required.
10. Meet with Co Chairpersons/Committee to complete event planning.
11. Assign person to write follow up article and take photos for newsletter/website.
12. Execute event. Insure Insurance Waivers are completely executed by all attendees. Retain in Region archives for four and half years, at least.
13. Complete and forward **Post Event Report** (page 144) to PCA Safety Chair. Insure correct **Observer’s Report** form (pages 128-137) is completed and sent to PCA National Office.
14. Submit all monies collected to Treasurer not more than ten (10) days after event.
15. Submit written financial report to Board no more than fifteen (15) days after event.
16. Report to the Board on problem areas if any (equipment or operators) encountered during event.
17. Write and promptly send thank you note(s) to all sponsor(s) or property owners.
18. Maintain event file including all budgets, planning, phone numbers, etc., for passing on to Chairpersons in succeeding years.

PART 8 - REGION COORDINATOR/STAFF POSITION DESCRIPTIONS:

Position responsibilities have been developed for a variety of appointed positions that may be appropriate within your Region. These are written in general terms. Nothing that follows is mandatory. Rather, they may be implemented by a Region's Board of Directors to the extent the description fits the Region's personalities, goals, and organization.

Activities Coordinator

Coordinate activities schedules with event chairpersons to avoid conflict with the Region and between Regions, Zones, and National events. Post information on Region and pca.org websites.

Attend monthly Board meetings to review planned activities.

Recommend new events and schedule with Board approval.

Work with newsletter editor to: (1) ensure all chairpersons submit articles concerning their event in a timely manner; (2) submit calendar of upcoming events; and (3) assist in establishing type and content of articles on activities.

Help the President in selection of chairpersons for specific events as appropriate.

Guide and assist chairpersons as required, including preparation of articles for the newsletter, website, preparation of event budget, selection of sites, etc.

Attend all events possible, if only as a spectator.



Photo courtesy PCA Archives.

Zone Coordinator

Coordinate scheduling of the Region's Zone events with the appropriate Region Event Chairpersons, Region Activities Coordinator, and Zone Chairpersons.

Attend Zone meetings in conjunction with, or as a representative for the Region President.

Coordinate review and inputs for Zone event rules with Region Event Chairpersons and Zone Chairpersons.

Insure that Zone calendar is updated and published monthly in the newsletter and on the website. Be available to the general Region membership to answer questions and provide information regarding Zone events, results, and rules.

Insurance Coordinator (See pages 99-105)

Coordinate insurance needs with the Activities Coordinator, Event Chairpersons, and Board of Directors. (See “Enrollment Guidelines for Contract Review” at pca.org, under “Regions,” then “Forms & Documents,” then “Insurance.”)

In a timely manner, obtain the required insurance coverage from the PCA insurance carrier for required events, including all events in which cars are moving and any other events designated by the Region Board. (See **Event Enrollment Insurance Form** on pages 120-121.) If an insured event, insure Event Chairs complete and submit **Post Event Report**. (Page 144.)

Supply insurance waiver forms to the event chairperson. (See pages 120-121.)

Receive the signed insurance waiver forms from the event chairperson at the completion of the event and maintain on file for a period of four and half (4 1/2) years. (See pages 60-61.)

Advise Safety Committee Chairperson in advance of events that will be covered by PCA insurance.

Coordinate insurance issues and questions with the Region's Board and the National Insurance/Risk Chair. Be familiar with PCA Insurance and Risk Management Concepts. (Pages 99-101.)

Safety Chairperson for All Moving Car Events

Responsible for appointing and chairing a Safety Committee to provide the following services, in accordance with appropriate *Region Event Guidelines* and (*“Driver’s Ed Guidelines,”* if appropriate).

☞ These Guidelines are available at pca.org site. Go to **“Regions,”** then **“Forms & Documents,”** then **“Event Management.”** (See also pages 51-54 - **PCA Safety Recommendations.**)

1. Help in course layout for speed events to ensure safety prior to event, and inspect final course layout the day of the event, prior to any contestant's entry on the course.
2. Provide a monitor for all moving car events to ensure that the event organizers provide for the safety of the various areas in the following priority, as applicable:
 - a. Crowd Control - Releases must be signed by everyone and non-participants must be kept behind control fences. (Pages 122-126.)
 - b. Pit Safety - Monitor vehicle speed and fuel storage.
 - c. Course Workers - Supplied with proper instructions and safe locations from which to operate.
 - d. Driver Safety - Tech inspection must be supplied with up to date equipment requirements. The Safety Committee shall supply or cause to be supplied qualified instructors for novice or other drivers needing instruction for high speed events. Explicit flag and passing instructions shall be provided, as well as normal warnings about no alcohol and/or drug usage, speeding in the pits, etc.
 - e. Safety Facilities - An ambulance must be supplied for all high speed events. Safety Committee representatives shall also be responsible to know and implement procedures for contacting emergency assistance if required. Other safety equipment, such as fire extinguishers, walkie talkies, flags, etc., must be used for all speed events.
 - f. Review and resolve all safety issues submitted to the Safety Committee.

Media /Public Relations Chairperson (See pages 87-92 of this *RPM* for more details.)

Responsible for helping the Region with its Media / PR responsibilities by working with the Board, Event Chairs, Advertisers and Dealerships. This position will create and maintain relationships with newspapers, magazines, radio and TV stations on a local level. Point of contact for social networking sites, and blogs approved by Board.

Bring public awareness as to the Region's events, the Region itself, PCA, and Porsches in general. Help increase interest in membership, great cars, the great people and the great Porsche roads that we all enjoy so very much.

Work with the Executive Director and National Office to highlight all major events such as Parade, Escape, and major Concours events, held in your Region's area.

Concours Chairperson

Coordinate scheduling of Concours events with Region Activities Coordinator, Zone Concours Chairperson, and Region's Zone Coordinator. Insure events are posted on the Region website.

Host an annual Zone Concours event, if possible.

Appoint chairpersons for and assist in arrangements for local Region Concours events in accordance with the **General Event Guidelines**. (See page 28.) Submit **Post Event Report** (page 144).

Be qualified as a Zone Concours Judge and function in that capacity at events, as required.

Be available to the general Region membership to answer questions and provide information regarding Concours events, vehicle preparation, scoring, and judge selection.

Provide review and input on any Zone Concours Rules to the Region's Zone Coordinator.

Rally Chairperson

Coordinate scheduling of Rally events with Region Activities Coordinator and Zone Rally Chairperson. Insure events are posted on the Region website.

Ensure that all rally events are conducted in accordance with the **General Event Guidelines**, (page 28) and *Region Event Guidelines - Rally*. 📄 These Guidelines are available at pca.org site. Go to "Regions," then "Forms & Documents," then "Event Management." Event Chair to submit **Post Event Report** (page 144). Ensure **Observer Report - Rally** (pages 132-133) is completed. Ensure **Incident Report** (pages 138-139) is prepared, if incident occurs.

Host annual Zone Rally event, if possible.

Appoint persons to chair local fun rally events, including the layout, checking, and timing of the Rally courses and preparation of general and course instruction sheets.

Verify course layout and timing.


Review general and course instruction sheets with individual event chairpersons.

Be available to the general Region membership to answer questions and provide information regarding Rally events.

Cause publication of advance flyers announcing Rally events to be included in the newsletter, on the website, and distributed to other Regions in the Zone as applicable.

Autocross Chairperson

Coordinate the scheduling of Region Autocross (also known as Slalom) events or series with the Activities Coordinator and Board of Directors. Insure events are posted on the Region's website.

Host or appoint chairpersons to host Region Autocross events or series in accordance with the **General Events Guidelines** (page 28) and  at pca.org at “Regions,” then “Forms & Documents,” and “Event Guidelines: Autocross.” (See above, “Safety Chairperson for All Moving Car Events.”) Event Chair to complete and submit **Post Event Report** (page 144). Ensure **Observer Report - Autocross** (pages 128-129) is completed. Ensure **Incident Report** is prepared (pages 138-139), if incident occurs.

Submit all safety issues to the Region's Safety Committee for resolution and implement the resulting decisions.

Ensure that all rules and regulations for the specific Autocross event or series are published in the newsletter and on the Region's website, 30 days prior to the event and are implemented accordingly.

Be available to the general Region membership to answer questions and provide information regarding Autocross events.

Social Chairperson

Responsible for hosting or appointing specific event chairpersons to host all of the social events of the Region including dinners (installation, progressive, etc.) brunches, picnics, and parties.

Coordinate scheduling of all social events with the Activities Coordinator and the Board of Directors.

Work with Region officers to host New Member Social (page 27). Ensure all social events are conducted in accordance with the **General Event Guidelines** (page 28). Work with Region officers to host New Member Social (page 27).

Select a mix of social events that are responsive to the needs and interests of the Region's membership.

Be available to the general Region membership to answer questions and provide information regarding social events, such as cost, location, and annual events.

Technical Chairperson

Propose subjects for potential technical classes and sessions to the Board of Directors and Activities Coordinator.

Coordinate scheduling of technical sessions with Region Activities Coordinator. Insure that event is posted on the website.

Contact potential sponsors for presentations and make arrangements for conducting the session.


Select person(s) to co chair or assist in conducting events as necessary.

Ensure all technical sessions are conducted in accordance with the **General Event Guidelines** (page 28). Some tech sessions may require prior insurance application, waivers, **Post Event Report Form** (page 144) and **Observer's Report for Tech Session** (pages 136-137). Ensure Incident Report is prepared (pages 140-141), if incident occurs.

Assist person(s) making presentations when required.

Arrange for refreshments during the technical session. Established policy is for the Region to furnish refreshments when we have requested the session and for the sponsor to furnish refreshments when they are requesting the event. Any deviation must be approved by the Board.

Driver's Education Chairperson

Coordinate scheduling of Driver's Education events with Region Activities Coordinator, Zone Driver's Education Chairperson, and Region Zone Coordinator. Ensure events are posted on the Region website.  Review **Drivers Education Minimum Standards 2009**, located at pca.org, under "Activities," then "Drivers Education," then "Minimum Standards." (See pages 80-81 for more information.)

Host annual Zone Driver's Education event, if possible.

Appoint chairpersons for and assist in arrangements for local Region Driver's Education events in accordance with the **General Events Guidelines**, (page 28) and "**Drivers Education Minimum Standards 2009**," above. See **Minimum Standard DE Tech Inspection Form**, pages 142-143.

Submit all safety issues to the Region's Safety Committee for resolution; implement decisions. Event Chair to complete and submit **Post Event Report** (page 144). Ensure **Observer Report - Drivers Ed** is completed. Ensure **Incident Report** is prepared (pages 130-131), if incident occurs.

Ensure that all rules and regulations for the specific Driver's Education event are distributed to entrants prior to the event and implemented accordingly.

Provide review and input on Zone Driver's Education rules to the Region Zone Coordinator.

Be available to Region membership to answer questions about Driver's Education events.

Archivist/Historian

Maintain historical records and provide adequate archival storage for the Region's management, financial, and activities files and data for access by current Board members (See pages 60-61).

These files and data shall include, but not be limited to, the following:

- Incorporation documents
- State/Province annual corporate information returns
- Application to Canadian or US IRS for "Not For Profit" status
- US or Canadian IRS acceptance of "Not For Profit" status; prior copies of US IRS form 990 filings.
- State/Province Tax Department's acceptance of "Not For Profit" status
- Annual Federal Tax returns (if needed and filed)
- Annual State/Province Tax returns (if needed and filed)
- Treasurers' Reports
- Newsletters
- Past Presidents' files
- Membership Data
- Equipment Inventory Records
- Insurance Waivers for past events (Retain at least for four and half (4 1/2) years)
- Charter documents
- Board minutes
- National-Region correspondence
- Region memorabilia & artifacts
- Trophies, memorabilia, etc. of anniversaries/significant events.

Maintain a record of any person drawing data out of the files to ensure return in a timely manner.

Data Processing Chairperson/Newsletter Mailing

Receive inputs and update database monthly with the following information:

- Adds, changes, and drops for members from Membership Chairperson.
- Adds, changes, and drops for non-Region members such as National Officers, advertisers, newsletter editors, etc., from Newsletter Mailing Chairperson.

Provide for sort capability to select mailing lists based on members' interest profile data.

Print mailing labels from the profile sorts as required for activity bulletins, advertising specials, and general interest events.

Print mailing labels for newsletter and roster as required. Newsletter mailing labels must be printed and delivered to the Newsletter Mailing Chairperson by the selected day of each month.

Prepare and print alphabetical listing of members for annual roster updates.

Responsible for developing and maintaining the Region's data processing capability to provide membership data, mailing labels, and profile sorts.

Equipment Chairperson

Store, maintain, and make available the Region's physical assets and equipment for events.

Inventory amount and location of equipment and make annual physical and financial report to Board of Directors.

Secure appropriate storage sites for equipment and make available keys and equipment as required for events.

Present to the Board repair or replace recommendations in a timely manner. (Usually greater than \$75.00 to \$100.00; Actual amount to be set in advance by Region Board.)

Coordinate transportation with event chairpersons.

Insure and license equipment as required and arrange for storage.

Recruit persons to assist as necessary in the above functions.

Goodie Store Chairperson

Maintain the Goodie Store to sell Porsche-related items to PCA members as a low cost service to those members and to raise money for the Region's General Fund.

Submit quarterly report to Board detailing:

- Purchases
- Sales
- Inventory on hand
- Cost of each item in inventory including In & Out Shipping, etc.

Establish pricing to reflect a targeted mark up of 10% over actual cost, including all shipping.

Maintain a separate business checking account and financial records including accounts receivable and payable on a current basis.

Attend major events and display items for sale. Respond to mail orders in a timely manner.

Evaluate the needs of the members to provide an expanded selection of items as appropriate.

Contact PCA National Office to obtain 25% discount pricing for items ordered and prepaid by Region, for sale to Region members. (See page 44 and pcawebstore.com)

Membership Chairperson (See pages 19-23.)

Process new membership applications, including the mailing of application forms to prospective new members, signing official applications received and forwarding to the National PCA Office, and sending a copy of Region bylaws and Region logo to all new members.

Process membership information and data on new members, dropped members and transfers as follows:

- Additions, changes and drops sent to the Region data processing chairperson by the selected day of the month.
- Additions and deletions are sent to the newsletter editor or distribution manager by the selected day of each month.
- All changes recorded on the Membership Chairperson and President's card files.

Insure all Region members are enrolled in “eMailer” program. (See page 100.)

Record members' renewal dates and drop members who have not renewed after a two-month grace period. Coordinate notices to renewing members with eMailer program.

Prepare a monthly report on monies due from National for new members and member renewals. Send a copy to the Region President.

Maintain a running account of membership gains and losses and report monthly at the Region Board meeting.

Maintain file copies of all membership data and reports.

On a monthly basis, service PCA Information Boards located at various shops in the area, replenishing membership forms and posting the calendar of events.

Region Social Media/Website Coordinator

Designs and frequently updates the Region Website to make it attractive to visitors and members, including officer's names and contact addresses. Coordinates other Region social media and content with the Board, Membership Chairman, Activities Chair and others, as needed.

Includes upcoming events, results of recent events and where possible, a For Sale/Wanted section.

Acts as a point of contact for other Region web masters and Social Media/Website development.

Coordinates the Region's entry in the National Website Contest. See pca.org, “National Awards.”

Newsletter Editor

Prepare, edit and cause to be published a monthly newsletter for the purpose of communicating to the Region membership information pertinent to the activities and operation of the Region.

Prepare and submit for Board approval annual operating plan and monthly budget for the newsletter, in coordination with the Advertising Manager.

Appoint co-editors to provide for continuity during vacations, illness, emergencies, etc. Co-editors shall assist and become thoroughly familiar with all aspects of the publication process. Co-editor's appointment is to be submitted for Board approval at the beginning of each year.

Submit a monthly report to the Board of Directors on expenses and newsletter status. Expenses exceeding the monthly planned budget by more than 10% must be reviewed and approved by the Board.

The newsletter shall include, but not be limited to, the following:

- Calendar Upcoming Events, including Board Meetings, Region & Zone Events.
- Articles concerning upcoming events.
- Articles on local competitive events.
- Results of local competitive events.
- Board of Directors meeting minutes.
- New membership data, including names, vehicle(s).
- Goodie Store advertisement
- List Board Members, Committee Chairpersons, and their contact numbers and/or email addresses.
- Required publication information, such as deadlines and reprint guidelines.
- Technical articles and reports.
- Region President's message.
- Optional articles of general PCA interest.
- Newsletter credits, including printer's name and address.

The newsletter shall be printed and available for the Mailing Chairperson no later than the set day of each month selected by the Editor.

Coordinate editorial and advertising inputs with the appropriate chairperson.

Appoint other persons to assist in publication of the newsletter, as necessary.

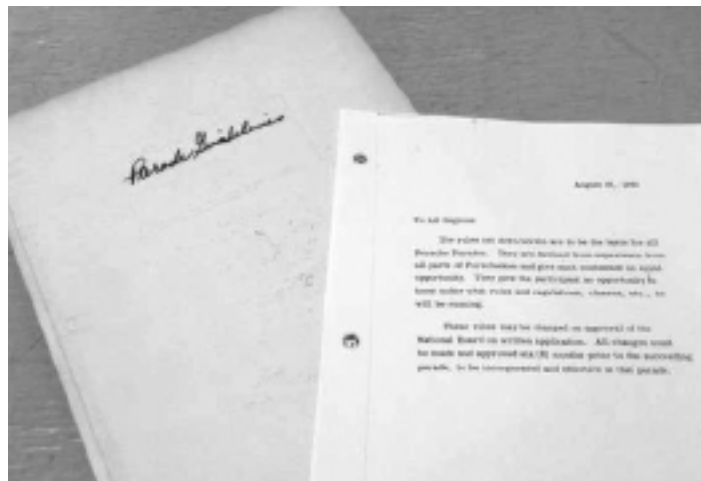
Coordinates the Region's entry in the National Newsletter Contest. See pca.org, "National Awards."

Newsletter Mailing Chairperson

Coordinate newsletter mailing schedule with the Newsletter Editor each month; interface with Postal Service; stay current on USPS or Canada Post mailing procedures and fees, as due.

Advise Data Processing Chairperson of address changes for non Region members such as national officers, advertisers, other newsletter editors, etc., by the selected day of the month. (Note: Changes affecting members are handled by the Membership Chairperson.)

Receive labels from data processing and hand prepares labels for changes that took place after the designated date. Check for new or dropped advertisers.



BULK RATE MAILING UNAVAILABLE FOR US BASED PCA REGIONS

US-based PCA Regions can no longer use Bulk Mail privileges through the US Postal Service to mail newsletters and other mailings to Region membership. The USPS has denied use of Bulk Mail Rates for car clubs, even if non-profit, based on its interpretation of US Postal Regulations, Publication 417.

All Regions should also consider use of **Presorted Standard Mailing**. According to the USPS website, **“Presorted Mail is a form of mail preparation, required to bypass certain postal operations, in which the mailer groups pieces in a mailing by ZIP Code or by carrier route or carrier walk sequence (or other USPS-recommended separation).”** Doing this entitles the Region to be charged a discounted presorted price. In exchange for this lower postage price, mailers must sort their mail into containers based on the ZIP Code destinations on the mail. For more information on this alternative, go to <http://pe.usps.com/business-mail101/classes/periodicals.htm>, which states, “The Periodicals class of mail is designed for newspapers, magazines, and other periodical publications whose primary purpose is transmitting information to an established list of subscribers or requesters. Periodicals must be published at regular intervals, at least four times a year from a known office of publication, and be formed of printed sheets. There are specific standards for circulation, record keeping, and advertising limits. There is a formal application procedure and a nonrefundable application fee to become authorized for Periodicals mailing privileges. Talk to your business mail entry staff for advice on becoming a Periodicals mailer.” The above internet address has links to the formal application procedures and how to find the nearest business mail entry staff.



CANADA BULK RATE MAILING INFORMATION

If your Region in Canada mails to its members a newsletter or magazine on a regular basis and at least twice a year, you should consider arranging for it to do so under a Publications Mail Agreement with Canada Post. The savings in postage costs will be substantial.

For details, you should review the information of Canada Post: <http://www.canadapost.ca/tools/pg/customerguides/CGpubmail-e.asp#1376172.htm>, or contact a Canada Post representative at 1-800-260-7678.

The number of your Region's Publications Mail Agreement must be printed on one of the first five pages of your publication, and also on the outside mailing envelope. Canada Post has requirements for stacking of the mailing envelopes, and as regards the containers in which they are to be delivered to it. For each mailing, two copies of an Order in the form required by Canada Post (which Canada Post refers to as a Statement of Mailing) must be completed and filed together with two copies of the publication, anything included in it or with it, and the mailing envelope.

Note there are substantial restrictions on what can be included in or with the publication in the mailing envelope for Canadian mailings. Additionally, there are restrictions on the quantum of advertising content, as compared to editorial content, of the publication, none of which should be of any practical concern. The advertising and editorial content of the publication must be distinguishable.

Advertising Manager

Solicit and obtain advertising for the newsletter.

Obtain "camera ready" or digital copy from corporate advertisers and submit to Newsletter Editor by the selected day of the month.

Submit invoice to advertisers for advertising, prior to the expiration of the period. Maintain financial records for accounts receivable and payable on a current basis.

Deposit all monies in Region's checking account within 10 days of receipt.

Report monthly receipts, deposits, and account status in writing to the Region Treasurer.

Maintain an advertising rate schedule; propose rate changes to the Board of Directors, if needed.

Report all past due accounts to the Board of Directors, along with recommendations for collection procedures and appropriate course of action.

Coordinate editorial and advertising inputs with the appropriate Chairperson.

PART 9 - REGION BOOKKEEPING PROCEDURES

Bookkeeping, financial planning, and reporting financial matters to the Region, are all jobs of the Region Treasurer. Being a Region Treasurer is an interesting, sometimes challenging job and the Region Treasurer must keep in mind that they are accountable for managing the Region's financial assets. The Treasurer operates in a fiduciary position - that is, he or she is handling other member's money - and it is important to keep accurate records and timely reports. This will be facilitated greatly by using an accounting software program (such as QuickBooks®) or a spreadsheet such as Excel®: Smaller Regions may not want to use these programs to actually write checks, but accounting for the Region's financial resources almost requires their use. (Most accounting software costs \$70 (Peachtree) - \$160 (Quickbook); late 2013 prices.)

A. Establish A Separate Checking Account For The Region

When the Region checking account is established, it is important that at least the Region President and the Region Treasurer be authorized to sign checks; If something should befall the Treasurer, the Region will need access to these funds. It is at the discretion of the Region Board to decide how many signatures will be needed on a check. In any event, the Region Treasurer should be authorized to sign checks and it is essential that all financial activity go through the Region checking account. All income should be deposited into the account and all expenses paid by check. This serves at least four purposes:

- a. Checking account activity will serve as a clear "picture" of all financial transactions.
- b. Cancelled checks, with paid invoices, will serve as proper documentation for paid expenses.
- c. Deposits will be recorded (the Region Treasurer should keep a record that accounts for the origin of all monies deposited).
- d. Record keeping can be double checked by comparing Treasurer's records to the bank statement reconciliation.

The Region checkbook should be kept up to date. Each time a check is written, the associated stub should be filled out with the date of the check, to whom it was written, the amount, and a brief description noted. The entry is also made in the accounting program giving the Region Treasurer a back up entry. The bill that is being paid should be marked with the date paid, the check number, and then be filed for future reference.

Each time a deposit is made, the amount and date should be entered into the checkbook and into the accounting program being used. By making all entries in a timely manner, a running bank balance is maintained making it easier to keep track of the Region's finances. This will also make it easier to reconcile the checkbook at the end of the month.

The Region's funds should be maintained in an interest bearing checking account and located in an FDIC or FSLIC insured institution. Canadian Regions also should use insured bank or savings accounts.

B. The Cash Receipts (Income) Journal

This is a record of money taken in which shows the date the money is received, a description of the receipt, the amount, and the amount and date it was deposited; it is a function of any accounting program or it can easily be constructed with a spreadsheet. The Cash Receipts Journal should be kept on a timely basis. At the end of each month, the journal should be totaled and balanced. The total cash received and the total cash deposited should be the same, keeping the books in balance.

One source of income is the National rebate and subsidy program. On a quarterly basis, the Region will receive rebates, based on the number of members who belong in the Region on the last day of March, June, September, and December. These funds are sent to the Region, by electronic transfer, if the Region has established electronic funds transfer procedures with the National Office. Any Rebate and subsidy checks should be deposited into the Region checking account as soon as possible and it is the Treasurer's responsibility to insure that this happens. If there is a great geographic distance between the President and the Treasurer, or if Region meetings are infrequent, it is sometimes advisable to supply the President with deposit forms, however, if this is the case, insure that a copy of the deposit form is sent to the Treasurer so that the books will be accurate.

Information on income and deposits will be used later in the bookkeeping procedure to prepare the Treasurer's Report. Note that the total amount received for the month equals the total amount deposited for the month. Also, the deposits shown in the accounting program must agree with the deposits as listed in the checkbook.

C. The Cash Disbursements (Expenses) Journal

This journal is a record of money expenses that shows the date of the expenditure, the check number, to whom the check was written, the amount of the check, and the reason. The information is recorded from information on the check stubs.

The Cash Disbursements Journal should be kept on a timely basis. At a minimum, after the last check is written each month, information should be posted from the checkbook to the accounting program.

Headings for disbursements columns will depend on the types of expenditures for the respective Region. After all checks written during the month have been posted, all columns should be totaled; and the total of all checks written ("expenses" column) will equal the sum of the totals of all disbursement columns. In this way, your disbursements journal will be in balance. The figures from this journal will be used to prepare the monthly Treasurer's Report and will be needed to reconcile the bank account.

D. Reconciling the Checking Account

After the bank statement has been received each month, the Treasurer will reconcile the bank account. Basically, this is a procedure for comparing the Region's checking account balance per the accounting program to the account balance per the bank. This is done by taking the bank's ending balance for the month, adding any deposits in transit (not received by the bank until after the statement date, but included in the Region's books), adding (and entering) any interest earned on the account, subtracting (and entering) any bank charges, and subtracting checks that have been written but not subtracted from the account. This reconciled figure is then compared to the ending bank balance per the Region's books. If all activity has been recorded properly, the two figures will be the same.

E. Prepare the Treasurer's Report (Statement of Cash Received and Disbursed)

The Treasurer's Report should be prepared on a monthly, quarterly, and yearly basis. With the use of any of the accounting programs or a spreadsheet, if the information has been entered on a timely basis, preparing the report is as easy as pushing a key. If a computer program is not used, the figures for preparing this report come from the Cash Receipts Journal, Cash Disbursements Journal, and Bank Reconciliation previously discussed. Shown on the next page is a very simple Treasurer's Report. The Report will be tailored to suit the Region's needs (line items) for the period, but the report should always show the beginning bank balance, total receipts for the period, total expenses for the period, and an ending balance. The increase or decrease in available funds may also be shown as ending balance minus beginning balance.

Beyond the treasurer's report, it is appropriate to provide a **Profit and Loss Statement (P&L)** and **Balance Sheet** for each period. These two basic and key reports are really the most descriptive for financial results. The treasurer's report is a very basic tool that will be fine for smaller Regions, but most Regions that do accounting reports, will do a **Profit and Loss** and **Balance Sheet**. For clarification - a **P&L** provides the results of operations for a given period - revenue and expense. Its life is limited to a period in question - typically a year. A **Balance Sheet** has a perpetual life since assets, liabilities and equity balances live from year to year.

**F. The Annual Region Budget**

The Treasurer should be involved in financial planning and that includes how Region events are planned and financed. The Treasurer should consider an **Annual Region Budget** for the Region. This can be developed with the help of board members and the various chairs responsible for activities and events. Addressing and continuously monitoring budgetary considerations has become necessary with the changes in the economic climate and variable and seasonal spending habits of any Region.

SAMPLE TREASURER'S REPORT

_____ Region, PCA



TREASURER'S REPORT

January 1 through January 31, 20 __

Beginning Bank Balance (December 31, 20 __) \$1369.29

Income (Receipts)

National Rebate	\$138.00
Newsletter Advertising	100.00
Goodie Store Sales	153.50
Holiday Party	250.00
Interest Earned	2.46
Total Income	\$553.96

Expenses

Postage (Newsletter)	\$20.00
Printing (Newsletter)	57.75
Annual Awards	85.00
Holiday Party Expenses	193.00
Office Supplies (Newsletter Editor)	14.20
Bank Charges	8.00
Total Expenses	\$377.95

Ending Bank Balance (January 31, 20 __) \$1545.30

Increase in Funds Available² \$176.01

¹ Beginning balance, plus total income minus total expenses must agree with reconciled Region checkbook.

² Beginning balance minus ending balance. A negative (decrease) figure would be indicated in parentheses.

PART 10 - REGION ACTIVITIES

Local Events

The local activities of the Region run the entire spectrum of sports car events. They include, but are not limited to: time/speed/distance Rallies, Gimmick Rallies, Autocrosses, Slaloms, Driver's Educations, speed events (driver's education or assisting at speed events as corner worker or grid worker), Concours d'elegance, tours (one day or overnight), instruction classes (Technical, Rallying, driving, Concours, etc.), social events (meetings, dinners, dances, picnics, etc.), and any other activity conducive to the sociability of the Porsche driver. These events should be run under a budget as directed by the Region's Board of Directors and the Region should attempt to make each event self-supporting. These events may be run in connection with other sports car clubs in the area or may be strictly for Club members and guests. PCA National encourages Regions to have a charity event each year, and "seed money" for that is available. (See Section 3, page 26, and page 116 for Region Subsidy Form.)

Cooperation with Other PCA Regions

If your Region is in close proximity to other PCA Regions, it is often possible to arrange joint events. This type of event is usually a two day affair and sometimes involves an entire Zone. These events are actually patterned after the Porsche Parades, except that they are confined to a two or three day period.

Meetings

The Region should hold business meetings on a regularly scheduled date, usually once a month. Such meetings provide an excellent opportunity for a social gathering of the membership, and they provide a central tie for bringing together all the Region's diverse interests.

Bylaws Review and Revision

It is important that every Region board review its bylaws periodically to ensure they reflect the manner in which the Region currently operates. If the Region no longer operates in a manner consistent with the bylaws, either the bylaws should be amended, or the operations of the Region should be brought back into conformance with the bylaws. Regions should review their bylaws on a periodic basis- annually or at least every five years. Review should be by a committee appointed by the Board of Directors. For more detail, see *Regionfocus*, volume 24, issue 1, at http://pca.org/portals/regionfocus/RF_24-1.pdf.

Elections

Closely connected to a Region's periodic review of its bylaws, is a focused review of its election process. Regions run into trouble when their election process is non-existent, manipulated or improperly run. If the Region's election process is somehow open to question, it casts a negative light on the entire board, and the ramifications are many and negative. Election procedures determine the legitimacy (real or perceived) of Region officers and, if not run properly, affect the credibility of the entire Region. For more information, see *Regionfocus* article at: http://pca.org/portals/regionfocus/RF_24-2.pdf.

Newsletters and Region Publications

The Region should have a well written newsletter or other form of regularly issued electronic communication. This is the Region's main line of communication with its members since not all members are able to attend each meeting. The type and size of the publication is dependent upon the funds available to the Region. This newsletter or electronic communication should contain information about coming events, results of past events, and any other items of interest to the membership. It may contain technical articles, want ads, news of members, new members' biographies, the Region's website address, names, etc. Generally the cost of the newsletter can be supported through advertising secured from dealers, auto suppliers, and repair facilities and members' business interests.

Having a Region website does not exempt a Region from having a quality newsletter or other form of regular electronic communication with its members.

IMPORTANT NOTE: Modern copying methods may tempt the editor of the newsletter or Region Webmaster to "lift" articles or artwork from national magazines, from *PANORAMA* or from other newsletters. The magazines and *PANORAMA* are copyrighted and nothing can be used without permission (usually given if you write and request it). Other PCA newsletters usually accede to lifting articles, providing you give credit. Never use anything from Porsche Cars North America, Inc. (PCNA) or use the Porsche shield, any copyrighted design such as the shape of a Porsche, or the extended Porsche logo in advertisements unless the advertiser is a franchised Porsche dealer.

Money Raising Methods

The Region must continually find ways of raising money to sustain activities throughout the year. Some of the possible ways to raise money are:

1. Dinner Meetings - The Region agrees upon a fixed price with the restaurant, for example \$12.50, and then adds on \$2.00 for the Region and collects \$14.50 from the members.
2. Events - One excellent way of raising money is to hold open events such as a Rally or Autocross. These types of events, if carefully planned, can be a good source of funds for the Region. On Region events, the entry fees should be planned to cover all the costs and perhaps yield a surplus to the Region. Even on tours it is a good idea to charge each member \$2.00 or so to cover mailing, supplies, etc. The entire event costs, including postage, publicity, supplies, and trophies should be budgeted before the event is held. Then, the budget should be approved so that the entry fees can cover all the costs. Food and soft drinks can also be sold at events.
3. Donations - Another way of raising money is through the cutting of event costs by having trophies donated by parts suppliers, repair shops and dealers. Door Prizes may also be solicited and either given as an added attraction to an event or raffled off through tickets (but check state & local laws first).
4. PCA Merchandise - PCA National discounts PCA merchandise sold to the Regions so they can generate funds on the sale of these items to members. See below.

PCA National Merchandise (pcawebstore.com)

PCA maintains a stock of certain merchandise items for the Club for sale to the membership. A listing of these items can be obtained from the National Office, is available on the PCA website and some are advertised in *PANORAMA* each month, along with "specials".

Each Region may sell this merchandise direct to its members. The Region may order merchandise items from the National Office. The cost of an order placed by the Region will be the total cost less 25% - and payment must accompany the order in order to qualify for the 25% discount. The purpose for this is to allow the Regions to develop funds on the sale of such items in order to increase their treasuries. Items sold by PCA National to individuals placing orders direct will not be discounted in any way. The Region should make its members aware of the merchandising items that it has on hand, and encourage the direct purchase from the Region of any item desired, including new members purchasing their first PCA car badge. Some of the many items available to Regions for resale include the PCA Car Badge and PCA hats and clothing. Region orders should be emailed to admin@pca.org or faxed to 410/381-0924. Clothing, with trademarked "**PORSCHE**"® style script, is available.

PART 11 - SOCIAL MEDIA GUIDELINES FOR REGIONS

Over the last ten years, a number of different social media have become popular among PCA members. Among those are Rennlist, Pelican Parts, and more recently, Facebook, Twitter, and YouTube. (PCA National currently uses Facebook, Twitter and YouTube social media to update subscribing members.) Any responsibly managed Region social media which fosters and encourages member participation in PCA activities, and friendly interaction among its members and the Porsche-enthusiast community at large, is commendable, and is something each Region should consider.

Region Facebook, Twitter, and YouTube (and other) accounts can be used effectively to:

- Increase Region interest and enthusiasm for members and prospective members
- Supplement and augment Region Newsletters and Websites in promptly announcing and updating members on Region social and competitive events
- Provide a forum for members to chat about events, announcements, favorite car models, availability of rare parts, technical issues, and more
- Provide an open-source for sharing and viewing photos and videos of recent and historical Region events
- Express fan enthusiasm for a favorite team or driver
- And much more....

In short, the social media open an entirely new world for the encouragement of our favorite automotive passion and can further interaction with other members and enthusiasts.

However..., there are some simple guidelines to follow to ensure that the use of social media by a Region does not become detrimental or injurious to PCA overall or to its members. Some of these are meant simply to keep discussions civil. Others are meant to avoid libelous and liability-related issues which could escalate to unpleasantness between members, or even legal action for individual members and Regions.

In addition, since social media sites are active 24 hours, 7 days a week and because members of the group can post at any time, Regions need to monitor their sanctioned sites frequently. Everything you post on a social media outlet instantly becomes part of the public domain. Would you want a photo or quote to reappear in the *New York Times* or *Car & Driver*, as being associated with your name or your association with PCA?

Since what users post onto social media outlets is not immediately edited for content like a Region newsletter and/or website, moderating the content is an important part of keeping negative comments, as well as inappropriate videos and photos in check. It is recommended that if a PCA Region has a Facebook, Twitter, or YouTube (or other...) account, the Region should appoint a Social Media Chair to be responsible for monitoring and editing those account(s) to avoid embarrassing and costly damage to the Region.

While various social media outlets are appropriate for friendly discussion, banter, and even disagreement, consider that a Region-approved and moderated Facebook page is intended to serve the interests and image of the entire Region, and is not a place for expressing personal feelings. That's what individual-owned pages are intended to cover. Region-approved Facebook pages should not be forums for political or religious discussions, nor should they be places for rants about members, activities or even the local dealer's parts/service/sales departments, etc.

Posting photos and videos (YouTube, Flickr, etc.) can be fun and encourage the use of a Region website or social media page, but be mindful of what kinds of photos and videos are posted. Inappropriate postings which depict embarrassing situations, or that show damage to person or property can be used as evidence in lawsuits against individual members, PCA, and its Regions. Be mindful of what photos you allow to be posted and which ones become public on your Region's site/page.

Although social media sites work well as forums or even as supplements to more traditional forms of informational media (such as Region websites, newsletters, e-mailers), they should not be used in place of those media to disseminate information to Region members.

In conclusion, it is in a Region's interest to develop a set of "best practices" that are parallel with PCA Code of Ethics and Conduct (see page 17) to govern its (and its users) social media pages and accounts. Keep in mind that those media are for the mutual enjoyment of all PCA members, but that they are also public spaces which can reflect either positively or negatively on the overall character of PCA and its members.

PART 12 - REGION SPONSORSHIP INITIATIVES

In this day of reduced sponsorship funds from traditional sources, Regions are being forced to better identify, approach, and maintain productive long-term relationships with local vendors and dealers. Without vendor sponsorship and support, many Regions would be forced to reduce the level or quality of activities, which are offered to its membership. Automobile-related businesses are a great resource to Regions, but Regions should also be alert to non-traditional sponsorship opportunities. Every business in your Region's area should be evaluated as a potential sponsorship partner.

Sponsorship support can be in many forms:

- 1) **Financial-** Consider developing various annual sponsorship levels for the Region (i.e., Gold = \$10,000, Silver = \$5000, Bronze = \$2500) and in exchange, the Region promising and delivering appropriate public recognition for the support. This recognition goes beyond mere acknowledgement at an event or in the newsletter or website, or even post-event “thank you letters.” Ensuring that this support occurs in these various Region outlets reaffirms to the sponsor that the financial contribution is sincerely appreciated and that the Region is now a “partner” in its yearly business plan, going forward.

Membership Partners- Supportive dealers may purchase or distribute PCA memberships for its customers. Region membership lists represent a “gold mine” to businesses, since PCA member family units tend to be more affluent, and are precisely the targeted audience they seek. PCA membership lists, however, cannot be shared or distributed to third parties. That being said, the Region may distribute dealer information directly to its members, on behalf of the dealer/sponsor, so long as the members' privacy is protected.

- 2) **Event Hosts-** Consider holding a PCA event at the sponsor's place of business. For example; monthly meetings, social events, Concours, tech sessions, new members' party, new model launch, etc., are all natural tie-ins with the dealership, as well as many other business that cater to Porsche owners' needs and lifestyles.
- 3) **Exhibitors-** Invite your sponsors to exhibit their products or services at your events for a nominal fee. Allow them to do product demonstrations, demonstrate its services, or to display products at your events. Be sure to have your attendees engage with them during these sessions. Seek feedback from Region members later so as to better judge the efficiency of the sponsor's efforts and to report back to the sponsors, if asked later. Non-traditional sponsors sometimes have more success at such events, as they are unexpected at PCA events, and the attendees are often fascinated to see them there, as compared to more traditional vendors. Being at a PCA event can also provide a sense of “pre-approval” to attendees, making the initial approach for both parties easier.
- 4) **Prize Giveaways-** Everyone loves raffles and door prizes! This is a great way to engage members and give sponsors recognition before all the attendees.
- 5) **Display/Demo Vehicles-** Many dealers/vendors would love to display their cars at a PCA event. It's an easy way to draw attention to their business and they may even make a sale out of it. Merely allowing access on the day of the event is not enough. It is important to the companies that their presence and contributions be recognized later in the write-up of the event, on the website, and/or in the newsletter. Doing so will certainly make another approach later much more likely to succeed. In the case of car displays, tempering the expectations of the car

dealers is important. The dealer should not always expect to make a sale at such events, and it is not an unsuccessful event if no car is sold. Remind the vendor that name recognition and fostering of good will are also long term benefits of appearances.

The critical key to making these sponsor partnerships successful is that the relationship must be mutually beneficial to the Region and to the sponsor. Regions should work to ensure that the event yields positive results for the partners or they won't be back. In that regard, it may be useful to ask the sponsor what are its expectations from its appearance or involvement. This way, unreasonable expectations can be muted in advance, while the Region, in turn, may be able to provide a general overview about its members to the vendor about which it may not have been aware.

There is a tendency to look at sponsorship as a single event contribution, when, in fact, it should be treated as long term, mutually beneficial relationship. Regions should nurture the relationship throughout the year. Regions should remain in contact with the partners especially when there is no specific need for the Region to do so.

Due to its critical nature to Region activities and membership satisfaction, Regions with successful sponsor programs typically have a dedicated volunteer on its board of directors who is solely or jointly responsible for Sponsorship. This person preferably is distinct from the Region member who seeks advertising for the newsletter or website.

Be creative and work with each sponsor to develop a long term, mutually beneficial relationship.

PART 13 COMMUNICATION WITH NATIONAL STAFF

Each Region President is a voting member of the PCA National Board of Directors. He or she can raise issues at the two National Board meetings, and direct discussion toward questions of interest to the Region and its members.

If questions arise at times other than the National Board meetings, the President should contact the National President, or to the appropriate National Officer. National Staff Members are available to respond to all inquiries within their area of expertise.

The easiest way to communicate with The Executive Council is through the Zone Representative for your Zone. There are thirteen Zone Representatives. Briefly, they are responsible for the welfare of the Regions in their Zone. They are prepared to offer assistance or information to any Region which requests it. The Zone Representatives are geographically located within their Zones to make them accessible. Each is a mature, responsible, long-time member of PCA.

All 13 Zone Representatives are listed online at pca.org and in the back of *PANORAMA* with their email addresses. Contact your Zone Representative with your concerns.

Newsletter Mailing to National Staff

In order to keep the Executive Council generally abreast of the current activities within the Regions, it is requested that certain members be included on the Region newsletter mailing list.

These are:

- PCA National President
- PCA National Vice President
- PCA National Secretary

PCA National Treasurer
PCA National Past President
PCA National Executive Director
PCA National Newsletter Chairman
PANORAMA Editor
Technical Editor of *PANORAMA*
"From The Regions" Editor of *PANORAMA*
Zone Representative for your Zone
Presidents of all other Regions within your Zone
Other National staff residing within your Zone

The names and addresses of some of the above may be found in the back of each month's *PANORAMA* at pca.org/About Us/Contacts.aspx. Names and addresses of other Region officers within your Zone may be found by going to each Region's website, under pca.org/Regions/RegionOfficials.aspx. You may have to send an email to the listed officer in the other Region to obtain a mailing address, if your Region publishes a paper copy of its newsletter for mailing.

Annual Region Report Form

There is one important detail that **MUST** be tended to each year by the Region: **THE ANNUAL REGION REPORT FORM**. About the only thing a Region must do in order to maintain its active Region status is to fill out and send in the Region Report Form each year. The required information includes the names and addresses of all officers. This implies that in order to maintain a Region status you must at least hold an election of officers. We hope for much more, naturally, but if a Region has a slack period with little or no interest or support, try as a minimum to have your elections. The **Region Report and Region Continuity Forms** for 2015 is on pages 112-114, and should be completed after your Region's next election of officers in late 2014.



Photo courtesy Vu Nguyen

📄 The Region Report Form may also be located online on the Club website, at “Regions,” then “Forms & Documents,” under “Region Management.” (You must be logged on as a PCA member to access.) This document is in .pdf format and can be sent electronically to the PCA National Office. NOTE: Election of new officers should be held early enough before the end of the year so that they can be listed on the **Region Report Form** which should be returned promptly, **NO LATER THAN JANUARY 10th OF EACH YEAR** to the National Executive Director so that there will no delay in Region dues refunds (\$!) being sent to the Region. This will ensure delivery of the 2015 *RPM* to the newly elected Region President.

Until the annual Region Report Form is returned to the National Office, **NO DUES REFUNDS WILL BE MADE TO THE REGION**, so it is extremely important to send in this form promptly after it is received at the end of each year. Be sure that the new President of the Region has signed the report form acknowledging receipt of this *RPM*, the three-ring binder containing the *Manual of National Procedures* and the bound & three-ring binder of “*Regionfocus*” issues.

“Regionfocus”- Management Ideas For PCA Regions

Leaders in PCA are not found, they are developed, and running a PCA Region is a big management responsibility. In that vein, PCA created a management publication called “*Regionfocus*” to assist Region officers and other key committee members in running a successful Region. Each elected officer, whose name is listed on the Region's Annual Report Form, will receive a copy about once per quarter. Each issue will be devoted to a certain PCA topic. Obviously, not every issue will discuss a topic of interest to every officer each month, but over the course of a year, there should be something of interest to you as a leader in PCA. The idea is to discuss problems, possible solutions, and novel ways of managing a Region that are successful. “*Regionfocus*” issues are designed to be placed into a white three ring binder previously sent to Region. In 1997, the first ten years of “*Regionfocus*” were reprinted in a bound booklet. “*Regionfocus*” issues are now archived at pca.org, under “Regions/*Regionfocus*.”

“*Regionfocus*” is an invaluable asset to PCA officers. Since some editions are issue-specific, it is possible that the current problem(s) your Region is facing may have been addressed (and solved) by other PCA Regions. You are urged to review both the “*Regionfocus*” topics on the next two pages and access the website location pca.org under “Regions/*Regionfocus*.” If you had a management idea that worked for your Region, or you solved a persistent problem in your Region and would like to write an article for “*Regionfocus*”, email editor Jennifer Barrows at jmbarrows@cfl.rr.com. Her contact information is also in the back of *PANORAMA*.

REGIONFOCUS Issue Index by Subject/Category

(References are to Volume: Issue number, with release date.)

☞ Copies of these articles are available online at pca.org at "Regions/Regionfocus."

Autocrossing:

"Autocross Counters & Region Dynamics," by Hank Watts; 13:1; 07/99
"Desperately Seeking an Autocross Site," 9:4; 09/95
"Why Aren't There More Autocrosses?" by Hank Watts; 9:4; 08/95
"Solo Site Etiquette 101: How to Find & Keep Solo Sites," by Andy Andrews; 9:4; 08/95
"Military Use Agreements," by Peter Kendig, Dave Weber, & Eric Berg; 7:3; 10/93

Charity Programs & Events:

"Managing Public Relations at the Region Level," by Kathleen Lennon; 23:2
"A Primer on a Worthwhile Cause," by Lanean Hughes; 12:4; 05/99
"A Word to the Wise about Region Charity Events," by Peter Dicks; 6:4; 02/93
"Charity Events & the Pirelli Public Service Award," by Bob Gutjahr; 6:3; 10/92
"Let the Charitable Beware!" by Wilma White: 4:2; 04/90
"Charlie's Chili Feed & Charity Auction," by Bill Patton; 2:1; 01-02/88

Dealer, PCNA & Public Relations:

"Win-Win Dealership-Club Relationships," by Tom Gorsuch, 24:3; 12/10.
"Managing Public Relations at the Region Level," by Kathleen Lennon; 23:2
"Introducing PCNA Porsche Clubs Consultant, Jack Bair," by Jack Bair; 16:5; 01/03
"How Some Dealers Perceive PCA Regions," by Bob Gutjahr; 8:1; 06/94
"PCNA & Your Region," by Bob Carlson & Barbara Manha, PCNA; 7:5; 02/94
"Dealer Relations," by Mick Williams, Bill Patton, & Bob Gutjahr; 4:4; 08/90
"PR....," by Bill Patton; 2:1; 01-02/88

Driver Education:

"The Driver's Education Instructor Training Program Goes National," by Ellen Beck; 18:2; 04/04
"Notes from the Driver's Education Advisory Committee," by Manny Alban, Ellen Beck, Hank Cohn, Tim Fleming, & Kurt Gibson; 16:3; 06/02
"PCA's Driver's Education Advisory Program," by Pete Tremper; 16:2; 05/02
"Progression & Promotion Criteria for Driver's Education," by Ellen Beck, Robert Rouleau & Mary Tietjen; 15:4; 10/01
"PCA Cultural Bias: Driving is not a Gender Specific Sport," by Betty Church; 14:3; 02/01
"Women & Performance Driving in PCA," by Ellen Beck; 14:3; 02/01
"A Testosterone View from a Generation X Zone Rep," by Manny Alban; 14:3; 02/01
"PCA Track Event Guidelines," by John Boles & Alan Kendall; 2:2; 06/88

Membership Management, Recruitment & Retention:

"2008 Winter Board Meeting Focus Group: "Recruiting Youthful Leaders at Region Level," by Bob Gutjahr; 22:2
"Membership Retention - Those First Two Years, Your Region's Challenge," by Carolyn Ewbank; 21:3; 01/11

"Regionfocus: eSeries Online PCA Member Records Management for this Issue," by Jim Selders; 20:4
"PCA Hospitality & Membership Projects," by Ruben Ledesma; 17:1; 02/03
"The Hospitality Park Subsidy- An Investment," By Monte Smith; 17:1; 02/03
"Sequoia Concours & Membership Booth," by Rocky Taylor; 17:1; 02/03
"Success Stories from the 2000-2001 Membership Contest," by Judy Hendrickson; 16:1; 02/0
"Hill Country Region- Winner, Factored Growth Category," by James Morrison; 16:1; 02/02
"Potomac Region- Runner Up, Actual Growth Category," by Tom Trew; 16:1; 02/02
"The Boxster Community: Growing at the Speed of the Internet," by Lorne Blackman; 15:2; 06/01
"Retention- The Other Part of the Membership Equation," by Judy Hendrickson; 13:3; 12/99
"Special Interest Groups Aid in Membership Retention," by Jim Pasha; 13:1; 07/99
"Membership Forum," by Judy Hendrickson; 9:3; 05/95
"Recipes for Success from the 1992 Membership Campaign," by Dave Olson, Brian Laedtke, JoAnne Trinkle, Marcia Taylor, & Bob Gutjahr; 6:4; 02/93
"Membership Recruitment & Retention," by the 1990 Membership Committee (Myra Sutton, Wendy Gulick, & Caryl Hatch); 4:3; 07/90
"Porsche Club Information Boards," by George McClelland; 2:1; 01-02/88
"Recruiting New Members," by Marlys Thovson; 1:2; 08-09/87
"New Members & Region Growth," by Alan Friedman; 1:1; 04/87

National Processes & Support to Regions:

"Overview of Regionfocus," by Bob Gutjahr; 24:4; 2010
"An Enthusiast on Board at PCA National Headquarters," by Vu Nguyen; 20:1
"A Letter from Tom on Zone Reps," by Tom Bobbitt; 19:1; 02/05
"Who is this Zone Representative, Anyway?" by Tim Fleming; 19:1; 02/05
"The PCA Register Program," by John Straub; 17:4, 11/03
"PCA Junior Participation Program Update," by Manny Alban; 16:4; 08/02
"Everything You Wanted to Know about Hosting a National Board Meeting But Were Afraid to Ask," by Tom Provasi; 15:4; 10/01
"Tough Choices Bring Criticism & Discussion: The Nominating Process," by Bob Gutjahr; 14:1, 05/00
"The Prez Sez," by Paul Amico; 14:1, 05/00
"PCA's Nominating Committee Procedures: Tough, Inclusive, & Consensus-based," by Prescott Kelly; 14:1, 05/00
"Lighting the Candle, or How I Became a Zone Rep," by Manny Alban; 14:1, 05/00
"Revisiting PCA Nominating Procedures or Political Incest," by Carl Young; 13:2; 10/99
"Avoiding Political Incest & Benevolent Dictatorships," by Bob Gutjahr; 13:2; 10/99
"PCA Film Library," by Prescott Kelly; 10:3; 05/96
"How the National Staff Supports the Regions," by the 1993 Executive Council & Staff; 7:1; 05/93
"Regionfocus: The First Five Years," by Bob Gutjahr; 6:1; 02/92
"Writing an Article on your Region's Event for *PORSCHE PANORAMA*," by Bob Gutjahr; 5:4; 09/91
"The PCA Film Library," by Bill Patton; 2:1; 01-02/88
"Regionfocus Forum," by Bill Patton; 2:1; 01-02/88
"The Idea," by Dennis Thovson; 1:1; 04/87
"Focal Point," by Mike Springer; 1:1; 04/87
"National Multi-Event Subsidies," by Burt Misevic; 1:1; 04/87
"National Awards," by Tom McKenny; 1:1; 04/87
"AHA! Ideas for PCA Regions," by Mike Springer & Chick Misura; 1:1; 04/87

Newsletters: Production, Editing & Judging:

- "The PCA Newsletter Quandary- Print or Pixels?" by Jill Beck; 21:1
 "More than Black & White: Newsletters & Your Region," by Suzan Bowman; 18: 4, 10/04
 "Reviving a Newsletter & the Positive Impact on our Region," by Dan Germain; 15:3; 09/01
 "Garage Talk for Regions on the Heinmiller Judging," by Bob Gutjahr; 14:2; 09/00
 "Coming out of the Closet: Opinions of a Newsletter Judge," by Bob Gutjahr; 10:1; 02/96
 "Recipe for the Heinmiller," by Doug Hendrickson; 9:1; 02/95
 "Improving Your Newsletter," by John Straub & Bob Gutjahr; 7:4; 11/93
 "Some Thoughts on Producing a PCA Newsletter," by Joan Moir; 7:4; 11/93
 "Desktop Publishing Techniques," by Larry Wilson; 2:3; 08/88

Parades, Escapes & Multi Event Weekends:

- "PCA Escape: The Other Porsche Club of America National Event," by Sean Cridland; 23:3
 "The New Management Model for PCA's Porsche Parade," by Tom Brown; 23:1
 "How to Organize a Successful Register Event," by Charlie Davis; 17:4; 11/03
 "Inside the Fast Lane," by Barbara Collozzo-Noonan; 13:4; 03/00
 "Catering in the Fast Lane," by Nelva Hall; 13/4; 03/00
 "Catering to your Region," by Connie Waldrop; 13:4; 03/00
 "Parade Concours: Past, Present, & Future," by Dennis Frick; 11:2; 04/98
 "Reflections on the New PCA Concours Preservation Group," by Phil Doty; 11:2; 04/98
 "PCA 'Fest' Weekends: The Good, the Bad, & the Ugly," by Vern & Betsi Lyle; 8:3; 10/94
 "How to Prepare a Parade Bid," by Don Johnson; 3:2; 06/89

Region Essentials: Bylaws, Finances, Incorporation, Risk Management, Elections:

- "The Election Process at Region Level," by Sean Cridland; 24:2; 2010
 "Region Bylaws - Their Importance & Relevance," by Doug Pierce, David Novack & Phil Doty; 24:1; 2010
 "Region Primer on Risk Management," by Ken Laborde; 20:3
 "What Regions Need To Know About Copyright," by Roger Johnson; 20:2
 "Safeguarding Copyright Information," by Margie Becker; 20:2
 "Region Archives: An Historian's View," by Ruben Ledesma; 19:2; 12/05
 "IRS Primer," by Bob Knight; 18:3; 06/04
 "Tough Choices Bring Criticism & Discussion: The Nominating Process," by Bob Gutjahr; 14:1; 05/00
 "Region Income Tax Primer," by Peter Dicks; 11:1; 04/97
 "Accounting & Region Management: Four Good Deeds," by Larry Wilson; 10:5; 02/97
 "Crisis Management at Region Level," by Phil Doty; 8:2; 10/94
 "Goodie Store Operations," by Jim & Gail Handzo & Marlys Thovson; 5:5; 11/91
 "Winter House Cleaning," by Bob Gutjahr; 4:5; 12/90
 "Incorporated by Reference," by Steve Jianakoplos; 1:2; 08-09/87
 "For Decorative Purposes Only...", by Steve Jianakoplos; 1:2; 08-09/87
 "Additional Insurance Coverages...", by Bob Gelles; 1:2; 08-09/87
 "Looking Back on 21 Years," by Bob Gutjahr; 24-1; 01/11

Region Leadership:

- "It's All About Balance," by Jennifer Barrows; 26:3; 10/13
 "Women in PCA," by Angie Gibson, et al; 26:1; 2012
 "Region Leadership Continuity," by Mike Mansolino; 18:1; 02/04

- "2003 Zone 9 Presidents' & Newsletter Editors' Meeting," by Kathy Fricke; 18:1; 02/04
 "A Region Board in Crisis," by Skip Carter; 14:4; 04/01
 "Instituting Change to Revitalize a Region," by Steve Poole; 14:4; 04/01
 "Regarding PCA's Regions: Is Excellence Expected?" by Michael Nugent; 13:1; 07/99
 "The Region President- The Captain Who Can Sink the Ship or Make it Soar," by Paul Lighthill; 12:3; 04/99
 "The President's Role," by Paul D. Young; 12:3; 04/99
 "Garage Talk for Presidents," by Bob Gutjahr; 10:4; 10/96
 "Straight Talk for Little Big Regions," by Bob Gutjahr; 8:4; 01/95
 "Officer Recruitment & Retention in PCA," by Phil Doty; 6:5; 12/92
 "Volunteerism," by Bob Gutjahr; 5:2; 06/91

Region Lessons Learned from Successful Events or Programs:

- "Region Anniversaries," by Sean Cridland; 25:1; 2011
 "What's HOT & What's NOT for 2008," by Bob Gutjahr; 22:1
 "Zone 10 Best Practices," by John Phillips; 20:5
 "Community Service Program- Safe Driving for Teens," by Jim Stephenson; 16:4; 08/02
 "Doctor Spock & Your Region or Including, Entertaining & Recruiting our Children into PCA," by Bob Gutjahr; 12:1; 07/98
 "Off the Wall Events for Alternative PCA Life Styles," by Bob Gutjahr; 9:2; 03/95
 "Overcoming the 10% Phenomenon," by Bob Gutjahr; 7:2; 06/93
 "The Regionfocus Top Ten," by Bob Gutjahr; 6:2; 06/92
 "Region Meeting Ideas," by Bob Gutjahr; 4:1; 02/90
 "Preparation for Region of the Year," by Dennis Thovson & Mary Petti; 3:1; 02/89
 "Planning and Celebrating Region Anniversaries," by Sean Cridland; 05/11

Social Media for Regions:

- "Social Media Guidelines for PCA Regions," by Sean Cridland; 26:2; 11/12

Tours & Rallies:

- "Touring: A Roundtable Discussion," by Warner Lowe; 17:3; 07/03
 "Northeast Region's Annual Spring Ramble," by Russ Merriam; 17:3; 07/03
 "Good Tour, Bad Tour: Sending Kudos & Dropping Dimes on PCA Tours," by Bob Gutjahr; 15:1; 05/01
 "So You Want to Put on a Tour?" by Ken Iles; 12:4; 05/99
 "A Message on Touring," by David Sanderson; 12:4; 05/99
 "More Rally Ideas," by Doug Hendrickson; 7:2; 06/93
 "Touring with a Group," by George McClelland; 9:1; 02/95
 "Zone & Region Rally Programs," by Mark Laszlo; 5:3; 07/91
 "So You'd Like to Put on a Tour?" by George McClelland; 4:2; 04/90

Website/Internet:

- "Region Credit Card Security," by Roger Johnson; 22:2
 "Two New Exciting Applications for pca.org from Your Website Committee!" by Roger Johnson; 21:2
 "Regionfocus Website Update," by Bob Gutjahr; 18:3; 06/04
 "PCA Websites in 2002-2003," by Chris Huck; 17:2; 04/03
 "The New PCA Website," by Alan Kendall; 15:5; 12/01
 "How to get your Region on the Internet," by Bev Frohm; 12:2; 10/98
 "A View from the Founder's Region Web," by Doug Thompson; 12:2; 10/98
 "Porsche AG Web," by Judy Boles; 12:2; 10/98
 "The Internet & PCA Regions," by Larry Wilson; 10:2; 03/96
 "Getting on the 'Net,'" by Chuck Schmeling; 10:2; 03/96
 "Zone 5's Bulletin Board System," by Glen Hoskins; 5:1; 02/91
 "Computerizing Your Region," by Paul Vollmar; 1:2; 08-09/87


PART 14 PCA SAFETY RECOMMENDATIONS

These recommendations are a result of a safety questionnaire sent to all Regions, and are for the purpose of conducting all PCA autocross, rally, tour and track events in the safest possible manner. Safety is a direct result of awareness, education of members, and willingness on the part of your Region's officers to oversee all Region activities.

1. **Setting up a Safety Committee.** It is strongly recommended that all Regions incorporate into their structure the position of **Safety Chairman**. The Safety Chairman's job would encompass the following:
 - a. To make recommendations to the Region on all items of local interest pertinent to safety.
 - b. To maintain a Region medical kit.
 - c. To ensure that Autocross venues and track facilities are safe and usable for Region purposes.
 - d. To direct safety training as necessary for the conduct of Region events.
 - e. To oversee the overall safe conduct of Region events.
 - f. To collect, report, and update all safety related information as made available from National (including insurance information, etc.).

It is suggested that the Safety Chairman be a person within the Region who has had a long and varied Region experience. It is also suggested that in addition to a Safety Chairman, a *Safety Committee* be named *in advance* and maintained by each Region for each speed event. The Safety Committee could be composed of the Safety Chairman, a chief instructor (or another experienced or appropriate individual) and the event chairman. In this manner, a three person group can effectively handle any questionable items which may occur during the conduct of the event itself. Also, workloads are spread beyond that of the event chair who might otherwise be preoccupied with non-safety related details. (See page 30.)

2. **Safety Observer Program** (See **PCA Guidelines for Observer and Incident Reports**, page 127.) This program is an evaluation tool to catalog safety performance at competitive events. It is suggested that the report be done by the Zone Representative, if present; If the Zone Representative is not present, by a responsible individual from another Region (preferably a Region officer), and if no outside-of-host-Region person is attending, then the highest ranking Region officer or individual not associated with the planning or operation of the event. This person shall be responsible for the preparation and submission of the appropriate **Safety Observer's Report**. (See **Observer's Reports**, pages 128-137.) These Reports have been mandated by the increases in insurance costs, along with the difficulty in obtaining appropriate insurance coverage for PCA competitive events.
 - a. **The Safety Observer's Report Program** was developed to increase the awareness of safety within PCA. It is extremely important that all Regions support the guidelines of the PCA National Safety Committee to preserve the economic viability of PCA events. An additional benefit of this report program may be to improve the quality of PCA events and thereby make them more enjoyable for both entrants and workers.

- b.  All **PCA Event Observer Report** forms are also available for download on the PCA web site. Go to “**Regions**” then to “**Forms**,” then “**Event Management**.” (You must be logged on as a PCA member to access). They should be sent to each selected event chairman several weeks prior to the event. Compliance with the **PCA Event Guidelines**, should be reviewed at the event with the Region President, Region Safety Chair, and the Event Chairman.
- c. All Regions must understand that the availability of liability insurance for their future events may be contingent on compliance with the various **PCA Event Guidelines**.
- d. Here is the procedure to be followed:

1. The Safety Observer shall be the individual responsible for PCA National being advised how each event was conducted. A **PCA Event Observer Report** should be submitted for all events that require insurance. (See pages 128-137.)
2. The Safety Observer must be an impartial party (i.e., not the Event Chairperson or the Chief Instructor) who attended the event. The safety observer may compete in the event being observed, if the conditions of entry are fulfilled.
3. The Safety Observer shall complete and mail the report to the PCA National Office or complete online within **ten (10) days** of the event. The PCA National office will file the report and distribute copies to the following:

The Zone Representative
 The PCA National Safety Committee Chairman
 The PCA National Insurance Chairman
 The President of Region conducting the event
 The Region Safety Chairman of the event
 The Region Chairman of the event
 National Driver's Education Chair (For DE events)

4. The Event Chair shall complete and submit the **Post Event Report** (page 144) within **five (5) business days** of the event, for all events that require insurance.
3. **Technical Inspections.** Various types of pre-event technical inspections are required, depending upon the type of events held by your Region. It is suggested, however, that all speed event participants' equipment be subjected to technical inspections. Often, time constraints make it difficult to adequately inspect all vehicles immediately prior to an event. It is suggested that preliminary technical inspections be held in advance of the events. This allows time for a thorough inspection and gives your participants an opportunity to correct any defects found prior to an event. (See **PCA Minimum Standard Drivers Education Technical Inspection Form**, page 142-143.)

4. **Medical Equipment/Personnel.** Each Region is urged to assemble its own medical kit. The equipment suggested for inclusion into this kit is listed below:

- Band-Aids[®] (various sizes)
- Sling (triangular)
- Adhesive tape (no, not duct tape)
- Gauze pads - 4" x 4"
- Oval eye patches (sterile)
- Ace[®] wrap - 1 each of 2", 3", and 4"
- Antibiotic ointment - 1 tube (e.g. Neosporin[®], Bacitracin[®], or Spectrocin[®] brands)
- Safety pins (medium)
- Tourniquet (2)
- Air Splints - 1 each - arm and leg
- Oral airway - 1 each - medium and large
- Blanket(s) - 1 or 2 - Army type
- Contact lens suction remover
- Latex or Nitrile gloves

Now, from the above list, you can expand. This would depend on the availability of medical personnel and their level of expertise in the use of more sophisticated emergency resuscitation gear.

Items which might be preferred by physicians and some highly trained EMT personnel would include such things as:



- Endotracheal tubes - various sizes
- Ambu bag[®]
- Laryngoscope with blades

These items are generally expensive and the tubes have to be kept sterile and renewed about every five years to maintain the pliability of the plastic and rubber of which they are made. There are even other items which again become more sophisticated and probably do not add a great degree of ability to the already available items in life support. Other items, which require certain prescription medications, are those related to allergic reactions to insect bites, etc. Certain prescription medications can be life saving in those situations, but should basically be handled only by medical personnel.

In addition, it is urged that all events have a designated medical person available to assist in emergencies. At speed events, it is suggested that this person not be a participant; or if a participant, that more than one individual be named. In addition, at high speed events, it is strongly urged that an ambulance and trained EMT personnel be in attendance at all times.

In addition to these recommendations, advance notification to local medical and public safety personnel is desirable; (i.e. local hospital, state police office, etc.) to review procedures and needs.

PCA Guidelines for Autocross, Rally, Tours, & Off Road Events

All guidelines for these events are now posted on-line. ☞ Regions holding Autocross, Rally, Tours or Off Road events should now consult the current version of the appropriate Guidelines online at pca.org, under “Regions,” then “Forms & Documents,” then “Event Management,” then “Event Guidelines,” then go to the respective event.

☞ When conducting these events, be sure to also review the online section, containing the important “Event Requirements for Non Wheel-to-Wheel Events.” This is located at “Regions,” then “Forms & Documents,” then “Event Management.”

PCA Driver Education and Time Trial Minimum Standards

NOTE: PCA has issued written Driver Education Event MINIMUM STANDARDS. All Driver Education events must follow these DE Minimum Standards. Time Trial events should now also follow these DE Minimum Standards.

☞ The DE Minimum Standards are posted on pca.org under “Activities,” go to “Driver’s Education,” then to “Minimum Standards.”

☞ When running a DE, be sure to also review “Event Requirements for Non Wheel-to-Wheel Events” at pca.org, under “Regions,” then “Forms & Documents,” then “Event Management.”

(See Minimum Standard Driver’s Education Technical Inspection Form, pages 142-143.)

NOTICE

Motorsport activities are potentially dangerous and while the degree of safety consciousness in PCA has always been high, there have been accidents and injuries. Constant attention to the safety aspects of motorsports must be maintained by all members of your Region hosting such events. When conducting an Autocross, a Rally, a Tour, Off Road or DE event, **BE CERTAIN THAT YOUR REGION IS USING THE MOST CURRENT VERSION OF THE APPROPRIATE PCA EVENT GUIDELINES OR MINIMUM STANDARDS FOR DE**, posted and updated on the PCA website. Each set of Guidelines is dated as to its issue or revision date.

ALL Regions conducting Driver's Ed or Time Trials must follow the current DE Minimum Standards as posted.

All these events should follow “Event Requirements for Non Wheel-to-Wheel Events.”

PART 15 - FEDERAL AND STATE INCOME TAX REPORTING REQUIREMENTS

The *national* organization of the Porsche Club of America, Inc. was recognized as an "exempt organization" by the United States Internal Revenue Service (IRS) in 1958. The registration of the national organization does NOT act as an umbrella for individual Regions. It is each Region's responsibility to make its own application for tax-exempt status and to file the applicable information returns covering Region activities with the US or Canadian IRS, and state/province tax authorities.

A Region's taxable status can fall into one of three categories:

- a taxable unincorporated entity
- a taxable corporation
- a tax exempt entity, whether or not incorporated, under Section 501 (c) of the United States Internal Revenue Code (IRC).

Regions that are taxable either as corporations or unincorporated entities are liable for US income taxes at corporate rates on the net taxable income of the Region, as determined by IRS.

Regions can, and have, obtained **tax exempt status** either as "**Social Clubs**" under Section 501(c)(7), or as "**Civic Leagues**" under Section 501(c)(4) of the U.S. Tax Code.

- While many Region activities fall within the "**Social Club**" definition of the IRC, some of the Section 501(c)(7) rules can adversely affect the tax status of some Region activities. Gross receipts (such as driving event entry fees) from non members of "**Social Clubs**" cannot exceed 35% of the Region's gross receipts and further, " ... of the 35%, not more than 15% of the gross receipts may be derived from the use of the Region's ...services by the general public..." Some offices of the IRS have taken the position that PCA members from outside the Region are not members of the host Region, consequently their entry fees have been included in the non member/general public receipts with the loss of tax-exempt status when the 15% limitation has been exceeded. The Region risks being subject to tax at corporate rates on its net income.

- The thrust of "**Civic League**" tax exempt status applications, however, is upon the social benefits flowing from good driving skills and the manner in which PCA teaches these skills, rather than upon the purely social activities of the Regions. **An exemption under Section 501 (c)(4) is recommended since it imposes no limitation on non-member gross receipts.**

Nevertheless, the costs of obtaining and maintaining a tax-exempt status can be significant for a small Region and these should be weighed against the taxes that might otherwise be payable.

The IRS has **Publication 557** (Rev. 10/2011) "Tax Exempt Status for Your Organization" that provides an overview of these exemptions and procedures. It is available online at: <http://www.irs.gov/pub/irs-pdf/p557.pdf>.

See also IRS 4221-NC (Rev. 12/2010), "Compliance Guide for Tax Exempt Organizations (other than 501(c) (3) Public Charities and Private Foundations)" It is available online at: <http://www.irs.gov/pub/irs-pdf/p4221nc.pdf>

U.S. Internal Revenue Service (IRS) Reporting Forms:

IRS Form SS 4 & Instructions (Rev. 01/2010)

"Application for Employer Identification Number (EIN)"

This form is used to request a corporate registration number which is like an individual's Social Security number. It is the number through which IRS records can be located and should be included in all correspondence with the IRS and used for opening Region bank accounts.

If your Region decides to request tax exempt status, it must file the following forms:

IRS Package 1024 and Form 1024 (Rev. 05/2009)

"Application for Recognition of Exemption under Section 501(a) (Rev. 4/1996)" *

This is the information return required by the IRS for a Region to request "exempt status". The application should be made as a "Civic League" under Section 501(c)(4), *or* as a "Social Club" under Section 501 (c)(7). (See discussion on previous page.)

Before filing an initial application or a request for a change in status from "Club", the Region's incorporating document (or articles of association) and its bylaws (certified copies of which are to accompany the form), must be reviewed and redrafted, if necessary, to reflect the community-oriented purposes of a "Civic League."

The form asks for up to four year's financial information. Do not include any copies of Region financial statements, as IRS agents do not understand car club terminology (A "rally" to them is a political fund raiser and prohibited for a tax-exempt club). Group the line items in the Region financial statements into the receipt & expenditure classifications shown in the form, but retain details of the makeup of grouped items to avoid misunderstandings.

IRS Form 8718 (Rev. 01/2010)

"User Fee for Exempt Organization Determination Letter Request" *

** This form accompanies the Form 1024 filing (above) and sets out the fees payable (currently \$400 or \$850) to the IRS for processing of the Form 1024.

IRS Form 2848 (Rev. 03/2012)

"Power of Attorney"

If you anticipate that more than one person from the Region or an outside tax advisor will be in communication with the IRS, you should file this form. It is quite possible that the Region officers will change during the time that it takes IRS to process a Form 1024 application.

IRS Forms 990, 990-EZ, 990-N

"Return of Organization Exempt from Income Tax" and Instructions for Form 990 and Form 990-EZ (booklet) - (Rev. 01/2013)

The Form 990 filing thresholds for the year 2013 and later (filed in 2014 and later) are as follows:

- Organizations with gross receipts normally \leq \$50,000 must file Form 990-N (but may choose to file a complete form 990 or Form 990-EZ).
- Organizations with gross receipts $>$ \$50,000 and $<$ \$200,000 and total assets $<$ \$500,000 must file Form 990-EZ or complete Form 990.
- Organizations with gross receipts $>$ \$200,000 or total assets $>$ \$500,000 must file Form 990.

*A free IRS Publication 557, "Tax Exempt Status for Your Organization"(revised 10/2011), (online from the IRS) provides an overview of these application and approval procedures. (See bottom of page 55.) Further assistance is available from the Chair of the **Region Finance Management Committee**, whose address is in the back of *PANORAMA*, under "Any Questions?"

IRS CHANGE AFFECTING MOST UNITED STATES PCA REGIONS

All small tax-exempt organizations (such as nearly all but the largest PCA Regions and Zones) which previously were not required to file tax returns, must now file an annual electronic notice, Form 990-N, *Electronic Notice (e-Postcard) for Tax-Exempt Organizations not Required To File Form 990 or 990-EZ*.

Organizations who fail to meet their annual filing requirement for three (3) consecutive years are subject to losing their US tax-exempt status. If this happens to your Region, it would then have to reapply to the IRS for new recognition as a tax exempt organization. Small tax-exempt organizations, whose gross receipts are normally \$50,000 or less, are not required to file other IRS forms such as Form 990, *Return of Organization Exempt From Income Tax*, or Form 990-EZ, *Short Form Return of Organization Exempt from Income Tax*.

The ePostcard required Regions to provide the legal name and mailing address, and other names used, its **Employer Identification Number (EIN)** (see page 56), web address (if one exists), the name and address of a principal officer, its tax period, and a statement confirming the Region's **annual gross receipts are normally \$50,000 or less, if true.** 📄 For more details, go to the FAQs and educational letter, posted on the “Charities and Non-profits” section of irs.gov.

Incoming Presidents should determine the ePostcard mentioned above has been sent by the Region.

Contact the Chair of the Region Finance Management Committee (listed in the back of *PANORAMA*) or at pca.org. Go to “About Us,” then to “Contacts,” if you or your Region have any questions on this responsibility.



Photo courtesy Vu Nguyen

State “Non Profit” Tax Exemptions and State Annual Corporate Filings

With your US Federal Tax Exemption Letter in hand, obtain the application for filing as a “Not for Profit Organization” from your state's Department of Revenue. Complete the form consistent with the **Federal Form 1024** and when filing, attach as proof of your IRS acceptance, a copy of the federal tax exemption letter that you will have received. The state will most likely grant you an equivalent exemption from state income tax.

It is possible that your state grants non-profit organizations an exemption from state sales tax. This should be aggressively investigated since it can be a big money saver on large item purchases such as computer equipment and trophies.

The state may also require filing of annual corporate information and a fee to keep your corporate status up to date. Failure to file these annual reports, where required, can cause your Region's incorporated status to lapse, possibly subjecting its officers to personal liability for negligence. Additionally, fees to reincorporate a lapsed Region may be sizable and most always will exceed the annual information fees.

PART 16 - CANADA FEDERAL & PROVINCIAL REPORTING REQUIREMENTS

Your Region, if it is located in Canada, should qualify as a non-profit organization (a "NPO") under the Income Tax Act (Canada), which defines a NPO as a club, society or association, other than a charity, that is organized and operated solely for "...pleasure or recreation or any other purpose except profit." To ensure qualification as a NPO, the official documents of your Region should provide that no part of its net income for any year, whether current or accumulated, shall be paid as such to its members, or be organized so that such a restriction is axiomatic. This will not prohibit salaries, wages, fees or honorariums paid to member(s) for services rendered where the payments are reasonable and not more than what would be paid for those services at arm's length.

A NPO will not lose its status simply because it earns income in excess of its expenditures, provided that its accumulated excess at any time is not greater than its reasonable needs to carry on its non-profit activities. If your Region has significant cash reserves from year-to-year, you should seek the advice of a qualified Canadian tax professional to ensure that they are not jeopardizing your Region's NPO status.

If your Region in Canada is organized as a corporation, it is required to file a federal income tax return within six months from the end of its financial year, whether or not it is a NPO. Additionally, it is also required to file a Form T 1044 (a NPO Information Return) for any fiscal year in which amounts received or receivable by it from taxable dividends, interest, rents or royalties exceeds \$10,000 or its total assets at the end of the immediately preceding fiscal year exceeded \$200,000 or if it had to file such an Information Return for the preceding year.

Detailed information on NPOs is available the Canada Revenue Agency website, the address of which is: <http://www.cra-arc.gc.ca/tx/nnprft/menu-eng.html>.

To ensure that your Region retains its Canadian NPO status, its services and goods (i.e., if it operates a Goodie Store) should be provided principally to its members and their guests and not in competition with taxable entities.

HST

The *Harmonized Sales Tax* is a federal tax. It replaces (and integrates) the GST and PST in the Provinces of British Columbia, Ontario, New Brunswick, Labrador, Newfoundland and Nova Scotia. The rules for HST are basically the same as for GST, except the rate of tax is higher. A Region operating in any of the “HST” Provinces should seek professional advice as regards mandatory registration for HST purposes. A GST registrant automatically became an HST Registrant when HST became effective in its Province. The rules for filing returns, claiming input credits, and remitting taxes, under the HST regime are essentially the same as under the GST regime.

GST

A Region *not* operating in an HST Province must obtain a Canadian GST registration number if in any consecutive period of four calendar quarters its annual revenues from the provision of services and goods exceeds CDN \$50,000. If the Region's revenues are less than that, it is permitted but not obliged to obtain a GST registration number. If registered for GST, the Region is required to remit GST on its revenues from the provision of goods and services, and can claim inputs credits for the GST which it pays. GST returns typically will be required to be filed quarter-yearly.



Provincial Sales Tax

A Region not operating in an HST Province may be obliged to obtain a sales tax license under the sales tax statute of the Province in which it operates. The advice of a qualified Canadian tax professional should be obtained. It may be that the Province grants non-profit organizations an exemption from Provincial sales tax. That should be investigated with Provincial tax officials

Provincial Income Taxes

Your Region should qualify for an exemption from Canadian Provincial corporation income tax, as a not-for-profit organization. In that regard, you should obtain the advice of a qualified Canadian tax professional.

Canadian Document Retention Rules

- See page 61

PART 17 - DOCUMENT RETENTION FOR REGIONS

Typically the last activity to close out the accounting for a particular year is to prepare and file the income tax return (one of the Form 990s for a tax-exempt entity; See page 56). Once the return is filed, the next issue is, “*What do I need to keep and what can be thrown away?*”

While most Regions are presently not filing the Form 990 (but rather Form 990-EZ or Form 990-N), Part VI of the new Form 990 contains Question 14, in which the IRS inquires as to whether or not the entity *has a written documentation policy in place*. Presently the IRS is not asking for a copy of the document retention policy. The IRS does not have a formal document retention guide, other than one should keep records so long as they are material to their administration of the tax laws.

Before dumping everything into a box that gets shuffled to the next Region Treasurer or President, some organization and housekeeping of the records may be in order.

How much and for how long?

The guidelines below are general in nature and may not apply to your specific Region's circumstances. (This listing does not cover payroll and employment records as most Regions are staffed by volunteers and do not have payroll expenses.)

Type of record	Retention period
Articles of incorporation	Permanent
Bylaws	Permanent
IRS Form 1024 (in the U.S.) to file for tax-exempt status	Permanent
Letter of Determination (from the IRS in the U.S.) granting tax exempt status	Permanent
Tax identification number designation	Permanent
Contracts and agreements	Permanent
Legal correspondence	Permanent
Minutes	Permanent
PCA Region Report Form	Permanent
PCA Region Continuity Check List	Permanent
Tax returns and canceled checks for payment of taxes	Permanent *
Annual financial statements	Permanent
General ledger and journals	Permanent
Bank statements, deposit slips, reconciliations, cancelled checks	7 years
Asset purchases	Keep copy of invoices for as long as you own the asset.
Depreciation schedules	7 years **
Mortgages and note agreements	6 years **
Insurance forms: (See page 104 concerning originals or electronic scanned copies.)	
Event insurance enrollment form	4 years and 1 month from date of event
Event insurance certificate	4 years and 1 month from date of event
Release and Waiver of Liability, Assumption of Risk and Indemnity Agreement	4 years and 1 month from date of event
Waiver and Release of Liability and Indemnity Agreement for Minors in Restricted Areas, Driving or Riding	4 years and 1 month from date of event

Waiver and Release of Liability and Indemnity Agreement for Minors as Observers Only	4 years and 1 month from date of event
Parental Consent, Release and Waiver of Liability, Assumption of Risk, and Indemnity Agreement for Minors in Touring Laps Only	4 years and 1 month from date of event
Junior Participation Program Minor's Assumption of Risk Acknowledgement	4 years and 1 month from date of event
PCA Observer's Report for Autocross	4 years and 1 month from date of event
PCA Observer's Report for Driver's ED	4 years and 1 month from date of event
PCA Observer's Report for Driver's Rally	4 years and 1 month from date of event
PCA Observer's Report for Driver's Tour	4 years and 1 month from date of event
PCA Observer's Report for Driver's Tech Session	4 years and 1 month from date of event
Incident Report for: AX-DE-Tour-TT-Other:	4 years and 1 month from date of event
Incident Report - Non-Driving Event	4 years and 1 month from date of event
Post Event Report	4 years and 1 month from date of event

* There is no limit for returns that are filed fraudulently, or were not filed but should have been filed. If the statute of limitations concerning a tax year is extended, the retention period for the supporting document should be extended accordingly.

** Retention periods begin after termination, expiration, disposal, etc.

NOTE: The *Canada Business Corporations Act*, the *Business Corporations Act* (Ontario), the *Business Corporations Act* (Alberta) and the *Income Tax Act* prescribe that accounting and tax records be retained for six (6) years following the relevant reporting period.



Photo courtesy Vu Nguyen

Paper or Plastic (Electronic)?

The IRS will generally accept electronic copies of paper documents as long as they are legible. The Check Clearing for the 21st Century Act enabled banks to cease returning paper checks back to you. Banks typically will maintain copies of checks and bank statements for 7 years.

Given scanning technology, it has become easier to scan a year's worth of bank statements, ledgers, spreadsheets, etc. onto a single CD-ROM or DVD disc. Caution: Always have a back up, stored in a separate location. Also CDs don't last for forever and are subject to physical abuse. Having copies stored on hard drives or file servers located apart from the CD will assist in restoring any lost data.

You may presently have both paper and electronic files. There may be a few documents for historical or sentimental reasons that you want to keep the original paper version. It is recommended that an effort be made to convert all of the paper documents to .pdf files or some other suitable electronic format. If you find that you presently don't have clean copies of prior year bank statements, it may be a good idea to download .pdf copies from the bank website.

Once the paper documents have been successfully been converted to electronic media, they may be shredded.

Prior to establishing a written document retention policy, your Region should consult with its legal counsel regarding state laws. This article contains information that is current as of the date it is written. Laws change, and as a result, this information may no longer be timely, when your Region acts on this.



Photo courtesy Vu Nguyen

SECTION 4 - REGION ACTIVITIES

PART 1 - MULTI-REGION EVENTS

Since the founding of the Porsche Club of America, Porsche owners have enjoyed coming together to talk, compete, and enjoy each other's company. This feeling has been the basis of the many Regions of PCA that have sprung up around the country and is the rationale for the annual Porsche Parade and "Escape." The great numerical, as well as geographical, growth of the Club has led to problems as well as advantages. Although our Club is large and has a wealth of activity to offer its members, there has been something of a gap between the Region event and the national Parade. Region events are sometimes limited by preparation, lack of imagination or resources, and the predictable results of having the same people compete against each other in the same ways. On the other hand, national Parades may be too far away, too expensive for some, or just are not often enough for the really active member.

A compromise, which has a considerable precedent in the Club, has been found in the Multi-Region event. This has received even further impetus with the establishment of Zones which link together groups of Regions in a loose way and with the financial support offered by PCA National for events involving two or three competitive or social events. (See pages 25-26.)

The purpose of this section of the Activities Section is to pull together the experience of several members who have put on Multi-Region events, in the hope that it may act as a guideline to Regions which have not yet tried them, to spur your interest in hosting such an event, and to outline some of the pitfalls that can keep the Multi-Region event from running smoothly. What follows is a framework around which you can build your own Region's unique Multi-Region event.

Specific Rules If Seeking a Multi-Region Event Subsidy

A Multi-Region event has an official definition and description, which must only be followed if your Region desires the "Multi-Region Event Subsidy" from National. (To obtain these rebates, see pages 25-26; the Region Event Subsidy Request form is on page 116.) See the PCA Policy on Financial Oversight of Multi-Region and Zone Events, page 69. (Also online at pca.org then "Regions," then "Forms & Documents," then "National Governance.")

Planning Considerations

Probably the most important single item in a successful Multi-Region event is the selection of the chairperson. This individual should be enthusiastic, experienced, and, most important, able to delegate the many responsibilities of the weekend to others and see that they are carried out. In other words, he/she needs to be very much like the President of your Region (and many successful event chairmen are probably either past or future Region Presidents). It is important that the selection of a chair be made far in advance of the event, probably as soon as the year's officers are elected and appointments for the following year can be made.

Once appointed, the chair should work with a nucleus of workers. They should meet early-on to lay out the framework of the kind of event that they want to take place, to establish a timeline, and to delegate major responsibility areas to members of the event committee. As time goes by, these meetings should be held more and more frequently. In the last weeks before the event, formal meetings of the entire committee two or more times a week can be very helpful in anticipating problems before they happen and in ironing out the inevitable rough spots. The following are areas of consideration for the event chair and the event committee:

Timing - This is no problem with an annual event that is traditionally held on such-and-such a weekend, but in starting for the *first* time, consideration should be given to when most of the involved PCA'ers are able to participate. Thus, consideration should be given to the school year and school holidays for those who have small children; The possibility of using holiday weekends which can provide an extra day for travel or events should be investigated; And the weather in the host Region's area should be given consideration. Special attention should be paid to possible conflicts with the national Parade, other Multi-Region events, PCA Club Races, or the proximity of other local events (such as an Indy car race). The guests who are invited to the event should not have to make a difficult choice as to whether your event is likely to be better than the one next week. Some special thought might be given to staging an event at an unusual time, perhaps during what is traditionally a lull in activities in your area. If at all possible, make the decision as to when to hold your event early enough to notify all invited Regions before they arrange their own calendars of events for the year. Ask them to put your Multi-Region event on their Region/Zone calendars and websites.

Location - Headquarters for the weekend should be in a motel or hotel that is convenient to the areas that will be used for the events. It should be relatively easy to find for out of town people and should have a management that is understanding of the "special requirements" of an automobile-oriented group in regard to parking areas, facilities for washing cars, etc. It should always be remembered that expense is a large factor for many people in deciding whether or not they will attend your event. Most people will prefer a pleasant environment with reasonable rates to an expensive luxury situation. It will sometimes work out that the accommodations can be arranged at a motel which is near some natural attraction of the area; This will add a pleasant backdrop to the weekend and make the usual activities even more agreeable in this variant setting. Ask the management to give you a hospitality room (most motels will do this free of charge). This is useful as a storage place for trophies and door prizes, as a place to host small or informal cocktail parties. It can be used for registration, and sometimes as a place for the chairperson and workers to collapse for a few moments. Most motels will accept reservations directly from people who identify themselves as being with your group, thus removing one more task from the committee. Motel reservation forms can be rubber stamped to identify them as PCA before they are distributed to the Regions and this will assure that they receive the priority handling and perhaps adjacent rooms which you negotiated. Online reservations through a chain's website are sometimes problematic.

Be very sure that your motel has facilities, or that there are others nearby, for feeding your entire group and that this can be done quickly and efficiently. Many places have divided rooms or several small eating areas which will not serve for the entire group to be together for the banquet, presentation of trophies, etc. Go over available menus very carefully. Banquet food is notoriously expensive and mediocre and it may be that a buffet will be the best way to go, or perhaps a picnic on the grounds with food catered or prepared with local help. With the latter, be sure to have an alternate arrangement in case of bad weather. Most restaurants will require a set menu for a group larger than fifteen and will need to know within about 10% how many people are going to be present. This can be anticipated by having an effective pre-registration system. Protect yourself from last minute changes by motel and restaurant management by having your agreement with them prepared well in advance. To avoid surprises, confirm any such understanding in writing before the event.

Support - A little bit of effort will provide a great deal of financial "oil" to make your weekend run more smoothly. Most importantly, try to get the local dealer and/or other automotive companies involved. This is a good chance to get in a bit of free advertising to nearby Porsche types and his gen-

erosity may surprise you. With a bit of luck, you should be able to have the cost of a cocktail or beer party, a picnic, or perhaps the weekend's trophies underwritten. The local dealer or dealers may also provide emergency repair facilities for those who may be in need, but this is often more difficult to come by than an outright donation. Additionally, a good source of door prizes will be local businesses selling automobile parts, independent operations servicing Porsches, oil companies, etc. Even local businesses completely unrelated to automotive enthusiasm will often donate a small door prize for the advertising involved, IF it is presented to them in an appealing way with the type of members belonging to PCA being stressed. It goes without saying that businesses and individuals who are kind enough to donate door prizes or support to your event expect and should receive due credit for their generosity by the distribution of whatever advertising they may request and recognition at the time of the awarding of the door prizes. A prompt and properly grateful follow-up letter after the event will assure that these people will be continuing friends of PCA and will perhaps make their contribution an annual gift, on which your Region can count.

Events - One day "weekends" may include a single Porsche-related competitive event, such as autocross, Concours, rally or tech/historical quiz. Two day events may include one or more of these, along with Social Events. Competitive events could include:

1. **Rally** - There are very, very few blood-thirsty rallyists in PCA and many more complaints about a rally will hinge around its being too tricky or devious, rather than too simple or boring. Remember that the rally master who lives with his event is much more likely to feel that it is simple and straightforward than it is actually to the person who is driving it for the first time and under pressure. Additionally, as much simplification as possible should make it easy for those who come from another Region and are therefore not familiar with the unwritten rules and regulations under which the host Region rallies. The goal of the Multi-Region weekend rally should be for everyone to have a good time and, most importantly, to finish. Don't make it too long; some of your guests will have driven a long distance the day before and will have to drive a lot more the day after. Ideally, your rally should cover countryside that shows off the natural beauty of your area, but not at the expense of length or intricacy. The weekend chairman should pick a rally master who has had experience in planning at least one or two previous successful rallies. The course should be rechecked before it is actually run, by one of the Region's most inexperienced, as well as one of its most proficient rallyists for comments and changes if necessary. 📄 See "Event Guidelines-Rally," online at pca.org under "Regions," then "Forms & Documents," then "Event Management."
2. **Autocross** - Again, the Chairman for this should be chosen for his/her experience in this type of endeavor. Because competition is traditionally stiff in this area, the host Region must use electric timers. Ideally, a second electric timer should be available for back-up in the not unlikely event of malfunction. The course should not be one that has been regularly driven by host Region members, particularly if they are competing for trophies against their guests. In Regions that are blessed with an outstanding facility such as a nearby track with a famous reputation, the speed event may be one of the greatest drawing cards for the weekend. Of course, the usual considerations of spectator and driver safety, adequate course communications, and a situation so that competitors can find the score on their most recent run without placing themselves in the way on the course, are most desirable. 📄 See "Event Guidelines-Autocross," online at pca.org under "Regions," then "Forms & Documents," then "Event Management."

3. **Concours** - For the longer weekends, this should be a separate attraction early in the course of weekend happenings so that Concours enthusiasts are not alarmed at the possibilities of what may happen to their car in the Rally before the car can be shown. Probably the best scheme for the Concours is to run it as much as possible as it is done in the National Parade with five to six judges (selected, perhaps, from members of other car clubs, antique car clubs, or the ranks of local paint and body experts) with individual judging of the six sectors of the automobile. (It would be desirable to have an alternative indoor site for the spacious outdoor area you have selected, in case of miserable weather, although in practice this is seldom feasible.) The Concours is a particularly good event on which to garner some favorable publicity. Many newspaper photographers are fascinated by the idea of an automotive "*beauty show*" and the Region can get in a plug for its activities and members without the stigma of high speed or "hot rodding". For shorter weekends and those in areas where Concours activity is not popular, it might be of some interest to present this event as a surprise, adjunct to another happening such as the autocross. Here, the person who keeps his car pretty clean on a day-to-day basis, but doesn't go in for cad plating the engine bolts, may stand a good chance. Whichever way you go, classes should be limited depending on the size of the turnout for the weekend. A useful breakdown would probably include grouping all 356s together; 914/4s and 914/6s together; 911s, 912s, 993s, and 996/997s grouped into 2 or 3 classes by year; 924s, 944s and 968s possibly with 928s; Boxsters, and Caymans; and perhaps a separate or combined class for specialty or bona fide competition cars, depending on numbers available. And don't forget the Cayenne variations, and the Panamera!
4. **Tech/Historical Quiz**- Regions hosting Multi-Region events should consider a Tech/Historical Quiz as a competitive event. There is now a fairly large body of past Parade tech quizzes that can be used for questions. Bibliographies and references should be furnished in advance to the entrants and should be smaller than those used at Parades. Recent past issues of *PANORAMA* can provide a fertile ground for questions as can other easily accessible sources of information. Be sure to separate Men's and Women's scores for awards, as well as possibly model-specific tests.

Awards Banquet - Although an Awards Banquet is not an "event" for a Multi-Region weekend, trophies *are* important! Everybody likes to win something, particularly if they get it on the spot and can take it back home with them to show off. By the same token, those who didn't come to your event are going to hear it described in glowing terms by those who won impressive trophies and they will, in turn, be impressed by the sort of hardware you give out. Count at least part of the money you spend on trophies as money spent on advance publicity for your next Multi-Region event. So, if at all possible, have trophies at least first and preferably second place deep in each class for your events bought, on display, and ready to be given out at the awards banquet. If you plan to engrave the winner's name, this can most easily be done by mailing the metal plaque and letting the winner attach it onto the trophy at a later date. Although the awarding of the trophies will probably be the high point of the evening, plan creative entertainment to keep the interest high without getting people too tired. Consider a short speech or special presentation by some local talent not widely known.

Advertising - This is crucially important! No matter how good the rest of your planning is, your weekend will be a disaster if no one comes! With the early planning and setting up a date mentioned above, it shouldn't be too much to ask of invited Regions to put your event on their schedule in their newsletter and Region website and calendar, so that people can make plans far enough ahead to save a little money, get time off, etc. Ideally, a brochure with a reservation form should be mailed to each individual member invited. In practice, however, this is probably going to be too expensive and a good compromise can be struck by mailing out an attractively designed advertisement to each of the nearby Region newsletter editors with a request that this be inserted in their own newsletter a couple of

months before your event. One option is to create a website, or a link from the Region website, just for the event, and advertise the address. Members of the host Region can travel to adjacent Regions to attend their meetings and talk things up a bit. However you attack the problem though, keep interest up by repetition and by periodic additional information on special things that are going to make your weekend outstanding and exciting. Remember, too, where charity begins and get your own membership enthusiastic about the weekend. Phone calls and personal contact by interested people can pull in reservations from the undecided. Be sure to mention that special door prize(s) you are giving away!

Well written news releases for the “PCA Update” column and “Coming Up” calendar in *PANORAMA* are further free sources of advertising. Keep your own website updated and positive! Of course, be sure to post details on the **PCA National and Region Calendar** at pca.org.

Finally, don't overlook the impact newly developing social networks such as Facebook and Twitter can have on your membership and others who subscribe. Prompt distribution of event photos on various social media is an excellent promotional tool.

PCA MEMBERSHIP DISTRIBUTION	
A breakdown on the first 300 memberships in the Porsche Club of America shows the following distribution by States and Countries:	
New York.....43	Canada.....3
Virginia.....28	Georgia.....3
California.....27	Vermont.....3
New Jersey.....24	Louisiana.....2
Florida.....19	Nevada.....2
Maryland.....19	N. Carolina...2
Connecticut.....17	S. Carolina...2
Michigan.....15	Tennessee...2
Pennsylvania.....15	Iowa.....1
Wisconsin.....14	Kansas.....1
Dist. of Columbia..13	Maine.....1
Massachusetts.....8	Minnesota...1
Illinois.....7	Oklahoma...1
Washington.....7	Rhode Island..1
Ohio.....6	Wyoming.....1
Texas.....6	Germany.....1
Missouri.....5	TOTAL.....300

From the PCA archives

Registration - Pre-registration is the *only* way to go. Limit your registrants to those whom you can accommodate with housing, food and space at the event - then strive to fill this quota. Make people absolutely certain that if they don't get their money and reservation in, they will not be able to come at the last minute and what's more, they will miss a great event. Only in this way will you really have an idea of how many people you are going to have that fateful morning when the first car is out for the rally and the food has been bought for the picnic. Have plenty of registration forms on hand to email or mail out with your propaganda and to give out at the drop of a hat. These should be of attractive design, should include pertinent information (such as any special rules under which the events will be run, details on where your event will be held, and special attractions). Coordinate your registration efforts with those of the host hotel, but hopefully, let them take care of their problems while you take care of yours. Consider using PCA's online registration and payment program. (See page 98.) Registration should require at the very least a healthy deposit and preferably full payment for the weekend to prevent last minute back-outs. Once the application and the money have been received, immediately send out a participant's kit which should include all of the information which the guests will need, brochures on areas of local interest, maps, additional information about the host motel, and a copy of the room reservation form if this has not been previously handled. An email confirmation, if an address is available, is a necessity.

At this same time you may choose to send a complete set of rules and regulations for each individual event, so that each entrant will know well in advance the exact conditions under which they will be expected to participate. These could be posted online, if you create a website for the event. A thorough and attractive effort in this area can draw more applicants among those who are yet undecided. It might also be well to include in your registration package a list of trophies and their donors, name tags, and a car number. Again, much of this can be accomplished with a vibrant and frequently- updated website for the event. A personal letter or email of welcome is an especially fine touch.

Scoring - Consider giving at least one overall trophy to the person or pair who performs well in all events of the weekend. In order to determine this efficiently, one person will need to devote almost his/her entire attention to compiling the scores of the various events. If this individual has computer ability and a laptop, all the better. Even without this, a system of the type which assigns a point standing to each entrant depending on (a) performance within a given class in a given event, and (b) the number of cars in class, will make this job more accurate and less formidable. Each individual is, of course, judged by his/her performance in class and not overall. An efficient scorer should be able to have a display at the Awards Banquet consisting of a large poster or blackboard showing the standings in each event and the overall standing of each participant of your weekend. This will add a great deal of interest and make the entrant who lost by one point feel both better and worse about the dirt on the spare tire or the pylon hit that afternoon.

Miscellaneous - Give your event a unique name. It adds to the zest. "Oktoberfest," "Chesapeake Challenge," "Rebel Rennfest," and many others are precedent. Try to dissuade your more competitive members from competing directly with your guests by making your overall trophy an overall "Out-of-Region" award. This can eliminate a lot of hard feelings on the part of competitive guests who feel that they may have been beaten because they were a little bit unfamiliar with what was going on away from their home playground. Consider a special "Long Distance Award." Overall and event trophies for host Region members can be given separately for those highly placed.

Have somebody there to personally greet the out of town people when they hit the hotel or show up for the first time. It will make them feel a lot better and make them like your event a lot more without really knowing why. It might be a good idea to arrange the seating at your banquet so that members of your own Region are dispersed throughout the room to get to know your guests better.

Get a good master of ceremonies for the banquet and trophy presentation (not necessarily the event chairman) who can entertain the guests, keep things moving along, and who knows when to quit.

Keep a list of all who attend your event so that you can send them a direct mailing or email next year. Be sure to promptly update the event's website (if you have one) with the results, so that the winners can see their names! A follow-up evaluation sheet, or an on-line evaluation, mailed to every participant and every worker, can reveal cogent criticisms that can make your next multi-Region event even better than the first.



Photo courtesy Vu Nguyen

Finally, have a good time. After all, that is what it is all about!

PCA Policy on Financial Oversight of Multi-Region and Zone Events

In PCA, every financial undertaking necessarily puts members' funds into use. Because the Club must maintain the best possible practices for accountability in the use and distribution of any member funds, it is required that:

- A. Every multi-Region or Zone run event have a financial report (to include profit and loss (P&L) and balance sheet) reviewed by peers in the group, defined as:
1. For Multi-Region events: The Presidents or Boards of Directors of those Regions lending their names to the event. The Region Presidents should sign the financials as verification that they have been reviewed.
 2. For Zone events: The Region Presidents in the Zone, either in forum at a regularly scheduled Presidents' Meeting or by emailed/mailed copies of the financial statements for the event. The Region Presidents should sign the financial reports as verification that they have been reviewed; if the oversight was executed via email, confirming emails from the Region Presidents should be filed with the reports. Zones may continue their independent banking accounts.
 3. For Multi-Region events, it is highly recommended that one of the sponsoring Regions use its Treasurer and its bank account(s), and not an independent bank account and accessed by the organizers of the event. Put another way, it is desirable to have member-elected officials with vested financial responsibility manage all funds. Use of an independent account will be considered outside policy. In the rare instance when one is used, post-event scrutiny must be very thorough and detailed, as per A.1., above.
- B. Documentation submitted for review should include:
1. An accounting of revenues by source that ties to number of entries, unit sales, contributions, sponsor income, etc.
 2. An accounting of costs by type of expenditure.
 3. A roster of all disbursements by cash and check.
 4. A copy of all bank statements for account(s) used, if not a Zone or Region's usual bank account.

Enacted by the PCA Executive Council, June 29, 2007

PART 2 - INDIVIDUAL REGION ACTIVITIES

There are many types of individual activities that can be sponsored by a Region. Since Regions exist for the camaraderie fostered by the Porsche vehicle, it seems appropriate that many of a Region's activities should be centered around the car. But this should not be the sole thrust of a Region's activities, as "*variety is the spice of life.*" A Region, in order to remain healthy, should have a wide variety of events that cater to the various individual tastes that abound within your particular area.

It should also be pointed out that *innovation is often scorned by many members.* They just won't try something new. **It is up to the Region leadership to try new things, and experiment with activities and events that haven't been tried before. Once your members find out how much fun these new events can be, they will be eager to try them.**

There are three basic types of events: **Social, Competitive and Instructional.** We will outline some of these various events and the activities that fall into these three categories:

SOCIAL EVENTS:

The numbers of social activities that exist are literally bound only by the imagination. A good "social director" can continually come up with new and exciting activities. We will cover some of the basic ones, and hope to plant the spark of imagination for others of similar nature. NOTE: *Some* Social Events will require completion of the appropriate Insurance waivers AND completion of the appropriate **Observer Report** (pages 128-137) and a **Post Event Report** (page 144). If an incident occurs, complete the appropriate **Incident Report** (pages 144-147). See **PCA Guidelines for Observer and Incident Reports** (page 133).

Dinner Meetings - are a variation on the basic Region monthly meeting. Dinner meetings are held at a restaurant that has a private banquet room where you can have your dinner, and then have your business meeting. Since most members do not like long, drawn-out meetings to conduct business, this part of the meeting should be kept short and sweet.

One person will coordinate the menu and the advance reservations. Sometimes it is necessary to have your members send a deposit to your coordinator in advance, to insure that they will show. You will have to guarantee a set number of dinners to your restaurant in advance, and you must pay for that number whether or not they are eaten. The menu should include staple foods, ones that are generally most acceptable to the majority of the people. We won't go into the finer points of menu selection here, but your banquet manager or sales manager at the restaurant will be very helpful in this respect. One suggestion we will make is on prices. You should not select the cheapest dish on the menu, as it will probably taste that way. Instead, select something slightly higher on the price scale, about 10 to 20 percent above the cheapest dish. Keep away from the high priced entree, for if you don't, your members will - (they won't come!).

Don't forget that restaurants charge a fixed gratuity on top of the bill, and this is usually 18 to 20 percent. When you set the price of the dinner to the members, you must collect the base price, plus tax, plus gratuity.

Also, you should plan your dinner spot well in advance. If you have a large group and do want the same entree for everyone, make these arrangements well in advance, selecting the menu and planning the time of arrival. If your group is smaller and each member wishes to order individually, all you need to do is make table reservations. One suggestion - if you are paying and ordering separately, have the restaurant give you several smaller tables instead of one large table. For example, if there are twelve of

you, two tables of six each, located close to each other, is more desirable than one large table for twelve. Why?? Because of the food service! Most kitchens cannot cook twelve meals all at once and have them come out at the same time. So some meals are cooked first, then others, and finally the last one to two. The early meals are put in a food warmer, which tends to dry out the food and overcook it. The net result is that most of the dinners served are not as good, and there are a few disappointed folks.

Any restaurant owner will tell you in confidence that a party of six is the largest party that they can serve and make sure the dinners are really top notch. And we know that this statement will draw comments from those PCA officers who have operated restaurants, and the comments will be on the order of "my place can serve 8 or 10 with no problem". Remember - PCA restaurant owners are much better than the average restaurant owner! So do it right - and have a blast!

The meeting should also feature some form of entertainment as well, for after your business meeting. A popular speaker, talking on a subject of general interest to Porsche people, will usually go over well. Make sure to limit the talk to no more than 30 to 40 minutes of actual talking, with some time allotted afterwards for questions.

Progressive Dinners - are another popular form of social activity, but this one requires a bit more planning. Basically, the progressive dinner is one held at about five members' homes. Each member serving as host prepares one course, and the other members all come to their house, in a set order. For example, member "A" prepares an appetizer. Everybody comes to "A's" house at 6:00 PM for appetizers. Then, you all leave and go to "B's" house for the main course at 7:00 PM. Or perhaps "B" is having the salad, which you have at 7:00 PM, and you then all go to "C's" house for the main course at 7:45 PM. Then, at 8:30 or 9:00 PM you all go over to "D's" house for coffee and dessert.

The magic ingredients here are planning and timing. Allow enough time for each course, and try to select the member's houses, and therefore the route, to minimize the driving time between the courses. Be sure to provide maps! Since this is a moving car event, complete the **Event Enrollment Form**, pages 120-121, and have everyone sign the **Release & Waiver of Liability & Indemnity Forms** (pages 122-124. Complete the **Post Event Report**, page 144).

Pot Luck Dinners - are another fun event where the members provide the dinner for everyone else, except here the various courses are all brought to one house. You select a member's house that is large enough to hold everyone more or less comfortably, and this includes sitting on the floor! Then, sign up volunteers to cook various dishes and bring them to the meeting. One person needs to coordinate the meal, so that you have a nice variety with no duplication.

You should plan on having at least two or three varieties of each course, especially for the main dish and the dessert. For example, you might have several appetizers, one being a soup and one being something different. Several varieties of salad might be good. At least three main courses should be served, complimenting each other (i.e., one meat, one fish, one fowl, etc.). Then you will need some vegetables and potatoes and/or rice, and finally dessert. The hostess usually provides the after-dinner coffee. Paper plates and plastic utensils are definitely the order of the day here. The amount of each dish should be determined by the number of members expected and by the number of contributors to the overall venture (that is, the number of donating cooks). You should always have just a little more than you need, rather than a little less. Good food will taste good the next day.

You may or may not wish to charge the members for coming and eating, but if you do, the take should be distributed among the contributing cooks. Smaller Regions generally do not charge, as almost everybody brings a dish, and each member is in reality only providing food for basically his own family in terms of numbers of people fed by your donation. That is, you are not really spending any more on your contributed dish than you normally would to feed your own family at home.

The enjoyment here is the fun of sampling new dishes, and what usually happens is that everyone prepares their "specialty" so each dish is a real taste treat. The business meeting should be short, because the cuisine is the main part of the activity.

Organized Tours - Driving tours are a non-competitive driving event held on public roads. They are a social activity that has recently proven to be very successful and popular in many Regions. This is a car club, after all, and our members love to drive their Porsches. The only "issue" that must be addressed is simply "where to go." Once that is determined, the rest is easy. The area in which you live will be the best determinant of the selection.

Tours can be just for the sake of driving through pretty countryside on fun roads, or they can be combined with some local attraction, such as a museum or car show in another town or Region. Another possibility is a restaurant for lunch. For a more upscale adventure, they can be overnight, including a stay at a hotel or resort. Some Regions have "mystery weekends" where the end destination is a surprise. (The next leg's route instructions are not given out until the completion of the previous leg. That way no one knows the final destination until they are on the final leg of the journey.)

For most tours that involve a stop, the distance selected should be short enough that it can be made comfortably in a day (out, back, plus time at the location). For example, a one hundred and fifty mile trip will take about three hours, assuming good roads. If you have mountainous terrain to cover, allow 25% longer. Planning a three-hour trip allows time to get to your destination, have several hours of sightseeing or whatever, and return home in time for dinner. For a driving-only tour (no destination), a half day event is often perfect. This gives the attendees the opportunity to join in the fun but still get home in time for the kid's soccer game or to mow the lawn.

Planning the trip is easy, as noted. You need to pick your destination and route. Look around you. Where do the visitors (tourists) to your area normally go? If you live, say, in the San Francisco area, the visitors go about everywhere, but one of the more interesting places to visit is a winery. Look at an AAA Tour guide for your area, as they list all the points of interest.

Plan a meeting spot, and if it is early morning when you are departing, a restaurant that serves breakfast is a good idea. Those who wish may eat there, or at least have a second cup of coffee. Set a departure time, and urge everyone to be there on time. But your real departure time is twenty to thirty minutes later, and only the organizer knows this. Be sure to have everyone sign the insurance waivers. (See **Release & Waiver of Liability & Indemnity Forms**, on pages 122-124 and **Post Event Report**, page 144.)

If you are a large group, notifying the state police in the area of your planned tour is an excellent idea. Also, if you are going to an area where there is an admission fee, you may wish to make advance reservations. Discounts to groups are common. It might be advisable to collect the admission fee from everyone in advance and pay for it all at once. You should also plan one rest stop (for gas and used coffee) every 1-1/2 to 2 hours of driving. Often the first one needs to be within an hour of departure.

All cars should obey all traffic laws at all times. A short drivers meeting should be held before departure to emphasize safety, courteous driving and traffic law compliance. Go over the route instructions; Make sure everybody understands what they mean and how to read them. Plan your tour with enough break time that there will not be any time pressure.

Routes should be chosen for their scenic value or drive-ability. Be aware of traffic congestion patterns on the roads at the times you will be driving them. Avoid traffic jams if you can; They are not fun. Instructions should be clear, accurate and easy to follow. It is helpful to give the mileage between turns so that the entrants know when to look for the next sign or landmark. One or two cars should pre-run the route to verify the directions. Remember, this is supposed to be fun! Nothing is fun about driving miles in the wrong direction because you missed a sign or the instructions were wrong. Someone who

knows the route (the tour author or one of the pre-run drivers) should be in the lead car and the sweep car. They can be on the lookout for missing signs, detours or other potential hazards that might result in lost cars. Cell phone numbers for the lead car and sweep car should be in the instructions. It might also be helpful to give a hand-held radio to every third or fourth car, so that issues or questions can be quickly communicated to the group.

Nights “Out on the Town” - can be really fun if carefully planned. This is a social activity where the Region goes to some special function as a group. The function can be a rock concert, a symphony performance, the ballet, an art exhibit, a midnight boat ride, a harbor cruise by moonlight, and dozens of other activities, limited again only by the imagination. Keep watch in the Sunday papers of upcoming special attractions in your area, and book a group in advance. You probably won't get a discount, but you will all be together and should have fun.

Dances - are another special event you can plan, and larger Regions have either an annual dance or an annual Christmas or New Year's party. Whatever the occasion, dances and similar parties can be lots of fun. Since there are many ways to set one up, we won't go into details, but you will need a hall or large room, a band or other music source (a live disc jockey, for example) your beer/wine/set-ups/cash bar/whatever. Careful planning will prevent the Region from incurring a loss. Plan well in advance and let everyone know the attire.

Wine and Cheese Parties - fall into the same category of different and fun events. Often your Porsche dealer will host a wine-and-cheese party in his showroom (the Region provides the wine/cheese), especially near the fall of each year (new model time). But you can plan a wine/cheese party at someone's home just as well. Arrange a selection of fine wines, choosing a variety of reds, whites, and rose. Often, wine merchants will serve as wine experts, providing one or two of their experienced personnel at your party, if you buy your wines from them. Check your local wine shop for details. And be certain to have a large variety of cheeses and crackers on hand, too. The selections are optional, and there are many specialty shops throughout the country who will be willing to help your choose. Their prices tend to be slightly higher, but the quality is generally worth the difference.

Picnics and Swim Parties - are another category of summertime activities that are a real blast and can serve as true family gatherings. If you have a large Region, some community pools (such as found at apartment buildings) will usually be glad to let you have an afternoon or an evening private pool party.



Raffles - are tempting events for Regions and larger Zones to conduct, however, there is the real possibility that such actions will create numerous administrative and tax problems, and conflict with national raffles conducted by PCA. The PCA Executive Council has addressed this matter in its new **Raffle Policy**, listed on the next page.

THE PCA RAFFLE POLICY

PCA has conducted a successful raffle of a new Porsche automobile on a national level annually since 2006, and it is anticipated that PCA will continue to conduct such raffles on an annual basis, assuming that statutory law and market conditions continue to make such raffles beneficial to the Club.

The annual PCA automobile raffles have proved beneficial to PCA in the following ways:

1. Providing direct economic benefit to the Club, which in turn supports operations, membership, and national programs.
2. Stimulating broad interest among the Regions and membership.
3. Providing a highlight of the Porsche Parade when the winner is announced.
4. Reinforcing PCA's continuing relationship with Porsche Cars North America (PCNA) and Porsche AG.
5. Providing an additional and interesting dimension to the work schedule of the national office staff and Club management.

It has come to PCA's attention that others may wish to emulate PCA's raffles and in so doing may request assistance from PCA. Other raffles could have the following consequences:

1. Over-saturation of the market for automobile raffles.
2. Confusion in the marketplace as to whose raffle is being advertised and promoted.
3. Implication (negative) of PCA's raffle, if others did not adhere to the significant and material statutory and regulatory requirements for such raffles, noting that others may not have the resources to fully research and implement such requirements.
4. Dilution of PCA National's relationship with Porsche Cars North America (PCNA) and Porsche AG - raffle cars, contractual relationship, goodwill, etc.
5. Creation of potential legal, tax, accounting, and insurance problems within Regions that could negatively impact PCA.

PCA has therefore determined as a matter of policy that it is not in PCA's best interest to support automobile raffles organized and conducted by its members, Regions, Zones or any other persons or entities inside or outside of PCA.

Having established the foregoing policy, PCA has determined that it will **not**:

1. Advertise other automobile raffles in *PANORAMA* or on the www.pca.org website.
2. Provide access to the national membership database to create a mailing/contact list.
3. Act as a conduit for access to Porsche Cars North America, Porsche AG or any authorized Porsche dealer.
4. Provide legal counsel or other advice with regard to the statutory and regulatory requirements related to automobile raffles.
5. Allow access to PCA's Executive Director or the National Staff to assist with any aspect of an automobile raffle.
6. Support any other activity as PCA's Executive Council may from time to time deem to be inconsistent with the above stated policy.

Should a Region, Zone or other PCA affiliated person or group of persons nevertheless decide to move forward with an automobile raffle on its/their own, PCA National does now declare that it will not be responsible for any legal, tax, or accounting liabilities that may arise.

Enacted by the PCA Executive Council, June 29, 2007

PCA COMPETITIVE EVENTS:

The numbers and types of competitive events that your Region can host are dependent upon the general attitude of your membership (are they competitive?) and the willingness and availability of your workers and organizers. Generally, a competitive event takes more workers than a social. Additionally, competitive events require you to enact a fairly comprehensive set of rules for safety, fairness and the ease of administration of the event. The PCA Competition Rules (formally called the “PCRs”) are a good example of these and their use is encouraged. Completion of the appropriate **Observer Report** (pages 128-137) and **Post Event Report** (page 144) is also required. If an incident occurs, complete the **Incident Report** (pages 138-141 or 140-141). See **PCA Guidelines for Observer and Incident Reports** (page 127). (☞ All forms are online at pca.org.)

Autocross - is the best known competitive event in a typical Porsche Club Region, as we tend to demonstrate the superior handling and performance of our cars. An autocross is a speed event where in a single car runs a defined course and is timed electronically from start to finish. Autocross courses can be set up at race tracks, or in shopping center parking lots. **Safety is the most important aspect of such an event that must be stressed at all times.** (“Slalom” is a West Coast term for autocross, so read the preceding section and interchange the two words.)

Setting up an autocross involves a lot of advance planning. First, you must select your date and arrange for the site. Generally the owners and/or operators of the property must be contacted directly, and a letter of permission obtained. In all cases, you must apply for your **PCA Insurance Coverage** at least three (3) weeks prior to the event. (See **Event Insurance Enrollment Form** on pages 120-121.) The owners of the property can be listed as named insured on your copy of the Insurance Voucher, if this would be of use to the owners in securing a location.

You will need pylons to mark the course, chalk to mark the location of the pylons, white shoe polish with a dispenser top to mark car numbers, timing equipment (computer print electronic timers, with bar code readers are the current rage), pennant flags on a streamer to mark off closed areas, etc., plus a host of miscellaneous odds and ends. You will need registration forms, timing forms, PCA waiver forms, pencils, chart board to draw a course map for the contestants to see, chart board to post scores, a public address system to announce, fire extinguishers, red and green, flags for use by course workers, tables and chairs for your workers to use, masking tape to post the chart board and do all those miscellaneous fastening jobs, and about ten to fifteen good workers. Have all workers, drivers and guests sign the release and waiver form. (See **Release & Waiver of Liability & Indemnity Forms** on pages 122-126.)

Setting up your course is the most important activity of the day of the autocross. You should have laid out your course well in advance, and should have gotten some experienced autocrossers in your area to review your course for safety and for fun. You want to make a course as interesting as possible within the bounds of safety and good sense. We suggest that you attempt to follow the *PCA Competition Rules (PCRs)* wherever possible. This document is posted on the website. ☞ Review the latest edition of the **Event Guidelines-Autocross**, online at pca.org, and go to “Regions”, then “Forms & Documents”, then to “Event Management.” Finally, be aware of the **Event Requirements for Non Wheel-to-Wheel Events** under “Event Management,” also online.

A **Technical Inspection** is also an important part of an Autocross, and you should have an experienced and competent inspection team. They should have the necessary equipment on hand (a tire pressure gauge is mandatory, and a torque wrench is recommended) in order to the job properly.

Having two or three "loaner" helmets on hand is also an excellent idea, as many novice autocrossers do not have their own. An adequate number of fire extinguishers is an absolute necessity, at least two, and preferably four, for an autocross held in a parking lot, and at least one at each turn plus one at the start and finish area for an event held at a race track.

Your entrants will appreciate knowing how they have done, so it is a good idea to both post times on a central score board and have an announcer read off each time as it is scored. This will give your entrants and their guests a good idea as to what is happening during the event. This is particularly important at a race track autocross where the entire course is not visible to the participants.

The last absolute necessity is a good first aid kit. (See **First Aid kit list**, page 53.)

Gymkhana - is the name applied to an autocross-like event where the emphasis is not on speed, but on the driver's ability to negotiate a set course with extreme precision. It often involves backing up, driving blindfolded (at very low speeds, of course) with a navigator, blowing up balloons, and other miscellaneous things and tricks of unbounded complexity and levity.

Similar rules apply to setting up a gymkhana, as with an Autocross, except that with the lower speeds involved, the safety aspects take on a far different complexion.

Navigational Rally - (also known as a **Time-Speed-Distance** or **TSD Rally**) - is an event where cars follow a prescribed route on public roads at a precise speed or need to arrive at a destination after a precise driving duration or at a precise time (the latter is sometimes known as a Monte Carlo rally). This is an excellent form of competition, and requires only a sense of direction and the ability to read and follow instructions in order to compete. The winner is the one who has successfully negotiated the course with the minimum deviation from pre-set speeds and times. The *PCA Competition Rules* (available online at pca.org) also contain information on this type of Rally.

Setting up a Rally takes quite a bit of advance work. The Rallymaster might spend many weekends prior to the event, setting up the course, and establishing the precise wording of the instructions. The Rallymaster must set up the various checkpoints, where the contestants will pass and have their time compared to "official" time in order to establish a score. Again, we do not intend to fully detail this type of event, but merely to give you an idea as to the planning that must occur.

Once the course has been laid out and checked, the instruction set should be typed up as you intend to give it to the entrants. Then you should have a competent Rally team pre-run the course, making sure they note the accuracy of all instructions. Once you have made their suggested corrections to the instructions, you should then check it again, or have it checked again by another competent team. It is also recommended to have a novice team pre-run the course, as they will give invaluable feedback from the perspective of what will be your largest audience (the novice rallyist).

The start point is important, as is the selection of the end point and any rest stops you are planning. The start should be from a relatively unused area at the time and day of your rally. (For example, do not start your Rally from a church parking lot on a Sunday morning!) Be sure and obtain the permission from the lot owners/operator well in advance of your event. You may need to name the owners on the **PCA Event Enrollment Form** (pages 120-121), and you should arrange for this insurance at least three (3) weeks in advance of the event. Make sure all the workers and entrants sign the **Release & Waiver of Liability & Indemnity forms**, including the special releases for minors (See pages 122-126).

☞ All Rally events **MUST** conform to the “**Event Guidelines-Rally**,” found at pca.org, under “**Regions**,” then “**Forms & Documents**,” then “**Event Management**.” Also, be sure to be aware of, and follow, the “**Event Requirements for All Non-Wheel-to-Wheel Events**,” found in “**Event Management**.” Make sure you are familiar with the Junior Participation Program (JPP) requirements regarding minors at a driving event. (pages 82-84). Be sure to complete the **Post Event Form**, page 144.

Make sure there are gasoline stations at or near the start, and that they are open at the time of your rally. If you have a rest stop for lunch, be sure to notify the restaurant owners that you are coming, and what time, and try to give them some idea as to when you are coming. They may desire to put on extra help for your group. Also, make sure there are gasoline stations at or near the rest stop. A restroom stop after the first hour or so is usually a good idea....

For your ending point, be certain again that you make advance arrangements for your rally. It is nice to end at a pizza parlor, sandwich shop, or similar establishment where both food and refreshments can be had. If possible, let the participants know in advance of the ending location, or at least the ending area, which will help them in planning their day, after the rally.

Equipment needed for the rally is not as extensive as you might think, but some of it may be hard to come by if your Region does not rally much. At the beginning of the rally you should provide the official rally time. This can be as simple as a digital watch. While not necessary, some Regions prefer to use official GMT time. GMT time can be found through a short wave radio that can receive either CHU (Canada) or WWV/WWVB (US).

The frequencies are as follows:

CHU: 3.3 MHz and 7.3 MHz

WWV: 5.0, 10.0, and 15.0 MHz

An alternative is to use a GPS synchronized digital clock.

While purpose-built rally clocks are available, you can make do with time-of-day watches for each checkpoint, ones that are accurate to within one second per hour. They need to be synchronized to the official rally time. Clipboards, pencils, and other miscellaneous items are also needed. One very useful item for each checkpoint is a pair of hand-held radios (walkie-talkies), so the timer can communicate with the spotter (the person watching the cars crossing the official course marker). Having a large score board at the finish is useful to help each contestant see how each has done.

Different Regions often have different rules on rallying, so we won't delve into this area. One important point to note when laying out your course is to gear the difficulty of the course to the level of rallyist that exists within your Region, or that you expect to attend the event. In other words, do not set up a real hard rally if you will primarily have novices running in the event. An expert rallymaster can set up a very difficult course where all but the most seasoned rallyist will get lost. But it won't be much fun for everyone else, and you may not get them back as entrants. Rallying has sort of fallen out of favor in many areas of the country and we attribute this primarily to the high level of expertise that has come to be required by the entrant. Make the rally a bit simpler, attract more people, and make them all happy.

It is very important that when your contestants fall for "traps" and end up off course, that you provide them instructions back on course so that they don't get lost. In a well written rally, they will not know that they were off course until they are told so at the next checkpoint.

Rally Safety Tips:

Contact Info - The rallymaster should supply a cellphone number which contestants and workers can call during the rally, providing a way to communicate possible problems along the course, or to ask for help if they get lost.

Time Delay Requests - All Rally rules should allow "Time Delay Requests." It is often the case that rallyists are unable to follow instructions for reasons beyond their control. By allowing Time Delay Requests, you discourage the entrants from engaging in potentially hazardous driving behavior as they attempt to make up lost time. Experience has shown that Time Delay Requests are seldom abused for purposes of cheating.

Reasonable requests for a Time Delay should be granted for the following reasons:

1. Blockage of the Rally course - for example, by train, accidents, cattle, etc.
2. Stopping to aid another motorist, to give aid at an accident or to give information to local authorities.
3. Any other problem encountered, however, such requests beyond 20 minutes (in total for the event) are usually considered unreasonable.

It is suggested that the Time Delay Request be presented at the first checkpoint reached after the delay. The amount of the delay request should be subtracted from the elapsed time for that leg of the Rally before determining the score.

Clues - It is suggested that as many rally clues as possible be on the right side of the road when traversing roads with two-way traffic. Because people tend to drive where they are looking, this practice will help to minimize incursions into on-coming traffic.

Participation - All cars should have both a driver and a navigator. All drivers must be licensed. JPP participants may participate as navigator only. No one under 16 years of age is permitted in a participating vehicle in a Navigational or TSD Rally. Make sure you are familiar with the **Junior Participation Program (JPP)** requirements regarding minors at a competitive driving event. (See pages 82-84.)

Gimmick Rallies -are held by most Regions, with a wide variety of styles or “gimmicks.” (Each year a Gimmick Rally is also held at Parade.) These rallies are somewhat similar to a navigational rally, in that they require route following, but the instructions and determination of winners do not depend on driving speed, duration or arrival times. Instead, Gimmick Rallies require drivers, navigators (and passengers) to participate in a “gimmick” - following instructions, solving puzzles or other imaginative devices, much like a scavenger hunt.

While Gimmick Rallies are somewhat competitive, they are intended to be fun, and are often paired with social events at the end point of the rally. The starting and end points should be at locations with ample parking, and rest room facilities. Regions generally require advance registration, but often there is no or a minimal fee for the event itself, as costs are low. If a dealership or local business agrees to sponsor the event, that location could be the start or end point, or it could help with trophy costs. Trophies can also be low cost, clever, and humorous or connected with a theme based on the gimmick.

Gimmick rallies can be held with any number of participants, ranging from a handful to over 150 cars at Parade. Because Gimmick Rallies are not a Porsche “performance event,” it is typical to allow members to participate with other vehicles. (Parade entrants can bring their families in their tow vehicle or rental car.) Local Regions are also generally flexible, as long as there is a seat belt for every person in the car. Some Regions (and the Parade) have separate categories for 2 entrant vehicles, and 2 plus (“family & friends”), since the more people and eyes in the car, the more likely you are to find all the clues or succeed.

Safety is the most important consideration when planning and running a Gimmick Rally. Safe Gimmick Rallies require a driver and navigator in each car, as it can be dangerous to drive, read route instructions and read/answer gimmick questions simultaneously. The driver must be licensed (over 18) and it is suggested the navigator be 16 years of age or older. Passengers may be any age. All proper releases and waivers must be completed before the rally start. (See pages 82-84, 122-127; also **Event Guidelines- Rally** above.)

A well planned route will offer pleasant scenery, opportunities to stop, and a route that is easy to follow. “Helper notes,” along with the route directions, are useful for pointing out local points of interest and giving information about rest stops. If the Rallymaster is going to be tricky, it should be with the “gimmick,” not the route instructions. The goal is for everyone to get to the end (and the social) without getting lost. Rallymasters should hold a drivers' meeting shortly before the start, and provide instructions for safe practices during the rally, i.e., if you are driving slowly to look for clues, pull over to let local traffic by. Rallies can be more dangerous than other events, since the participants may be distracted, stop in the roadway, not check mirrors, turn around to look for clues, or travel more slowly than regular traffic. For this reason, the Rallymaster may include “transit zones” in congested or high traffic areas where it is stated that no stops or clues will be found, so participants can travel safely through a particular area.

A successful rally will not be overly long or with too many clues or questions. Typically a 2 hour rally with no more than 20-25 items, clues or questions to answer. Some entrants will take longer, due to stops, turning around for missed clues, etc. Rallymasters should realize that what takes them 1.5 hours

to drive may take 2.5 hours for the entrants, and plan accordingly. A mix of easy-to-difficult clues allows everyone to be somewhat successful, yet separates the serious and casual entrants. A few “tie-breaker” questions are needed, especially for events with large attendance. Consider having a final tie-breaker that will be a lucky guess, e.g., “How many Hershey’s kisses are in the big jar?” ~2005 Hershey Parade.

Following the drivers’ meeting, route instructions may be distributed, or the Rallymaster may choose to hand them out as each car leaves. Send cars are out at intervals of approximately one minute (dependent on how many cars and the time constraints of the event). Checkpoints are not required, but can be used as part of the gimmick, for example stopping at an historic site for a clue, or pulling from a deck of cards to make a poker hand. Consider manpower needs for scoring and checkpoints to keep the rally manageable. If you have only a short time to score the answer sheets or a very large group, use a multiple choice answer sheet or another method of quickly scoring. Use questions that have short or one word answers. Be cognizant of modern technology, and plan a gimmick and a route that cannot be solved using information found with a “smart phone” or GPS. Consider providing the answers to participants at the social time after the rally, or posting on the Region website. (A slide show of photos taken of the locations and answers is fun and informative for participants, and forestalls many questions and complaints.)

There is a wide variety of types of Gimmick Rallies. Common rallies include the **Scavenger Hunt**, answering questions based on locations along the route, such as “What is the name on the mailbox at 123 Main Street?” or a **Photo Rally**, where participants try to identify landmarks along the route represented by photographs printed in the course instructions. In both, the more they find, the better their score. Sometimes these rallies are designed around a theme, an event or something unique to the area. In an “A-B” Rally, at each decision point the entrants have to select which instruction to follow: instruction A, or instruction B, usually based on what landmarks they see (or missed seeing). They are then judged according to how many correct decisions they make, which is really about how many landmarks were correctly spotted. As with a Navigational Rally, it is important to make sure that if your entrants end up “off-course” your instructions return them to the proper course so that you do not lose them! In a “**Hare and Hound**” Rally, the participants (“*bounds*”) try to find the route taken by the Rallymaster (*the hare*). At each decision point the entrants have to guess which way to go. They then travel their chosen route, looking for a landmark. If they don’t find it after a certain distance (it must be fairly obvious), they know they went the wrong way, must turn around, return to the decision point and try again. Winners are determined by the lowest mileage traveled, which means the fewest number of incorrect guesses about the direction of the route.

While the above types of Gimmick Rallies do not need checkpoints, you could have the contestants perform a feat of skill (or pure luck) at a checkpoint, such as draw cards from a hat, throw a football through a tire, back up through a series of cones, perform gymkhana tricks such as drive with an egg in a spoon, pin the tail on the donkey, and so on. For these kinds of Gimmick Rallies, the scoring is arbitrary. Use your imagination and have fun!

Concours (also known as Concours d’Elegance) - events are widely known, and these are the most glorious of all Porsche Club events. The “Concours” (show of beauty, style) is a display of Porsches (or other cars) with a judging for cleanliness. 🏠 The *PCA Competition Rules (PCR’s* - online at pca.org, go to “Regions,” then “Forms & Documents,” under “Parade”) have also required originality as a criteria in some classes. This hard to do, and the Region may, of course, run its own Concours - either with the originality rules, or merely using the “street” or “touring” class-cleanliness rule, where the chasis isn’t judged. Consult the *PCR’s* for judging criteria.

Setting up a Concours is probably the easiest of all events, except for the finding of competent judges. You should select judges who, *as a minimum*, have competed in a Concours themselves as a serious entrant. It is desirable that they have some prior judging experience as well. It is also a good idea to have a judging school prior to the actual Concours, to make sure your judges understand the rules and the judging criteria. Make sure that the same team of judges handles all the cars in the same class.

Advance preparation involves the selection of a site, outdoors and a manicured lawn is by far the best. Indoor Concours have been held before, even at Parades (1977 and 1993), but there are mixed emotions about this. Parades have also used downtown streets as venues (2004 and 2008). You do NOT need the PCA Insurance for a Concours, but if the property owner requests or needs one, a Certificate of Insurance can be issued for the event through the **Event Enrollment Form**, (pages 120-121). Be certain that the owner of the property knows that cars will be driven onto and parked on the lawn or property for several hours.

Time Trial - A **Time Trial** is an “add-on” to a **PCA Driver Education (DE)** event (see below under “**Instructional Events**”) that brings in a competitive aspect to the event. During the practice sessions, driver times may be tracked by individuals with “Hot Lap” or similar systems. (**NO timing is to be done by the Region or the track.**) *After* all the practice sessions are done, there is one final session which is used to determine official times. Similar to Autocross, passing is not allowed during this final session, however, all the allowed timed laps are run continuously, as in practice. Cars must be released with enough spacing to avoid bunching up, so proper spacing of the cars is critical. During this final session, times are kept by the Region or Track. Typically, this means that only one or two cars can be on the track during timed runs. The event Gridmaster should grid cars by times from practice, sending faster cars first and should use his/her best judgment and discretion as to spacing. **Note that the PCA Liability Insurance specifically prohibits wheel-to-wheel competition in this context.**

☞ All Time Trial events MUST conform to the **Driver's Education Event Minimum Standards** found at pca.org, “**Regions**,” then “**Forms & Documents**,” then “**Event Management**,” EXCEPT that Time Trials ARE TIMED events, whereas Driver's Ed events are not. Also, be sure to be aware of, and follow, the “**Event Requirements for All Non-Wheel-to-Wheel Events**,” found at pca.org, under “**Regions**,” then “**Forms & Documents**,” then “**Event Management**.”

PCA Club Racing - events are an organized race series for Porsche owners. Classes are based on horsepower to weight ratios, and the rules are similar to vintage racing. Rookie Drivers must complete the Club Race Licensing School. While no awards are given based on the final finish, nonetheless, this is advanced wheel-to-wheel competition for qualified drivers who have experience in PCA Driver's Education events, PCA Time Trials or in other organized race series. For more information on PCA Club Racing, see **Section 8** of this *RPM*, or check out *PANORAMA's* monthly listing. ☞ PCA Club Racing has its own set of vehicle classification and race rules, that can be reviewed at pca.org/Activities/ClubRacing.aspx.

PCA INSTRUCTIONAL EVENTS:

NOTE: Each of these activities may also require **Event Insurance (pages 120-121)** and **signing of appropriate Waivers (pages 122-126)** for all attendees. Completion of the appropriate **Observer Report (pages 128-137)** and **Post Event Report (page 144)** is also required. If an incident occurs, complete the **Incident Report (pages 138-139 or 140-141)**. See **PCA Guidelines for Observer and Incident Reports (page 127)**. **Review carefully:**

Autocross Schools, also known as **Car Control Clinics**, are commonly held on shopping center parking lots, and with this exception, the autocross school is similar to the Driver's Education event described below. Insurance waiver forms must be completed as is done for regular autocrosses. (See and follow all event procedures described above, under “**Competitive Events- Autocross**.” Review the “**Event/Requirements for Non-Wheel-to-Wheel Events**,” under “**Regions**,” then “**Forms & Documents**,” then “**Event Management**” at pca.org.

Driver's Education events (aka “*Driver's Ed*” or “*DE*”) are your chance to progress beyond what an autocross has to offer. Autocross requires you to exit the track after each lap. In a DE, unlike autocross,

you remain on the course for the entire “run” session, lasting several laps. Cars are sent out on the course in groups (arranged by the experience levels of the drivers) and not individually. This means that in addition to finding the fastest/safest line around the course, you must also deal with traffic. Inevitably, cars will bunch up and passing is a required and expected part of any DE practice session. **Note that the PCA Liability Insurance specifically prohibits wheel-to-wheel competition in this context.**

A DE event is not racing, nor is it preparation for racing. No times or finishing order are recorded, and no awards or prizes are received by the participants of a PCA DE, just a lot of fun and camaraderie. Any conduct considered by the PCA Instructors or the rules to be either unsafe or inconsistent with the spirit or purpose of the Driver's Education Program will not be permitted. This approach keeps the event safe for all participants. Instructors are always available to assist new student drivers, or those wishing to improve their driving skills. Instruction can be done through discussion, by the Instructor driving the Porsche on the course for the student in the passenger seat, or by the actual on-board instruction of the student-driver. Safety above all must be stressed, like an autocross, but to a much finer degree.

📄 All PCA Driver's Education events **MUST** conform to the **Driver's Education Minimum Standards**, found at pca.org under “Activities,” then “Driver's Education,” then “Minimum Standards.” Also, be sure to be aware of, and follow, the “Event Requirements for All Non-Wheel-to-Wheel Events,” found in “Event Management.” under “Regions,” then “Forms & Documents.” See also **Minimum Standard Driver's Education Technical Inspection Form**, pages 142-143.

PCA endorsed a *property damage* insurance policy for purchase by our members. Administered by Lockton Affinity, it is a per event insurance policy (no liability coverage) that covers property damage sustained during DE's or Club Races. Go to www.pcahpdeins.locktonaffinity.com. See page 107.

Off Road Tours are based on multi-event weekends and are to provide a relaxed, slow paced, non-competitive atmosphere for members to enjoy the great outdoors and to learn off road driving techniques with the capacities of their vehicles. Routes should be safe and even on more advanced trails, have little potential for damage to vehicles. Due to the newness of this type event within PCA, organizers should carefully review the “PCA Event Guidelines: Off Road Tours” (ver. 2011) when considering hosting such an event.

Review the “Event Requirements for Non-Wheel-to-Wheel Events” under “Regions,” then “Forms & Documents,” then “Event Management,” at pca.org. **Insurance Enrollment, Waivers, and Post Event Forms**, listed on pages 120-121, 134-135, and 144, are to be completed.

Rally Schools are classroom and on-course instruction in the finer points of rallying. It is a good idea to have an experienced rally team make up some charts showing typical rally-type instructions, with maps, showing the correct and incorrect ways to execute them. A question/answer period should follow. Then, there should be a simple, instructional rally where experienced rallyists are on hand at the checkpoints and at the end to answer questions and help the novices. If this moving car portion is held, it must comply with the **Event Guidelines-Rally, Insurance Enrollment, Waivers, Observer Reports and Post Event Forms** listed on pages 120-121, 134-135, and 144.

Concours Prep Sessions are essentially schools on how to Concourse your car. These should be held at someone's home (with a large driveway), or perhaps at a dealership, or similar location. Have several experienced Concours entrants bring their cars, and have each one show how to prepare the car, what cleaners to use, where to clean, etc. Then, an experienced judge should give some lessons on how judges look at the cars, what they find and where, how they score, etc. This will give the beginner Concours entrants some feelings of confidence, or at least that they know a little more about what is happening.

NOTE: If a vehicle is placed on a garage lift, as part of this event, the Event Insurance Enrollment Form must be submitted in advance (pages 120-121) and appropriate Waiver Forms must be completed for all attendees (pages 122-126). If a lift is used, an **Observer's Report for Tech Session** (pages 136-137) will need completion. Complete the **Post Event Report** (page 144).

Technical Sessions are another fun event, not oriented specifically to competition, but indirectly so (you must have your car properly maintained in order to compete). Tech sessions can either be of the auditorium/expert speaker type, where the Region arranges for several technical experts to give talks on maintaining (or restoring) Porsches (usually these speakers will have visual aids of some sort), or they can consist of a gathering at a dealer's garage where several cars are put on lifts* and some experts give pointers on maintaining the cars. Still another variation is where a Region allows the members to put their own cars on the lifts* and perform their own maintenance, with experts available to give advice or assist as necessary. This only works with a very large and cooperative garage, or a very small Region (with a cooperative garage).

*As with Concours Prep Sessions (above), if a vehicle is placed on a garage lift, as part of this education, Event Insurance Enrollment Form (pages 120-121) must be submitted in advance and appropriate Waiver Forms (pages 122-124) must be completed for all attendees. Remember the **Observer's Report for Tech Session** (pages 136-137) that may need completion. Complete the **Post Event Report** (page 144).

PART 3 - THE PCA JUNIOR PARTICIPATION PROGRAM (JPP)

The **Junior Participation Program (JPP)** is intended to encourage families to become and stay more involved with PCA, as well as strengthening a long-term connection between 16/17-year old sons, daughters and other specified relations of PCA members and to encourage their future participation in the Club. Once these sons, daughters or other relatives become 18, they will be able to join PCA as a full member.

The JPP allows the fully licensed sons, daughters, nephews, nieces, step-children or grandchildren of PCA members to participate in driving events, such as autocross, autocross schools, rally and gymkhanas. The parent or legal guardian of the JPP entrant does not have to be a Club member, **IF** the uncle, aunt, grandparent or step-parent is a Club member. This relative, who is a Club member, as well as a parent or legal guardian, must also be in attendance at the event, along with the JPP entrant. Participation in rally events shall be limited to the role of navigator, and not as a driver. **NOTE:** The JPP program is for 16 & 17 year olds only, and as such, **NO** minors under 16 years of age are allowed in Navigational Rally event cars, even as a Navigator. **For Gimmick Rallies, minors under 16 years of age are allowed as "back seat" passengers only; They may NOT be the Navigator.**

☞ Forms and FAQs for these events are described in "Insurance" at the PCA web site under "Regions," then "Forms & Documents."

JUNIOR PARTICIPATION PROGRAM FORMS

Minor's Assumption of Risk Acknowledgement (see page 126.)

This form must be signed and witnessed at the event. This form must also be filed and stored with the completed insurance waiver forms. Additionally, a copy of this completed form must be stored in the Region's archives. (See pages 60-61.)

Waiver and Release of Liability and Indemnity Agreement for Minors in Restricted Areas, Driving or Riding (See page 123.)

Both parents must sign this form. Each may witness the other's signature. If one parent is deceased, the living parent must so state on the form, and have his or her signature witnessed by a different person. If you have any reason to doubt that the other parent is deceased, you should not simply rely upon the representation. This form must be filed and stored in the Region's archives.

Although this form may be used for more than one event, it must specifically list all events in which the 16/17 year old son or daughter will participate. You should check the form before each event in which the JPP driver is planning to participate to make sure that the form lists the event. If the event is not listed, then both parents must sign another form for the event. It would be wise to advise the JPP driver to keep a copy for their records also.

Rules for the Junior Participation Program

1. JPP Drivers must hold a valid, full privilege driver's license in their state of residence.
2. JPP Drivers must present their driver's license at the time of registration for events involving moving cars.
3. A parent or legal guardian and the PCA member/relative of the JPP Driver must be on premises during the time the JPP Driver is actively participating in the event.
4. The parent of the JPP Driver must present both forms at the time of registration to the Event Chair, Event Registrar, or Region President.
5. All participants and event organizers must adhere to the regulations as well as the relevant guidelines in the current version of the relevant **Event Guidelines** on the pca.org website.
6. Forms must be handled as above. (See pages 60-61.)

CHECKLIST OF KEY POINTS FOR THE JUNIOR PARTICIPATION PROGRAM:

- Is the proposed 16/17 year old driver a listed relative of a current PCA member?
- Does the 16/17 year old driver possess a valid, full privilege driver's license (other than restrictions involving the use of corrective lenses) issued by a state?
- Is the event an autocross, autocross school, rally or gymkhana?
- Have both parents signed the **Waiver and Release of Liability and Indemnity Agreement for Minors in Restricted Areas, Driving or Riding**?
- Are both parents' signatures witnessed?
- If only one parent's signature appears on the **Waiver and Release of Liability and Indemnity Agreement for Minors in Restricted Areas, Driving or Riding**, does the parent represent that the other parent is deceased? If so, and if you have no reason to doubt that representation, check to make sure that the single parent's signature is witnessed.
- Is the event specifically listed on the **Waiver and Release of Liability and Indemnity Agreement for Minors in Restricted Areas, Driving or Riding**?
- Has the 16/17 year old driver signed the **Junior Participation Program Minor's Assumption of Risk Acknowledgement** (page 132)?
- Is the event specifically listed on the **Junior Participation Program Minor's Assumption of Risk Acknowledgement** (page 126)?
- Will at least one parent or legal guardian and the sponsoring PCA member be present at the event at all times in which there are moving cars?

If the answer to any of the above questions is "NO," then you may not allow the 16/17 year old driver to participate in the event.

Regions considering events for JPP should thoroughly review and understand these procedures, FAQs and forms. If you have any further questions or concerns, contact **your Zone Representative** or the **Insurance/Risk Management Committee Chair**, both of whose contact information are listed in *PANORAMA* under “Any Questions,” or at pca.org under “About Us,” then “Contacts.”

PART 4 - “ESCAPE”

“Escape” is one of the “big” Porsche Club events of the year. It's often the case that the Parade is on, or near, one coast or the other, and not everyone has the time or budget for a trip like that. Escape provides you with another option. (See page 14 for a list of sites.)

Escape, like the Parade, moves around each year, and are awarded considering the geographic separation from the location of that year's Parade. It is a multi-event weekend, with a national attendance list. While the Parade has a competitive focus, Escape is purely non-competitive. It is a socially-oriented weekend focusing on camaraderie and friendship. It is a great opportunity to show off your car, see old friends, make new ones, and enjoy the good will and fellowship of other Porsche owners.

Typically held on a long weekend, such as Thursday through Sunday, Escapes usually consist of banquets, driving tours, drives to local area attractions and perhaps a “People's Choice” car show. Other activities may include an “off-road” event for our Cayenne enthusiasts. There may also be organized group lunches or free time (either day or evening) to allow you to explore area restaurants and culture on your own. Memorabilia of the Escape or the local Region may be available for purchase at a Goodie Store. The primary goals are to provide a fun venue for PCA members to congregate and see the highlights of a new part of the country.

Escape locations are selected by the 13 member Zone Representative Group from proposals submitted by interested Regions. Proposals are considered at the Porsche Parade two years prior to the year of the projected Escape.

A Region interested in hosting an Escape should first contact its Zone Representative to discuss a proposal. This Zone Representative is the initial and primary contact in the pursuit of hosting an Escape. Preliminarily, the Region should have explored the location, a possible host hotel, and a projected list of activities in preparation for a conversation with the Zone Rep. The Zone Rep will work with the Region to determine if its Escape concept is viable and if it has a reasonable chance for selection.

Since an Escape is awarded on its geographic separation from Parade of that year, this is a major factor which determines when a proposal should be considered and submitted. Your Zone Rep can provide information concerning likely general locations for future Parades so that a decision can be made as to when a proposal would have the best chance for acceptance.

The PCA National Escape Coordinator is available to the Region as a resource. The Escape Coordinator assists Regions who wish to submit an Escape proposal and provides advice on the logistics of how to proceed through the process. Written *Escape Proposal Guidelines* are available to Regions from the Escape Coordinator or the Zone Rep to assist in preparation of a proposal. Contact information for Zone Representatives and the Escape Coordinator can be found in *PANORAMA*, in the “Any Questions” section.

PART 5 - THE PORSCHE PARADE

The Parade is the “big” Porsche Club event of the year: Our annual national convention. Parade has a potpourri of activities centered on four major events: **Autocross, Concours, Rally** and the **Technical & Historic Quiz**. PCA members from all across North America come together for this once a year extrav-

aganza to participate in a week of competitive events, to socialize and enjoy their cars, with seminars and tours adding to the event's variety. For many PCA members, Parade is their big vacation for the year. It provides them with an opportunity to see new parts of the country as well as to visit with PCA friends that they only see once a year, at Parade! (See pages 13-14 for list of Parade sites.)

The term "Parade" evolved in August 1956, when 64 enthusiastic entrants gathered at a suburban Washington, DC motel for four days of Porsche enjoyment and friendship. A parade of Porsches through the countryside actually occurred and the name stuck. The current size of our convention makes a true "parade" of cars logistically difficult but we still do it when we can (last time in Traverse City in 2013!), and it is always a sight to see. Additionally, there are many other events to keep you occupied: tech sessions, banquets, a gimmick rally, driving tours, 5K walk-run, golf tournament, the art show, historic car display, RC cars and , local attractions just to name a few. Each Parade also includes a Goodie Store, where you can purchase Porsche and Parade logo clothing, jewelry and accessories.

Parades are typically held in the summer, and each year the Parade moves to a different part of the country. Locations range from downtown locales to remote resort areas. Each year is unique.

Technical sessions are held throughout the week, covering a wide variety of technical topics, and are generally hosted by automotive-related companies, or by PCA's own Technical Committee. Each Parade also has a complete children's program and teen activities ("Parade Kids"), making this a vacation for the whole family.

While Autocross, Concours and Rally events probably frequent the calendar of your local Region (if not, descriptions can be found elsewhere in the RPM), the Technical & Historic Quiz may be new to you. This is a written multiple-choice quiz testing your knowledge of all things Porsche - from the history of the company itself, to the technical facts and figures about the myriad of cars they have produced. Complete details on these events and the classes of competition are contained in the PCA Competition Rules, available at pca.org, under "Regions," then "Forms & Documents."

In addition to entrants, representatives from the Porsche factory in Stuttgart and from Porsche Cars North America also attend, along with numerous automotive-related spokespeople. *PANORAMA*, the official magazine of PCA, publicizes the event (as do other national publications).

Any member in good standing is welcome to attend the Parade and enter the four major competitive events. Along with them, members of the **College Age Family Program (CAFP)** and the **Junior Participation Program (JPP)** may also attend and compete in the four competitive events. The College Age Family Program is for 18-25 year olds. The Junior Participation Program is for 16 and 17 year olds. Complete details about the JPP Program can be found on pages 82 - 84. Details of the CAFP Program can be found in the *PCA Competition Rules*. Other guests are also welcome and encouraged to attend, and while they may not enter the four major events, they are welcome at all other Parade activities.

The Parade is a national PCA event and is managed by the National Parade Committee. As with all PCA events, it takes volunteers to run a Parade. In fact, Parade is so large, it takes an army of volunteers! This is where you and your fellow members come in. We need *your* help to run each Parade. Here is your chance to participate in running the biggest event in PCA. A lot of friendships are formed and knowledge shared by working together. Volunteers have discovered an excellent way to get the most out of PCA is by pitching in and helping. You know how fun it is to work at your Region events, here is the chance to do it at a national level.

Volunteers are needed on several levels: First is Parade management, which runs all aspects of the Parade week. This can be a specific event or a necessary service, such as securing equipment. (Please note that this requires a time commitment that is significantly longer than the Parade week itself.) If you would like to volunteer at a management level, please contact the National Parade Committee Chair, listed in the back of *PANORAMA*, under “Any Questions?”

These “team captains” will need help. They all need a team of trusted assistants that they can depend on during the Parade week. This allows them the time to take a break and perhaps even participate in a Parade activity or two! If you would like to be on a specific team, but prefer to be a second-in-command, rather than the team leader, this is the job for you. Please contact the Parade Committee Chair.

Finally, many volunteers are required throughout the week of Parade to handle the numerous tasks, such as directing traffic at the Concours, crowd control at the autocross, or setting up decorations at a banquet. You will have the opportunity during the Parade registration process to indicate what events and times in which you would be interested in helping. Please help out; it will be worth your while.

As mentioned above, the Parade moves to a different location each year. (See pages 13-14.) Parade site selection is a rigorous process which includes identifying adequate venues for the autocross and the Concours, as well as sufficient accommodations and facilities for meetings and banquets. The National Parade Committee actively seeks out future Parade venues. This process starts by identifying the desired part of the country. To be fair to all members, and to keep it interesting and exciting, the Parade moves around the country every year; alternating between East, West and Central; North and South. Once an area is selected, based both on its attractiveness as a vacation destination and the locations of past Parades, the next step is to identify all the hotels and resorts that are sufficiently large to hold a crowd of our size. Not just guest rooms, but also parking for all of our vehicles, both Porsches and other tow vehicles. Add to that the need for sufficient meeting space, banquet space, a nearby Concours and Autocross venue and you start to see how complex this search is. Once the possibilities are identified, the National Parade Committee will perform site visits to separate which are really feasible from those that just look good on paper. The National Parade Committee then provides a recommendation to the Executive Council to obtain confirmation of the final location for a particular year. Once selected, PCA then performs all contract negotiations to make it official. PCA is always looking for new places and ideas. If your Region would like to see a Parade in your local area, please contact the National Parade Committee Chair, listed in the back of *PANORAMA*, under “Any Questions?” While PCA cannot promise a particular year, it can promise to take a serious look at venues in your area. The good news is that you don't have to do any more than that, the Parade Committee will handle everything else!

The Parade is a full week of fun that contains everything great about PCA. Be sure that you and your Region members come out and enjoy the party.



SECTION 5 - PUBLIC & COMMUNITY RELATIONS: MEDIA RELEASES; THE PCA FILM/VIDEO/DVD PROGRAM

PART 1- PUBLIC RELATIONS

“Public relations,” as it relates to your local PCA Region, can be said to be **community relations** in the city or area where the majority of your members reside. This can be in *person, in print, broadcast on radio or television, the Internet, or on newly developing social network sites.*

The **public relations goals** for your Region should be, at the very least, most of the following:

- 1) **To acquaint non-member Porsche owners** with the fact that you have a viable, worthwhile organization in their area which they should consider joining. Membership recruitment is an area which most Regions need help, and can be positively assisted by an active public relations program. Public Relations *can* aid Region membership.
- 2) **To give your current members** a sense of pride and feeling that they belong to a club into which it is worth putting some effort. Everyone likes to see his or her name, or the names of people they know, in *PANORAMA*, the newspaper or hear them on the radio.
- 3) **To let the public at large know** that car clubs have members who are "normal" people, with community interests, jobs and families, which represent diverse elements of each community. Too often, car clubs are thought of as speed freaks, drag racers, gas wasters, or a public nuisance.
- 4) **To let dealers and potential sponsors** in your area know that your PCA Region is worthy of their support. This relationship can be a “win-win” for a dealer and the Region.

Select events to publicize which will create a favorable impression on the public. Some of these may be among the following:

- Charity Events, • Concours, • Election of Officers Results, • Club Anniversary, • Family or Enthusiast of the Year Winner, • Membership Drive, • Visiting National Officer or Hosting a National Meeting, • Presentation of Long Term Membership Certificates from the PCA National Office, or • Announcement of Honors or Awards Won by Region Members while attending the Porsche Parade.

Finally, don't get discouraged or freak out if some (or most!) of your media releases do not find their way into print or mention on the radio or TV!! The media gets hundreds of items and they have to select at the time. *Just remember if just one a year gets into print, that one alone may accomplish all the goals mentioned above.*

While every Region's officers and members are informal representatives of that Region, each Region should have a designated **Public Relations Chair**. That person should be someone **OTHER THAN the Newsletter Editor or the Website Chair**. Set forth below are some basic facts about public relations, publicity of your Region's activities and its members, and media releases. Public & Community Relations and Media Releases for PCA on the national basis are handled by the National Office in Columbia, Maryland. Any Region that has public relations issues or questions should contact PCA Executive Director Vu Nguyen at vun@pca.org.

WHAT EVERY REGION SHOULD KNOW ABOUT PUBLICITY:

Publicity about your PCA Region, in *any format*, is important to:

1. Remind and alert current PCA members about forthcoming meetings and events.
2. Stimulate membership by indicating to non-member Porsche owners that the Region is active and that perhaps PCA does have something to offer them.
3. Show officers of other sports car clubs that PCA is an outstanding organization, and thus challenge them to meet our mature attitudes and standards, and thus help to improve the overall image of sports car enthusiasts in the public's mind.

Because news of PCA appeals to a limited segment of the public, items about the Region usually will appear in a newspaper's sports car column, in the sports section, or in an automotive or general "meetings" column.

The news media is interested in what? This includes announcements of coming meetings and events, election of officers, results of events, national events (such as the Parade, "Escape", or a multi-Region event) if held in your area, special awards and achievements of members, annual reports, statements from Region officers concerning civic proposals that touch upon sports car owners and their responsibilities as good citizens.

If there are local sports car columnists, call them up and find out where they want news items sent, and what their deadlines are. Do the same if you have a sports car program on a local radio or TV station. Consider using local "public access" channels of your cable TV company.

If your Region covers a large part of one state plus sections of adjoining states, you have a problem in reaching Porsche owners in the smaller communities. First, concentrate on the large metropolitan dailies. Then refer to your public library's copy of the Gale Directory of Publication and Broadcast Media, or the older N.W. Ayer directory (1986) and select the main dailies in the cities in your Region. Meeting notices sent to these far flung dailies may be of marginal value to the editors because they are reluctant to give space to a meeting in a city 50 miles away. You may want to survey those newspaper editors receiving your news releases before you send releases to them.



PART 2- MEDIA/NEWS RELEASES

(See examples on page 91.)

A media/news release is a stab in the dark, but like such, it can be either ignored or very effective!

The best approach to preparing a media release is to put yourself in the shoes of whomever you are aiming it at. Most reporters and editors will take the easy way out, given a good press release, and print it "as is." If they have to do any work, this will be a deterrent to your press release's appearance.

If you prepare and send a press/media release to your local newspaper or elsewhere, then write it so that it can be published "as is." Assume the editor knows absolutely nothing about Porsches or about PCA. Assume he/she drives a Honda, and thinks all car club members have criminal records and wear black leather over tee shirts. Make your media release easy for that person to understand.

Media/news releases can be issued for almost any reason, and most editors are being bombarded with press releases on everything from county fairs to stock offerings, so it takes something special to grab the interest of the editor. *One good technique is to send a photograph, color or a good black and white print, with the release.* Consider calling the editor after sending it, to confirm receipt and obtain informal feedback.

PCA charity events definitely get the best press coverage, because they involve the whole community. They can contribute to the community's welfare and take advantage of the community's generosity. It helps if you can point to a sum of money or other benefits being given to a specific local charity. A picture helps here - someone presenting a check to said charity or pictures taken at the event.

The sample media releases press releases included in this *RPM* are geared to pre-event publicity, but they are only half the story because an equal opportunity for good PCA publicity occurs after each event. Your PCA newsletter editor, plus other members who can write or take photos of events, should try to get news of worthwhile events to the local papers both **before** and **after** the events. Try to persuade the local paper to cover a charity or other "public" event. An article with pictures might make a welcome addition to the club section of their newspapers; an autocross might make an equally attractive feature for their sports section.

We suggest that a member *other than the newsletter editor or the website editor*, be assigned to handle the Region's public relations duties. These editors are too busy putting out the newsletter or updating the website, so a separate chair, solely in charge of Public Relations, is a good way to make sure the area is well covered.

Additionally, keep in mind that the object of public relations activity is to attract new members and give your Region a good reputation in the local community. Any publicity should show that the Region serves not only Porsche owners and enthusiasts, but is of benefit to the community as a whole.

GEOGRAPHICAL AND SIZE CHALLENGES

There are substantial challenges in publicizing a Region that covers a large geographical area. Also, the problems of publicizing very small Regions whose modest range of activities might have limited public interest are indeed real. In a few cases in PCA, there are Regions, which are both very small and whose membership is spread out over a large geographical area.

First, may we suggest that press releases be sent to newspapers in all of the towns in which you have members in your Region's geographical area. If you have an item about only one person or family, who reside in Boomtown, USA, which is thirty miles away, then send your release only to that town.

As a general rule, small city or suburban papers are much more receptive to the type of news you will have. They are usually more eager because they have less news and activity and much of the material submitted to them is more local in nature.

Large city or metro oriented papers can be difficult in accepting material. We would suggest that you meet and get to know the (1) automotive news editor and/or (2) community news editor. It may be that the type of material you have to offer will get more attention than it would from ordinary editors or reporters. You might also give any newspaper people you establish a connection with, a brief summary of Porsche Club of America and current history of your Region, one page with names of officers, numbers of members, some outstanding upcoming events, and other "hype" type information.

Remember that whether you are in a small town or the big city, we all like to find names and pictures of people we know in the paper. *Names, places, and faces* will influence the newspaper people to publish some articles they might ordinarily pass up.

If you are successful in establishing a contact person on a paper, your chances of getting your press releases good consideration are greatly improved. It is very helpful to keep open a line of communication so that someone knows where the material comes from and does not just toss it.

HOW TO WRITE A MEDIA NEWS RELEASE (FOR NEWSPAPERS, RADIO, WHATEVER)

Printed news releases are your first line of communication with the press or media, and also with the public and Porsche owners who are not yet members of PCA.

A media news release has the best chance of being used if it is prepared in a convenient and established format for the media:

1. Word-processed or typed, double spaced, so that the editor can make changes if necessary.
2. On 8-1/2 x 11 plain white paper. Use half page to one page maximum.
3. Your name, address, daytime phone number and email address in upper left hand corner so editor can verify or clarify the information, or ask for additional facts.
4. If photos are enclosed with the release, include a notation that says so and in what format they are.
5. The final page or the end of the article should close with #####

The sample releases which are included in this *RPM* will illustrate good news release format and also provide you with an outline of some promotion ideas.

Some media outlets *may* accept an email attachment of a media release, along with photos. Contact the editor or the point of contact at the newspaper, magazine or television station to see if this format is available. In any event, the format of the media release will remain the same, as on the following page.

PCA PRESS RELEASE - SAMPLE # 1

From: John Q. Muck
924 Carrera Road
Hometown, State 00000
Phone: 904-012-0917; E-mail: Porsche@pca.com

Date: Month day, year

NATIONAL SPEAKER TO ADDRESS PORSCHE CLUB IN (TOWN)

The _____ Region of the Porsche Club of America will hold its monthly meeting on (day and date) at the (place) in (town) at (time). The program will include (topic) (or) (speaker) will discuss (topic).

Prospective members are especially encouraged to attend. There will be door prizes, as well as information on upcoming Porsche Club events. Ownership of a Porsche is necessary for membership. _____ Region is one of 140 such Regions of PCA, which boasts more than 107,000 members. About (#) of these members belong to the _____ Region, which covers the _____ area. Typical PCA events include car shows, navigational rallies, driving schools, plus tech sessions on auto maintenance and repair. _____ Region publishes a monthly newsletter to supplement PCA's national monthly magazine, *PORSCHE PANORAMA*®. Parts discounts are available to PCA members at many Porsche repair shops. Social and family activities round out the club's activity list.

For more information on PCA and becoming a member, Porsche owners please contact (name) at (phone), or visit our website at (www.).

#####

PCA PRESS RELEASE - SAMPLE # 2

From: John Q. Muck
924 Carrera Road
Hometown, State 00000
Phone: 904-012-0917; E-mail: Porsche@pca.com

Date: Month day, year

SPECIAL INTEREST CARS TO BE DISPLAYED

A Concours d'Elegance for Porsche sports cars will be held on (day), (date), at (location). The event will feature a display of prepared and special interest Porsche automobiles. Over (#) Porsches, all owned by area citizens, are expected for the event. A special attraction is the appearance of (an unusual car or maybe a dealer's introductory model or display).

The event is being coordinated by the _____ Region of the Porsche Club of America. The show will open at (time). For further information on this and other Porsche Club events, please call (name) at (phone), or visit our website at (www.).

#####

PART 3 - RADIO AND TV

What about radio and TV? With more and more local radio stations on a straight news/music diet, and community cable TV companies now offering meeting announcements, your announcement about a meeting or event has a good chance of being mentioned on a station's "Community Bulletin Board", or by a local sportscaster. Some Regions have invited local sportscasters to their events

PART 4 - SOCIAL NETWORKS

Facebook, Twitter and other-fast developing social networking sites, including blogs and YouTube.com postings by Region personnel, also represent an excellent opportunity to Regions to attract and retain its membership interest in its events or activities. If these activities appear to represent the Region, they should be done responsibly and with Board oversight. Every Region's Board should explore these opportunities, through authorized members who are technologically savvy, and such activities, if they represent the Region, should be overseen by the Board on a regular basis. Photo postings should be frequently monitored. (See **Social Media Guidelines for Regions**, pages 43-44 and the *Regionfocus* article at 26:2, November 2012.)

PART 5 - CHARITY EVENTS

(See Section 4- Region Activities, pages 42, 63-82, above.)

Regions conducting Charity Events should know that subsidies are available to assist in starting Charity Event. (See Region Subsidy Program Request on page 116.) See Section 3, Part 6. Be sure to evaluate any Charity Event for possible submission to PCA's National Public Service Award Program. See Section 9, page 121, for more details.

Charity events run the range from the very modest, raising \$150 or so for favorite charities to events designed to raise thousands of dollars. Some Regions run events to help the charity's beneficiaries just as fun events, without the goal of raising money.

Several Regions run their own events while some have joined with other marque car clubs or other groups to jointly sponsor a charity event.

Most Regions involved with charity events state they "*hope to continue their programs because their members have fun putting them on and they take pride in their Region for having done a positive 'good' thing for their community*".

All PCA Regions are vitally interested in

- (a) Membership recruitment, and
- (b) Member activation and involvement, and
- (c) Having a variety of events, and
- (d) Social activity

Charity events seem to be a means of accomplishing *all of these goals*. Certainly the results can be enhanced when combined with effective public relations.

The following describes briefly a few of the types of charity events being run by PCA Regions. Both large and small events and large and small Regions are represented among these examples:

- 1.) A small midwest Region created a Sports Car Club Parking Paddock Challenge at an annual nationally-recognized Concours, soliciting funds among the attendees. Funds collected were compared against other clubs' collections, with all proceeds going to the Concours' beneficiary, a university children's hospital. A rotating trophy on public display at the hospital insures repeating of this annual fundraising event.

- 2.) A large southern Region hosted multiple charity events during the year, dividing up the proceeds among several veterans', cancer research and at-risk-teen groups.
- 3.) A small western Region hosted a Charity Raffle and Dinner, with all proceeds going to a community resource center.

The events that raised the most money seem to be those to which the public was invited. Yet the events limited to one or more marque clubs without inviting public participation, were successful, too, and probably offer more of an opportunity for those Regions looking to get involved in their first charity event.

Other events being run among the Regions are casino nights, walk-a-thons, Braille rallies, Christmas Parties, kid's rallies, and tricycle autocrosses. You name it; it has probably been done by a PCA Region somewhere!

The members of PCA are its most valuable asset. The range of imagination, the clever creative ideas and the general tone of the responses indicate that there are very few things that our Club cannot accomplish, if we put our collective minds to work.

CHARITY EVENT GUIDELINES

(See "Region Activities," pages 42, 63-73.)

Decisions to make:

- Whether to do it alone, or with one or more other car marque clubs, or charities?
- What charity do you want to support?
- Do you have a short list of the principal responsibilities and people for those key jobs?
- Sponsorship issues: Do you want to approach dealers or auto-related business?
- Do you want the type of event where the general public is invited, or a closed event, such as a rally or autocross?



HINTS AND OBSERVATIONS

- Naturally, a single Region event is more work, but this does eliminate communication problems between two or more groups. Joining with another PCA Region or other car club(s) can create a larger pool of ideas, talent, workers, and appeal to a larger segment of the community.
- If you plan an ambitious event, the charity or non-profit group you choose will probably assist with planning and publicity. They frequently have existing access to the media. Also, just publicizing an event to existing members and friends of a particular charity may bring the support of those two groups.
- Look for separate corporate sponsors in your area to help. Check with the selected charity to see which companies are already working with them.

- You are limited only by your imagination! The lists of various charity events run by PCA Regions around the country are only a few of the possibilities at your command.
- So that your Region treasury will not be adversely affected, budget your event to donate the net proceeds of the event, but keep the expenses down so that you do make a profit for the charity. Don't forget that a \$385.00 rebate is available as "seed money". (See **Region Subsidy Program Request** on page 116.) Region Board of Directors may want to budget a separate donation to the charity, over and above the net proceeds of the event.
- Sometimes shopping centers/malls will help Regions with location and some publicity if an event will bring people to their businesses.
- Consider pairing up Region resources to support short-term disaster relief efforts, when one hits in the Region's area of the country. Consider doing the same thing for well-known charities with unique or singular events, such as house building for "Habitat for Humanity" or the "Make a Wish" Foundation children's outings.
- In a small city, city officials can help with use of facilities and publicity quotes from them in the local paper or on the airwaves will assist in developing interest in the event.
- Many times a local charity will get you a better response, if it is known, as opposed to a national charity where all of the money raised may not be spent in your community.
- *DO IT AND HAVE FUN!!!*

PART 6- THE PCA FILM/VIDEO/DVD PROGRAM

The Public Relations Committee film library includes videotapes, films and DVDs on various Porsche Parades, which are in popular demand through each year.

This Committee is also an information resource for videotapes and films available from many sources, Porsche Cars North America, Porsche AG in Stuttgart, Germany, and various oil and tire companies. These make excellent reasons to hold meetings in cold weather months. Over 95 % of this PCA library has now been converted to DVDs and is available for Region use.

Orders or information may be obtained through PCA National Office. (See **Film/Video/DVD Request Form**, page 115.)



SECTION 6 - THE PCA NATIONAL AND REGION WEBSITES: CREATION & OPERATION

PART 1 - WEBSITE: www.pca.org

The PCA National website is a way for Porsche enthusiasts to find out about PCA, join online, and link to Region sites. The majority of new members now join through pca.org and a large majority of PCA Regions now have built their own sites. Today, nearly all PCA Regions have sites with a link from the pca.org site.

The PCA Executive Council and Board of Directors have long recognized the increased potential of the web, authorizing the funding to upgrade the hosting environment to a dedicated PCA server and redesign the national site, and substantially enhancing the member services features. The goal of the website is to make pca.org *the* destination site for all Porsche enthusiasts.

The PCA National Website Internet Strategy:

1. Solicit and sign up new members
2. Provide current members benefits and services
3. Provide a directory and gateway to all PCA Region sites
4. Provide free hosting services for Regions, Parade, and Special Interest Group sites
5. Be the focal point for Internet Porsche searches.
6. Provide services to Regions such as online registration and broadcast email.
7. Become destination website for all Porsche owners.

The Role of the National Website

The PCA site has been registered with all major search engines to bring anyone searching the web for Porsche keywords or phrase searches to pca.org. Once a person finds the National site, it provides Club information as well as the ability to join and link to Region sites for more information. The site is intended to "sell" prospective members on the many diverse benefits of PCA.

The next role of the site is to provide Club members with benefits and services. Some benefits require a member sign-in to access. Among some of the many areas are:

- **About Us** (History, News, Contacts)
- **Activities** (Autocross, Club Racing, Concours, Driver's Ed, Escape, Parade, Rally, Treffen®)
- **Calendar**
- **Tech Q&A**
- **PANORAMA** (Photo, video galleries, Blogs, Staff listing, Index search)
- **"The Mart"**
- **Insurance Programs for Members**
- **Regions** (Directory, Officials, *Regionfocus*, Forms, Website Hosting, Register Groups)
- **Membership** (Join, Benefits, Quest, Merchandise, Valuation, Member Services)

PCA Website Committee

The Executive Council has formed the Region Website Committee to assist Regions in developing website strategy, policies, development and maintenance. The Committee Chair is Don Roof who can be contacted at don_roof@yahoo.com. If a Region has any questions, it can contact the Committee Chairperson.

Key Role for PCA Regions on the National Site

It is vitally important that Regions appoint a person to post their Region events in the online national calendar. Region officers and event chairs have the ability to post their events in the calendar. (This is an automatic authority, based on official officer/chair positions as recorded in the National PCA's records.) *Even if a Region does not have a website, they can and should post their major events online.* PANORAMA will continue to list events that fall with a closer time window to the publish date, but the online calendar can accommodate events as soon as a Region know about them. Many Regions know their Driver Education or multi-event weekend events at the start of the calendar year. PCA members are busy people and want to know as soon as possible to schedule attendance at events.

This online calendar is a key resource to inform out-of-Region members of the schedule of Region events. The national online calendar should be referenced in Region newsletters and website calendars. This is also a great way for prospective members who are visiting the site to find an event they may want to attend prior to joining.

Another key tactic is to publish the member services capabilities of the national site in both the Region newsletter and on the Region's website. Most Regions run free classified ads in the newsletters. It would be good to remind members in that classified section that online ads can be placed at pca.org. Members get one free "For Sale" and one "Wanted" ad each month and the ads can run in PANORAMA or online or both. Regions should consider *not* developing online classifieds, since this capability is available on the national site which has considerably more traffic than do Region sites. This will allow development resources to focus on other Region site features.

Regions need to ensure that their members maintain their current member profile on pca.org. This changes their membership record with PCA and will make certain things like there PANORAMA goes to the correct address. They can list their current email address so PCA emails and broadcasts are delivered to the correct email account.

Finally, Regions should make sure that their site is listed and linked on the PCA National website. Notify webmaster@pca.org if you have a website to link to the national Region section.

Summary

The web has proven to work best when the capabilities are fully integrated into regular processes. PCA National will continue to explore new ways to integrate PCA programs with web capability. This is how PANORAMA now uses the web to publish additional pictures and information to augment a print article. The web is not bound by physical page limitations and can show site visitors the great quality of our national magazine and Regions should think of similar ways to integrate their websites with their Region newsletters and activities. The combination of interesting content and member services will continue to make PCA the strongest sports car club anywhere in the world.

PART 2- THE REGION WEBSITE

Region Internet Website Creation

The Internet has become an important, if not vital, information and communications medium for people who own, operate and maintain Porsches. Recent demographic surveys show that well over 90% of PCA members own computers and surf the 'net. Indeed, the Region's Webmaster position is quickly becoming as significant as that of a newsletter editor in many Regions.

Who Maintains the Region Web Pages?

Maintenance of the Region website is up to the Region Webmaster. This can be done as often as required to keep the site current. The website needs to be updated as soon as new information is available. This often requires a webmaster to be proactive and ask event chairs and others in the Region for the updated information.

Region Website Free Hosting

Information on PCA's hosting services for Regions, Zones, or Registers can be found on pca.org under the "Regions" tab and then select "Website Hosting," or this link if you are online:

<https://www.pca.org/regions/websitehosting.aspx>. If a Region would like to utilize the free hosting services of the national server the webmaster should contact the Region Website Committee

Some Basic Ground Rules:

- **Make it easy to find.** National provides free space on their web site for Regions which gives you an address such as <http://nst.pca.org/>. Your Region can also register its web site domain separately, such as pcapotomac.org which is Potomac Region's site. You do not need to use a hosting service outside PCA if your Region wishes to register their unique domain name.

Depending on the size and complexity of the site, you can maintain a site with a good dedicated web site provider for as little as \$30 or so a month. If the site grows and becomes more complex, you will need more server capacity, and probably need a dedicated server. For most Regions, the free PCA hosting is more than adequate.

- **Keep it interesting.** People will visit your site once out of curiosity, but then need a reason to return to it. This usually involves a current and dynamic calendar or events page, or a vibrant news section. Make the visit worth their time.
- **Keep it simple and informative.** This is first and foremost **an information resource** for your members. Give them what they need in terms of schedules, results, and information they can use. It is also an information resource for prospective members. Tell them how to join in all the fun you are having.
- **Keep it clean.** Use a design that is attractive, easy to read and to navigate. If the visitors to your site have a hard time finding things, they will probably stop, move on and not return. **Insist on a professional looking design.** This will be the first impression a prospective member will get and may be your only chance to communicate with them.
- **Keep it fresh.** No one likes to visit a site only to discover that the latest event being promoted occurred *last month*. **Remove all out of date material promptly.** News items and upcoming events should be mentioned prominently and updated frequently.
- **Listen to your visitors.** Listen carefully to the comments of the visitors to your site, since they are your audience. Always make space for the email addresses of the Webmaster and the Region officers. Update those addresses promptly. Use traffic surveys to analyze when people visit your site, what kind of browser they use, and where they are. If your site is not getting a lot of visitors, the focus of the site has been lost.

- **Finally, keep it going.** Once you start a web site, remain committed to it. Know that it must be maintained 24/7. Make sure the site is hosted on a reliable server.
- **PCA Website Committee**
The Executive Council has formed the Region Website Committee to assist Regions in developing website strategy, policies, development and maintenance. The Chair is Don Roof, who can be contacted at don_roof@yahoo.com.

Online Registration

PCA has online event registration capabilities for Regions to use. This free service allows Regions to setup their events to take registration information and payment online. You can find it at <http://register.pca.org>. The application is designed to work for all Region activities from dinners to Club Races. Many registrars have commented that it makes their job much easier because it makes the entrant provide complete information and do the data entry. Once the Region is setup, it is easy to create additional events. Members will have to complete their profile the first time they sign up for an event, but after that, the information is stored and signing up for new events only takes a few clicks.

“eMailer” - Emailing Members

The PCA application “eMailer” is another information tool in the Region’s arsenal. It allows Region Presidents and Membership Chairs to send broadcast emails to all members of their Region. Broadcast email is very powerful which could easily be abused, so access to the eMailer is limited to those Region positions. These two officers will see a link to the eMailer on their personal home page when they log-in to pca.org. It does not appear for any other users.

A broadcast email can be used to make announcements of upcoming activities and events. It is especially valuable when timeliness is important. Some Regions do monthly emails with a list of the events and activities for the month. There is a sponsorship opportunity here as well. A banner ad at the bottom of the email can be sold, which provides a significant value to the advertiser and valuable revenue to the Region.

The eMailer also provides a tool for the Membership Chair to easily email members whose membership is about to expire or has recently expired. With a few clicks you can target these people with a friendly reminder to renew their membership. All Regions need to have a process in place to utilize this valuable feature.

A couple words of caution with using the eMailer: It pulls the email addresses directly from the PCA membership database. This means it uses the most current list of members available in the Club. The problem is that many members have not supplied PCA with a current email address. For this reason, you can't rely on email as your only method of delivery of information to members. It's also a good idea to continually encourage all members to keep their profile updated on pca.org. This will update the membership database and they won't miss your important email.

The use of both ClubRegistration.net and the eMailer is detailed in “*Regionfocus*”, Volume 21, Number 2. It's available on pca.org at “Regions” then “Regionfocus.”

PART 3 - THE PCA REGION AND ZONE WEBSITE AWARDS

PCA conducts an annual contest for Regions and Zones web sites. See pca.org for details about entering this national contest for Region and Zone websites and a list of prior award winners and their Regions.

SECTION 7 - REGION EVENT LIABILITY INSURANCE; PERSONAL PORSCHE AUTO INSURANCE PROGRAMS

PCA's Liability Insurance expenses are the Club's second largest national expenditure, and in spite of PCA's excellent record, insurance costs have risen. A Region must have a Certificate of Insurance, in hand, at the beginning of a moving car event. Therefore, Regions must request coverage for all moving car events three (3) weeks in advance of the event. **All Region officials, especially Region Club Races, Driver's Ed, Autocross, Rally and Time Trial Chairpersons should be aware of the procedures and forms involved.** Each Region officer also should recognize that following these steps AND the safety procedures detailed in the PCA Event Guidelines, and other PCA publications, are the only way that PCA can protect itself from liability and continue to host the safe events for which it has become known.

PCA INSURANCE AND RISK MANAGEMENT: An overview of the coverage, procedures & policies that protect the activities of PCA and its chartered Regions, and members. *By Ken Laborde, Insurance/Risk Management Chairman*

I frequently receive calls and emails inquiring as to whether a particular manner of conducting a moving car event will void coverage for an event. More and more Regions want to conduct events that are not "traditional" PCA moving car events and this brings about questions as to coverage for such events. Finally, I often receive questions from concerned members and non-member volunteers, including Region officers and board members, attempting to assess their own personal liability and exposure for directing PCA Region activities. I will attempt to address the above matters, concerns and issues in this overview.

PCA carries event liability insurance with limits of \$10,000,000 per event. The event liability policy is intended to protect PCA and its chartered Regions, and their members, event officials, instructors, drivers, crews, sponsors, participants, as well as event site landowners/managers/lessors and event racing vehicle owners and sponsors, and event sponsors from bodily injury, property damage, personal injury or advertising claims arising out of a covered incident at a PCA moving car or non-moving car (meetings, picnics, Concours, etc.) event. In order to obtain coverage for a moving car (Club Race, DE, autocross, rally, tour, etc.) event, the hosting Region must electronically submit a properly completed Event Insurance Enrollment form (see pages 120-121) to the PCA national office three (3) weeks prior to the event (and in the case of a Club Race and DE pay the appropriate fee) and have received back (electronically) from the PCA National Office a certificate of insurance prior to the event. In the case of a non-moving car event there is no requirement for notification to the PCA national office, as coverage is automatically in effect. (However, if a car is on a lift during a tech session, your event is considered a "moving car event" for which pre-notification is required.)

In order for coverage to be in effect for a "moving car event," the Region must have in place an effective system for obtaining signatures on **Release and Waiver forms** (see pages 122-126) from all adults and parents of minors entering the event premises. If the Region does not have such a system in place, coverage for the event is excluded. **The importance of having everyone present covered by the correct and current Release and Waiver cannot be stressed sufficiently.** The procedures for selecting the correct minor waiver forms can be found in the *Region Procedures Manual* and on the PCA website. The forms should be obtained from the PCA National Office or from the PCA website and then copied *in color* as the red print on the forms is important in some states.

There are certain types of injury and damage that are not covered under the event liability coverage. The policy does not provide coverage for damage to automobiles participating in the events and does not provide coverage for the repair/replacement of structures damaged at the event location during the event. The policy does not provide coverage for "spectator events." PCA only holds non-spectator

events. Everyone who enters the premises of a PCA moving car event should be a driver, invited guest of a driver, PCA member, premises official, volunteer worker, etc., and should have signed the appropriate Release and Waiver. This makes them participants and not spectators. A Region should never charge admission to the public to view a PCA event inasmuch as PCA does not have coverage for such events and losses that may arise during such events.

In addition to event liability insurance, PCA also provides Participant Accident coverage that is in effect at all moving car events. (This coverage is higher at Club Race events than all other moving car events.) This coverage provides injured participants with excess medical expense reimbursement, accidental death and dismemberment coverage and loss of income coverage. The specific coverage limits are on pages 101-102. However, please note the participant must have signed a Release and Waiver form in order to be eligible for the Participant Accident coverage.

I also frequently receive inquiries as to whether a particular manner of conducting a moving car event will void coverage for the event. Such questions invariably bring me to a discussion of the difference between “insurance” and “risk management.” “Insurance” is designed to protect PCA and you from having to pay an award of damages against you when you are found to be at fault for causing injury to another, assuming that you have the right kind of insurance with adequate limits. However, it cannot keep you from being sued. So that is where “risk management” comes in. Risk management is taking all reasonable steps in conducting our affairs so as to minimize risk and thereby minimize our exposure to legal liability for injuries to others. In short, you need to have both: **good risk management** to limit exposure, and in the event that an accident occurs, even though we have tried our best to act reasonably, the **right insurance** with adequate limits.

It is important to note that there is no language in our policy dealing with issues such as: tops up or tops down during moving car events, clothing required during moving car events, passengers in vehicles during moving car events, proper restraints in vehicles involved in moving car events, or any other similarly related topics. While these are not topics covered under the heading of **insurance**, they are certainly topics to be discussed under the heading of **risk management**. Toward that end PCA has established numerous committees designed to help Regions manage risk. These committees include the Safety Committee, Driver Education Committee, Club Race Chairman and his staff, and the list goes on. All of these committees and individuals have as one of their primary functions the establishment of guidelines and procedures to be adopted and followed by the Regions so that risk of injury and damage will be minimized. Region boards should then be ensuring that the national standards are met and also determining whether higher standards are appropriate for that Region. Only the Region can make that determination.

Involved in the same discussion of risk management are the inquiries I receive from members and Region boards and officers concerning what I will refer to as “non traditional” events. The inquiries most frequently involve hill climbs, and karting. PCA's national officers have determined that, after weighing the risks, costs and benefits, hosting such events is not in the best interest of PCA's long-term objectives as a sports car club. While it might technically be possible to obtain insurance for such events, past experience of other clubs has demonstrated that such events frequently result in significant losses. As we all know, insurance premiums are directly related to loss experience. The higher the losses, the higher the premiums. This brings us full circle back to “risk management.” If we don't properly manage our risks and avoid losses, premiums go way up, PCA can no longer afford the premiums, and without adequate insurance coverage PCA would literally cease operations because no one would want to be personally exposed for such risks.

Next is the question often framed by concerned members and non-member volunteers, including Region officers and board members, attempting to assess their own personal liability and exposure for directing PCA Region activities. PCA has procured the right kinds of insurance for the Club and ALL of its members, whether those members are serving as board members or officers (both National and Region) as instructors, or in any other capacity. We are all insured for liability arising out of Club functions. Of course, the Region must do its part to obtain the certificate of insurance for its events and

get the waivers properly executed to assure that coverage is in effect for a specific event. But as to decisions that a board member, officer, chief driving instructor, or other official make that are not related to a specific event, coverage exists without having to fill anything out or get any waivers signed.

Finally, if an incident occurs at a PCA event involving either property damage or personal injury, this should be reported as set forth in the *Region Procedures Manual (RPM)*. (See pages 105.) The reporting should be immediate if the incident involves significant bodily injury to a driver or any bodily injury to a non-driver. (See “**Incident Reports**”, page 105.)

Remember, responsibility for maintaining PCA's excellent history of safe and enjoyable events rests with each member of each Region. Have fun and manage those risks.

PART 1 - PCA EVENT LIABILITY INSURANCE FOR REGION EVENTS

Description: The event liability policy is intended to insure PCA and its chartered Regions and their members, event officials, instructors, drivers, crews, sponsors, participants, as well as event site landowners/managers/lessors and vehicle owners and sponsors, and event sponsors for claims for bodily injury, property damage, and/or personal injury arising out of a covered incident at a PCA moving car or non-moving car (meetings, Concours, etc.) event, or advertising of it.

Pre-Notification of the Event: To obtain this coverage for a moving car event, a Region must complete an **Event Insurance Enrollment** form as per **Part 6** below, and forward that to the PCA National Office at least three (3) weeks prior to the event and have in hand a Certificate of Insurance prior to the event. **If you do not have a Certificate of Insurance in hand before the commencement of your moving car event and have a system in place to have Release and Waiver Forms signed by all persons present, then you DO NOT have insurance coverage for your moving car event.**

Coverage: Bodily Injury Liability, Property Damage Liability, Participant Legal Liability, Contractual Liability, Products Liability, Personal Injury and Advertising Liability, Host Liquor

Liability; Mobile Equipment LiabilityLimits: \$10,000,000 per event

Medical Professional Liability (Excess)Limits: \$10,000,000 per event

Event Officials' Errors & Omissions Coverage
Regarding rules enforcementLimits: \$100,000 per event

You do not have to do anything to have coverage for “non-moving car events”. Events such as meetings, picnics, Concours, etc., are automatically covered.

PLEASE NOTE that if a car is on a lift during a Concours or tech session, it is considered a “moving car event,” an event enrollment form needs to be completed and submitted and insurance waiver form completed at the event for all participants. : (See pages 120-121, 122-124 and 136-137.)

Exclusions: Exclusions include, but are not limited to the following:

Moving car events where no effective system is in place to collect Release and Waiver forms covering all adults and minors entering the premises, except as noted below in **Part 7**. Additionally, such activities as concerts, amusement rides, thrill shows, etc. are excluded from coverage.

PART 2 - EVENT PARTICIPANT ACCIDENT INSURANCE COVERAGE

Description of Program: This coverage provides certain insurance at various limits for the following categories of participants who are injured during event-related accidents.

Coverage	Non-Club Race Event	Club Race
Medical Expense Reimbursement	\$ 25,000 (excess)	\$ 75,000 (excess)
Accidental Death	\$ 10,000	\$ 25,000
Dismemberment by schedule up to	\$ 10,000	\$ 25,000
Loss of Income	\$100 wk. /26 weeks	\$100 wk. /52 weeks

Terms, Conditions, and Exclusions: These apply to all Participant Accident coverages and all types of covered events.

Requirements: Must have signed a **Release and Waiver** form(s) (see pages 122-126) for the event and be credentialed by PCA for the event and must contact event medical or Event/Safety Official before the end of the event to report an accident that might give rise to a claim.

Conditions: All claims resulting from injuries arising at PCA sanctioned/organized events must first be submitted to the Participant's personal medical insurer (if any). The PCA Excess Medical coverage will coordinate benefits with the personal medical insurer, but will not pay in addition to it. If there is no personal medical insurer, the PCA program will become primary. Medical treatment must be prescribed by a MD or DO.

Filing/Benefit Period: Must submit evidence of first medical expense within 60 days of injury. Benefits are payable for medical expenses incurred up to 156 weeks after the accident.

Participant Definition: Drivers, crews, officials of the event, announcers, ambulance crews, tow truck crews, pit gate workers, and all other person bearing credentials or passes duly and officially issued by the policy owner Porsche Club of America or its affiliated Regions for PCA sanctioned/authorized events.

Exclusions/Limitations: Thrill shows; Workers Compensation related injuries; alcohol/narcotic related injuries; eyeglasses/contact lenses; dentures; crowns or caps; suicide; intentional/self-inflicted injury; illness, unless developed as a result of the covered accident; pre-existing conditions; chiropractic care and/or cognitive therapy unless specifically authorized by the attending MD or DO. Reimbursement is limited to charges that do not exceed those generally charged for similar medical or dental care.

Death Benefit Beneficiary: Death benefits are made payable to the estate of the deceased.

This is intended as an overview of the program coverages. For more details, or if you have any questions, contact the Insurance and Risk Management Chair, listed in the back of *PANORAMA*.

PART 3 - DRIVER'S EDUCATION AND TIME TRIAL EVENTS

PCA National will pay the majority of the premium for Driver's Education and Time Trial events, but a portion of the premiums are paid by the hosting Region(s). The host Region(s)'s premium is calculated on a per-event basis and is determined by the number of participants:

Less than 50 participants:	\$300
51-99 participants:	\$450
100 or more participants:	\$600

These fees are per event, and are subject to change. For events extending beyond three days, contact the PCA Insurance and Risk Management Chairman. If two Regions run events back to back at the same track, each Region must obtain insurance for days it is managing. Note that the fee covers one event, even if there is an Instructor's Day or Ladie's Day prior to, or during the scheduled event.

PART 4 - PCA CLUB RACING EVENTS

As in the past, premiums for Club Racing events are paid entirely by the hosting Region(s)/Zones. The fee structure is as follows, and is subject to change.

	Club Racing Events*	
	Two Days	Three Days
Fewer than 75 cars	\$2,500	\$3,500
76-125 cars	\$3,500	\$4,500
126-175 cars	\$4,500	\$5,500
176 or more cars	\$5,500	\$6,500

*\$1,000 per additional day(s)

PART 5 - INSURANCE COVERAGE FOR OTHER EVENTS

The moving car events for which coverage can be obtained through normal means include:

- Autocross • Gymkhana • Rally • PCA Club Race • Driver Education
- Time Trial • Tour • Car Control Clinic • Tech Session (if lift is used).

If a Region or a Zone wishes to host a moving car event, other than listed above, it should complete the request form, noting "Other" under "Type of Event" and specifying what type of event in the space provided. You will be contacted for more information necessary to determine whether coverage can be arranged.

PART 6 - OBTAINING INSURANCE COVERAGE FOR YOUR REGION'S EVENTS

ALL insurance coverage for moving car events will be ordered from the PCA National Office in Columbia, Maryland. ☞ The **Event Insurance Enrollment Form** (see pages 120-121) can be processed electronically and the mail should only be used to send premiums for Driver's Education and Club Racing events. PCA National will endeavor to issue an insurance certificate to the Region ordering the coverage after the receipt of the enrollment form. **All moving car events must have an insurance certificate in hand before the commencement of the event. Therefore, hosting Regions MUST submit their Event Insurance Enrollment form no less than three (3) weeks BEFORE the event. It is the responsibility of the host Region(s) to insure the insurance certificate has been issued.**

☞ As noted, one benefit of the program is that for most events, Regions may now submit this **Event Insurance Enrollment** form electronically, which will save time and expense. At present time, this form is on the website and is a fillable .pdf file form. Accordingly, Region officers should designate someone within their Region with e-mail capabilities to be the point of contact for all Region insurance matters. This form may, in unusual circumstances, be faxed to PCA National at 410-381-0924.

Insurance coverage for PCA events **CANNOT** be placed by telephone. In the event a Region's premium payment is dishonored by your bank for any reason, this will be considered non-payment of the event premium, and this will jeopardize coverage for your event.

Premium payments for specific events should be made payable to "Porsche Club of America, Inc." and forwarded to Mr. Vu Nguyen, PCA National Office, PO Box 6400, Columbia, MD 21045.

PART 7 - RELEASE AND WAIVER FORMS FOR MOVING CAR EVENTS OR EVENTS REQUIRING INSURANCE COVERAGE

PCA does not host spectator events. Therefore, persons coming on the premises are considered “*participants*.” Each participant must be covered by a current PCA Release and Waiver form before he or she comes on the premises of a PCA moving car event or an event requiring insurance. The three types of Release and Waiver forms and Assumption of Risk form are discussed below.

The host Region must maintain in its archives for four (4) years and one (1) months, either the original, signed documents, or legible scanned electronic copies of the original signed waivers, suitable for reproduction IN COLOR, as are the originals. In the event of an incident, the Region officers should locate and take custody of all signed forms or scanned records for that event. Do not release these documents or copies of them to anyone without specific advice and authorization from the PCA Insurance and Risk Management Chairman.

Subpart A - Adults (Over 18 years of age)

The Adult waiver form is entitled, “Release and Waiver of Liability, Assumption of Risk and Indemnity Agreement.” (See page 122.) ☞ Copies should be downloaded at pca.org. It is strongly recommended that Regions do this, and copy the form in color, as the red emphasized portion is important in some courts. If your Region does not have this color-copying capability, contact the PCA National Office to obtain copies of the Release forms with the red-colored sections.

Subpart B - Minors

It is an express condition of PCA's insurance coverage that minors who are admitted to any PCA non-spectator moving car event **MUST** be covered by a **Minor Release and Waiver Form**. (Pages 123-126) This is not a discretionary requirement and the failure to meet this requirement can mean no coverage for PCA, the Region, and event participants for a specific claim. PCA National has attempted to simplify the Minor Waiver procedures as much as possible, but the following procedures must be observed:

Minors “participating” (driver, passenger, course worker, etc.) in an event:

- **MUST** have a **minor waiver form** signed by BOTH parents/guardians (see pages 123-124), or by one or both parents (see page 125).
- This form may **NOT** be signed by relatives, or friends. It must be signed by the parents/legal guardians.
- If signed by both parent/guardians, it may be made into an “annual” waiver good at all PCA rally/solo events for the calendar year by having the event location and dates blank on the waiver filled out for “**ALL PCA EVENTS**” and “**ALL DATES**” respectively. If designated as an annual waiver, a minor ID card may be issued, **OR**, the minor may present the carbon copy or photocopy of the executed waiver, as previously filed with the Region, as proof of compliance at each event.
- The form may be signed by both parents/guardians away from the actual event site and presented to a PCA official at an event. It is recommended that the form be executed in front of a witnessing event official. **Minors under 16 years of age cannot participate in competitive moving car events; 16 and 17 year olds MAY participate, provided they and their parents comply with the Junior Participation Program (see pages 82-84).**

Minors being admitted to “non-hot” areas at a non-spectator event:

- **MUST** have minor waiver form (page 124) executed by at least **ONE** parent/guardian.
- The waiver is good only for that event (unless the “annual” procedures above are followed.)
- Examples of a “non-hot” area are the paddock, viewing stands, vending areas, registration areas, etc. The area being utilized for car handling, autocrossing, grid, hot pits would be considered “hot” areas.

Miscellaneous:

- All original or electronic copies (in color) of minor waiver forms must be retained by the Regions for at least four (4) years and one (1) month, but it is recommended that they be retained until the minor reaches age 18.
- Regions may, but are not required, to set up a suitable, clearly defined “spectator area” at non-spectator events so that minors who are not able to get a waiver signed, do not have to be turned away. This area must be approved by the event safety steward in his/her sole discretion.
- The “spectator area” should be well away from any moving cars, including the paddock. There should be virtually no chance of a child sustaining injury while in the area and the area should be supervised to insure that children remain in the area.

PART 8 - CANCELLATION OF AN INSURED EVENT

In the situation where an insured event is cancelled, the PCA National Office should be notified within 24 hours. This applies to all moving car events, or other covered events, whether or not a premium has been paid. PCA pays for insurance for **all insured events** and must have a precise number of *actual* events held by Regions and/or Zones, in order to pay the correct premiums.

PART 9 - INCIDENT REPORTS

If an incident occurs at a PCA event involving either property damage, personal injury, or verbal altercation this should be reported by e-mail or fax to: 1.) PCA Insurance and Risk Management Chairman Ken Laborde, klaborde@gllaw.com or fax to 504-561-1011, 2.) Pete Lyon, pete_lyon@wellsfargois.com or fax to 713-507-9418, 3.) PCA Safety Chair. (See *PANORAMA* for name, email address and fax number 4.) Pete Tremper, e-mail tremper9146@aol.com, regular mail to 523 Coyle Rd., Clayton, NJ 08312, 5.) the appropriate Zone Rep, and 6.) Vu Nguyen, National Office, vun@pca.org, fax 410-381-0924. The appropriate **PCA Incident Form** on pages 138-141 of this *RPM* (also online at pca.org.) should be completed and forwarded to the listed individuals by facsimile or mail. Follow **Guidelines** on page 127.

If an incident involves significant bodily injury to a participant or bodily injury to a non-participant, someone from the host Region should contact **Ken Laborde** at 504/460-5500 (cell).

If any such incident does occur, make no comment to the media, except to say, *“There will be a full investigation and any further comment would be inappropriate at this time.”* Do not admit to, or imply any fault by anyone. Do not release originals or copies of any documents or forms and follow any instructions of PCA's Insurance & Risk Manager, if given to your Region.

PART 10 - DIRECTORS AND OFFICERS INSURANCE FOR PCA AND REGIONS

PCA provides Directors and Officers (“D&O”) insurance coverage for National and Region directors, trustees, officers, employees, volunteers, and staff members, including any executive board members and committee members.

This insurance policy generally provides coverage for intentional actions allegedly taken by the directors, officers, etc., when someone else thinks these actions are wrong and sues. These are intentional, willful actions, errors, or omissions that may result in some type of damage, other than bodily injury and property damage. PCA carries coverage for negligent acts that result in bodily injury and property damage under its Motorsports Liability program, with limits of liability up to \$10 million.

Even where such a lawsuit is dismissed in favor of the Region and/or its officers, there still will be substantial legal fees that may be owed by the defendant. For more information on this insurance, go to pca.org, go to “Regions,” then “Forms & Documents,” then “Insurance.”

PART 11 - USE OF ANOTHER'S VEHICLE AT A PCA EVENT: GUIDELINES & FORMS

PCA does not provide insurance coverage of any sort for damage sustained by cars at moving car events. Before you allow your car to be driven by another, or before you drive another's car, you should discuss with them how you will proceed, should something bad happen.

PCA Motorsports Liability policy provides coverage for Official Vehicles that are owned by others, but used at PCA events. If a dealer wants to provide a vehicle for use at an event, (e.g., a pace car or tow vehicle) then PCA has coverage, IF negligence on the part of PCA's member, volunteer or other official results in damage to the vehicle. If the vehicle is damaged by someone not associated with PCA, then the vehicle owner will need to look to its own insurer, or to the non-associated person to recover.

PCA's Motorsports Liability policy excludes coverage for property in the care, custody and control of PCA and its Regions and Zones. That is typical of any liability policy: To protect one when he or she damages the property of another. If you want insurance coverage for property that you own, lease, rent, borrow or that is in your care, custody and control, you have to purchase property and casualty coverage for the property. You have liability coverage for the property of others that you damage. You also decide if you want to purchase comprehensive and collision coverage for your car. It is separate coverage. (PCA carries coverage for property (computers, furniture, etc.) that is owned by PCA National. If your Region owns any similar equipment, it must purchase coverage, to insure against loss or damage.)

Regions and PCA face financial exposure when the Region takes custody of someone else's property, without first making certain that the property has adequate insurance coverage, and that the owner and its insurer have waived subrogation against PCA and the Region if the property is damaged. For example, where a Region wants to host an event and to display a member's car or a non-member's car during the event, if the car is taken into the care, custody and control of the Region's members during the event and it is damaged, then there is no coverage by PCA or the Region for the damage to the car.

How do you avoid this exposure? First, you make it clear to the owner of the vehicle that the Region will not take control of the vehicle at any time and that the owner will remain in custody of the vehicle at all times, and this understanding is placed in writing. If the car owner brings his car(s) to an event, make certain that the car is driven only by the owner and that the owner maintains the keys to the vehicle overnight. Put into writing that the owner remains in the care, custody and control of the car at all times during the event. It can be explained to the car owner that this is for his or her benefit in that if he or she remains in custody of the vehicle and it is damaged during the event due to PCA's negligence, then PCA has liability insurance coverage.

Go to pca.org/Regions/FormsDocuments.aspx and click on "Insurance" to see this topic and the two sample forms. Use the first form when the vehicle owner will remain in custody of the car, but the car may remain overnight at the event site. If it is impossible for the owner to remain in custody of the vehicle under the arrangement envisioned, then the Region should not take custody of the vehicle unless the owner is willing to state in writing that PCA shall have no liability for any damage sustained by the vehicle and that the owner will look strictly to his or her own insurer for damage to the car and further agrees to have its insurer waive subrogation against PCA. The second agreement is designed for that purpose.

PART 12- PCA INSURANCE SUMMARY

Responsibility for maintaining PCA's excellent history of safe and enjoyable events still rests with each member of each Region. PCA National's insurance costs will mirror the attention to safety that is shown and prompt completion of the appropriate forms by its members and Region officers will assist that goal.

FURTHER QUESTIONS?

- Relating to **Insurance policy coverage**: Contact **Ken Laborde**, PCA's Insurance & Risk Management Chair, 504-460-5500 (cellphone) or klaborde@glllaw.com.
- Relating to **Event Insurance Certificates**: **Vu Nguyen**, Executive Director PCA National Office, 410/381-0911 or admin@pcanational.org.
- Relating to **Safety Issues**: Contact PCA Safety Committee Chair, listed in the back of *PANORAMA*.

PART 13- PHYSICAL DAMAGE INSURANCE FOR HIGH PERFORMANCE DE VEHICLES



PCA and Lockton Affinity offer two separate insurance policies for PCA members' track and race cars. The PCA HPDE Insurance Program

provides for single event, physical damage coverage for members attending High Performance Driver's Education events. PCA recognizes that members have cars that are not covered under standard insurance policies. Liability coverage is not included in this policy. The second policy offered, **PCA Transit, Storage & Paddock (TSP) Policy** provides affordable off-track coverage for dedicated track and race cars, trailers, tools, equipment, parts and spares. This insurance policy provides physical damage coverage for your vehicle while it is being stored or transported. It does not cover your vehicle while it is on a racing surface or operating under its own power with one exception - the policy does provide coverage while loading/unloading from a trailer or storage building. Coverage applies everywhere for all the property, except the competition vehicle. Liability/Third party coverage is not included in this policy. This policy allows for a 5% discount for PCA members and allows members to cover all of their track-related property under one affordable, annual policy. To be eligible for this insurance, the vehicle cannot be licensed for street use. Visit pca-tsp.locktonaffinity.com for more information.



Photo courtesy Vu Nguyen

PART 14 - PERSONAL PORSCHE INSURANCE: LELAND-WEST INSURANCE BROKERS

The Program is endorsed by PCA National. It is designed for members in the United States who use their Porsches for limited-use driving. The full coverage policies provide reduced annual rates and better insurance protection. Benefits include "Agreed Value" with Inflation Guard, full windshield coverage (\$0 deductible), nationwide roadside assistance (flat-bed towing), Trip Interruption, \$5,000 in Spare Parts included (more can be purchased if desired), \$1,000 in Accessories, \$500 in Personal Electronic Equipment (cell phones, iPods, etc.), \$10,000 Medical Payments for injuries at car shows, (storm or natural disaster) Relocation Expense Reimbursement, available commuter coverage, one flat rate for liability, and a PCA membership discount.

The insurance program is designed to be the most flexible of its kind. Policies can have unlimited mileage, commuting allowance is available and \$0 deductibles can be chosen for members who want no limits. Heavily-discounted limited-mileage and deductible options remain for those who prefer the lowest possible premium in exchange for a mileage limit and/or a deductible(those who choose limit-

ed mileage receive full, unexpiring Mileage Rollover credits). Leland-West can cover all Porsches, race cars, old classics, specialty vehicles, new exotics... almost anything with at least three wheels.

General information about insurance coverage of limited use Porsches by Leland-West (including “Agreed Value”) can be found under the “Frequently Asked Questions” section on their website, www.lelandwest.com. Details of coverage available are located there. Rate quotes also can be requested online, via their “Instant Quote/Apply on Line” feature.

Processing

Applications can be processed by Leland-West on the same day received, Sunday through Friday. Applicants considered low risk may be offered immediate coverage, whose continuation is conditional upon a completed written application that reflects the same information as was communicated initially. Applications, brochures and rates can be obtained by calling 800/237-4722 or visiting the web site.



Photo courtesy Vu Nguyen

Complete program information is available on the web at www.lelandwest.com. Applications can be submitted via the web site, regular mail, fax or by e-mail. Claims and policy changes can be reported online. Policies and ID cards are sent out by regular mail or e-mail. Leland-West is currently licensed in 45 states. Premiums can be paid annually, monthly or via a 4-pay plan as desired. Premium payments can be made by check or credit card by phone or electronically. Automatic installment payment options are available. Annual mileage reporting is not required and the renewal process is effectively automatic.

Underwriting

Other “reliable daily transportation” vehicles must be exclusively available to the insured's household, in addition to the insured Porsche. Porsches used for any form of general transportation are ineligible. Track use is excluded. Business use and occasional commuting use endorsements can be purchased. Modifications or alteration to the insured Porsche are generally not an issue. The program is modification-friendly. Full details of changes must be submitted for modifications to be properly covered.

Your application must list all licensed drivers residing where the Porsche is garaged. Authorized drivers must have a minimum of nine (9) years driving experience.

Driving records and loss history must meet generally acceptable underwriting standards. Questionable situations regarding driving records may only be approved by Leland-West.

Policyholders must be current members in good standing of PCA. PCA membership must be maintained throughout the new or renewal policy.

Send applications or direct questions to:
Leland-West Insurance Brokers, Inc.
PO Box 26420
Fresno, CA 93729-6420

Phone: (877) 237-4730; local (559) 431-8282
Fax: (559) 431-3322
Open from 7:00 AM to 4:00 PM, Pacific Time

 Visit their website www.lelandwest.com  Email questions to: save@lelandwest.com

SECTION 8- THE PCA CLUB RACING PROGRAM

The PCA Club Racing program is designed to afford PCA members the experience and excitement of true wheel-to-wheel competition in their Porsches. The focus is on clean, safe racing, using a format that is safe, fun and competitive.

PCA Club Racing was established around several guiding principles. First, there should be a race class for all Porsche sports cars, including both street and modified cars. Second, the racing is to be fun, safe, and clean. This principle is embodied in the strict enforcement of the "13/13 Rule," which provides for immediate sanctions against any driver at fault in any incident involving car damage. Third, the organization and operation of PCA Club Races is to be uniform, so that any racer may attend any Club Race and know exactly what to expect.

The basic structure of PCA Club Racing involves a national PCA Club Racing Committee, the PCA National Office, and the Regions. The PCA Club Racing Committee maintains the Club Racing Rule Book, determines the Licensing Procedures, and oversees all the planning of a Club Race. One or several Regions organize each Race, and have full financial responsibility for their Race. The Club Racing Program receives tremendous support from our National Sponsors.

The PCA National Office provides administrative support and establishes/maintains all activities associated with the national licensing of Club Racers. Licensing questions should be directed to Susan Shire, Program Coordinator, whose address is in *PANORAMA*. In addition, the National Committee includes a group of National Stewards, National Scrutineers and National Time Techs. One or more of each group is assigned to each Club Race, and the assigned individuals function as the chief operating officials for that Race.



It is the combination of national rules, national licensing, the national committee, and the enthusiastic and dedicated host Region personnel that has allowed Club Racing to build a strong racing program while rigorously adhering to these principles. Further, it is the belief of the PCA Executive Council and all those involved with Club Racing that continued adherence to these principles is the basis for continuing success in the future.

Licensing within Club Racing requires the driver to have had comparable competition driving experience, or certified on-track driving experience, as well as completion of the PCA Club Racing Licensing School.

After completion of the Club Racing Licensing School, the racer is granted a rookie license, which remains in effect for four (4) Club Racing events, including the event of the school. After completion of four (4) events, the rookie status is deleted. Procedures are also available for those members of PCA who possess existing competition licenses.

A National Champion is crowned annually in each class. Points will be awarded for finishing positions

and bonus points will be awarded for each driver, based on the number of cars in the class that finish the race. All race events will provide an opportunity to score points. A driver will use his/her best eight finishes in individual races for the year to determine his/her finishing position in the championship. The 13/13 rule is in full effect and any driver found at fault in an incident and assessed a 13/13 penalty will be ineligible for the Championship Series.

During the race year, the “*PCA Club Racing News*” is published and distributed to all PCA Club Racing license holders and applicants and provides news about Club Racing activities, the rules, technical information and the schedule of events. Safety aspects or racing and periodic updates are also found in that publication.


Now entering its 21th year, PCA Club Racing has approximately 2,000 competition license holders. For the latest Club Racing schedule, visit the Club Race website above.















📄 Race schedules, registration, results, the rules, technical and compliance forms, licensing information and more can all be found on Club Racing's web page accessed through the PCA website, pca.org/Activities/ClubRacing.



Photo courtesy Vu Nguyen

PCA FORMS

All forms can be found on www.pca.org. Go to “Regions,” then “Forms & Documents.” These and other forms are available in .pdf and Word documents. You can print or download them, fill in and send as an attachment in an email. Several are fillable .pdf forms, marked with .

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2015 PCA REGION REPORT FORM

Please Return Original. Print or type information.

NAME OF REGION: _____ Zone _____

Official Region Mailing Address: _____

REGION OFFICERS FOR 2015 : (USE ADDITIONAL SHEETS FOR OTHER OFFICER POSITIONS IF NEEDED)

President _____
PCA Membership # _____
Address _____
City/State/Zip _____
Phone (____) _____
Fax (____) _____
E-mail _____

Membership Chair _____
PCA Membership # _____
Address _____
City/State/Zip _____
Phone (____) _____
Fax (____) _____
E-mail _____

Vice President _____
PCA Membership # _____
Address _____
City/State/Zip _____
Phone (____) _____
Fax (____) _____
E-mail _____

Safety Chairman _____
PCA Membership # _____
Address _____
City/State/Zip _____
Phone (____) _____
Fax (____) _____
E-mail _____

Secretary _____
PCA Membership # _____
Address _____
City/State/Zip _____
Phone (____) _____
Fax (____) _____
E-mail _____

Driving Event Chairman _____
PCA Membership # _____
Address _____
City/State/Zip _____
Phone (____) _____
Fax (____) _____
E-mail _____

Treasurer _____
PCA Membership # _____
Address _____
City/State/Zip _____
Phone (____) _____
Fax (____) _____
E-mail _____

Driving Event Chief Instructor _____
PCA Membership # _____
Address _____
City/State/Zip _____
Phone (____) _____
Fax (____) _____
E-mail _____

Newsletter Editor _____
PCA Membership # _____
Address _____
City/State/Zip _____
Phone (____) _____
Fax (____) _____
E-mail _____

Historian _____
PCA Membership # _____
Address _____
City/State/Zip _____
Phone (____) _____
Fax (____) _____
E-mail _____

Name of Region _____ **Page 2 of the 2015 Region Report Form**Does your Region have a web page? Yes No If yes, web address _____

Region Webmeister _____ E-mail _____

Webmeister's PCA Membership # _____

Is your Region incorporated? Yes No If so, state _____

Name of Region Newsletter _____

Frequency of publication of your Region's newsletter? _____

Does your Region have a Region dues requirement? Yes No If yes, annual amount: \$ _____

If yes, what is the amount of your Region dues? _____

Does your Region have membership eligibility requirement, in addition to the national requirements of Porsche ownership and 18 years of age?

 Yes No If yes, please explain: _____Would your Region be interested in hosting a National Parade? Yes No

Would your Region be interested in hosting a National Board Meeting (usually held in January, approximately 40 attendees)?

 Yes NoWould your Region be interested in hosting an Executive Council Meeting (usually in spring and fall, approximately 15 attendees)? Yes No**Membership Application Processing (See pages 19 to 20 of the 2014 Region Procedures Manual.)**

The Porsche Club of America Region named on this form delegates to the PCA National Office of the Porsche Club of America, the authority to receive, approve, and accept a membership application on behalf of the Region.

This delegation shall remain in force until rescinded in writing or until change by the next Annual Region Report Form.

 Yes No 2015 President's Signature _____

If no, please explain procedure to follow for processing applications that are received at the PCA National Office.

Direct Deposit Authorization

All Regions with a savings or checking account in the US must participate in Direct Deposit as a means of receiving Region rebates, Region subsidies, etc., and other such payments that may be made by PCA National. This section must be completed by the President or Treasurer.


Bank _____ ABA Routing/transit # _____

Account # _____ Checking _____ Savings _____I certify that I have received the 2014 PCA *Region Procedures Manual* assigned to this Region, the "Regionfocus" bound volume and three-ring binder, and it is updated. (The 2015 *Region Procedures Manual* will be mailed (or provided by Zone Rep) AFTER this form is filed.)I certify that I have read the National Bylaws of PCA located at pca.org.

2015 President's Signature _____

Return form to: PCA National Office, PO Box 6400, Columbia, MD 21045

Questions? : Call Vu Nguyen, PCA at (410) 381-0911.

 This form is also available as a fillable .pdf form that can be submitted electronically. Go to pca.org, then "Regions/Forms & Documents."



2015 PCA REGION CONTINUITY CHECK LIST

NAME OF REGION _____

Person Completing Form _____ Phone: _____

The following check list has been provided to facilitate the continuity of Region files. Please use this list to be sure that new officers have received all pertinent information for the operation of the Region.

INCORPORATION AND IRS DOCUMENTATION INFORMATION

A. Incorporation

Is the Region incorporated? Yes No

If yes, who has the incorporating documents? Name _____

Address _____

Phone _____

When was your state's information return last filed? Year _____

By Whom? _____

B. IRS Registration (U.S. Regions only)

Has the Region filed IRS form SS-4 Application for Employer Identification Number? Yes No

If yes, what is this number? _____ - _____

C. IRS Non-Profit Status Recognition (U.S. Regions only)

Has the Region filed IRS Form 1023 Application for Recognition of Exemption under Section 501(c)? Yes No

If yes, when was the exemption received? Date _____

Who has the IRS Notification of Acceptance? Name _____

Address _____

Phone _____

D. IRS Reporting (U.S. Regions only)

Has the Region ever filed IRS Form Return of Organization Exempt From Income Taxes(i.e., Form 990)? Yes No

If yes, when was the return last filed? Year _____

By Whom _____

Who has a copy of the return? Name _____

Address _____

Phone _____

Has IRS examined return? Yes No

Did IRS accept return as filed? Yes No

If no, what were exceptions?

Who has the details of exception and its resolution? Name _____

Address _____

Phone _____

The PCA National Office will be happy to keep a copy of your region's incorporation and IRS documents in your Region's permanent file. **DO NOT SEND ORIGINALS - SEND A COPY.** Send to PCA National Office, PO Box 6400, Columbia, MD 21045

This form is also available as a fillable .pdf form that can be submitted electronically. Go to pca.org, then "Regions/Forms & Documents."



REQUEST FOR PCA FILMS/VIDEOS/DVDS

Date: _____

Requester Name: _____

Mailing Address: _____

(No PO Boxes; Must have street name and number to deliver)

City, State, Zip: _____

Telephone(s): Home: () _____ E-Mail: _____

Cell: () _____

Work: () _____

PCA Region: _____

Date(s) Film/Video/DVD to be used: _____, _____, _____

Region Event: _____ Location: _____

Date Film/Videos/DVD to be shipped back to PCA National: _____

Film/Videos/DVDs Requested: 1st Choice: _____

2nd Choice: _____

3rd Choice: _____

Notes: _____

Send Film/Video/DVD Request to:

National Executive Director
PCA National Office
PO Box 6400
Columbia, MD 21045
Or email to admin@pca.org

**Return Film/Video/DVDs and
paperwork to:**

National Executive Director
9689 Gerwig Lane,
Unit 4C/D
Columbia, MD 21046

This form is also available as a fillable .pdf form that can be submitted electronically. Go to pca.org, then "Regions/Forms & Documents."



PCA REGION SUBSIDY PROGRAM REQUEST

(See PCA Region Procedures Manual (RPM), Section 3, Part 5, pages 23-27, for specifics and eligibility.)

PCA FORMS cont.

Type of Subsidy Requested:

- (PCA Expense category 710) Hospitality Park (\$250.00)
- (711) Two Event Multi-Region Weekend¹ (\$300.00)
- (711) Three Event Multi-Region Weekend¹ (\$400.00)
- (712) Charity/Public Service² (\$450.00)
- (717) PCA Register Group Two Event Weekend³ (\$300.00)
- (717) PCA Register Group Three Event Weekend³ (\$400.00)
- (732) Region New Member Social Subsidy⁴ (\$250.00)

Region: _____ Date(s) of Event: _____
 Name of Event: _____ Event Location: _____
 Event Chairman: _____ Phone: _____
 Approximate Number of Attendees Anticipated: _____

¹ For Multi-Region Subsidy: Planned Events (Check Those Applicable):

Concours Rally Autocross Tech/Historical Quiz Driving Tour

Others _____
(Please Specify)

² For Charity Subsidy:

Name and Address of Charity or Community Project to Benefit _____

** List a brief description of proposed event and usage of the PCA subsidy on the reverse of this form.

³ For PCA Register Group Weekend - Name of Register:

³ For PCA Register Subsidy, list events: _____

⁴ For Region New Member Social, list location(s) and officers to attend: _____

An entry form, event flyer, invitation letter or other supporting information must be attached. This form must be submitted by the Zone Rep to the PCA Finance Manager *prior to the event* in order to get the subsidy. Each Region may only have one subsidy for each category per year and Regions may not claim multiple subsidies for the same event. It is important to see the RPM for specifics; events that do not qualify for subsidies will not receive National support.

Region President or Event Chairperson Printed Name, Signature, Date and e-mail address

Zone Rep Printed Name, Signature, Date, and e-mail address

PCA Register Advocate Printed Name, Signature, Date, and e-mail address (for PCA Register events only)

PCA Register Group Coordinator, Signature, Date and e-mail address (for PCA Register events only)

For PCA Finance Manager: Approved _____ Date _____ Check No. _____

This form is also available as a fillable .pdf form that can be submitted electronically. Go to pca.org, then "Regions/Forms & Documents."



PCA REQUEST FOR SMALL ACTIVE REGION SUBSIDY FOR THE YEAR 2014

This subsidy is provided for active Regions of one hundred (100) members or less and will be paid in conjunction with the first quarter's member refund. An "active Region" is defined as one for which a current Region Report Form is on file, and during the previous year must have published a newsletter or distributed an electronic communication to all members at least quarterly, had at least one new activity publicized in each newsletter, and the newsletters contain at least one report on a past event.

Please fill out completely and forward to your Zone Representative **prior to March 10, 2014.**

Region: _____ Zone: _____

Region Size: _____ members

(Note: There may be a difference between your membership number and National's accounting differences. National's records will be used to calculate subsidy.)

President: _____

Newsletter: _____

Published: _____ Quarterly, Bi-monthly, monthly, other (identify)

Electronic Communications sent to all Members (identify type, i.e., emails, "Tweets," newsletter, etc. and how often each was sent, i.e., Quarterly, Bi-monthly, Monthly, other:)

Activities: (At least one per quarter: Meetings, Social and moving car.)

Events held in each quarter last year: _____ Date held: _____

1st _____

2nd _____

3rd _____

4th _____

(Signature of President) _____ (Date signed) _____

(Signature of Zone Representative) _____ (Date signed) _____

SUBSIDY CALCULATION: (For PCA National Office use only.)

100 minus-Region Size 12/31/2013 _____ = _____ X \$5.00 _____

(For PCA Finance Manager)

Check No. _____ Date Sent _____



PCA STANDARD VOTE PROXY FORM BOARD OF DIRECTORS MEETING

If NOT attending the National Board Meeting, Use this form:

I, the undersigned President of the _____ Region, Porsche Club of America, as a member of the National Board of Directors, do hereby appoint:

(Zone Representative's Name or Attending Region Member's Name)

as my agent and proxy, and in my name to vote at the meeting of the Board of Directors scheduled for _____, 20__ or at any adjournment there, with all the powers I would possess if personally present, hereby revoking all previous proxies.

Dated _____ Signed _____

NOTICE TO REGION PRESIDENTS:
Article VI, Section 2 of the National Bylaws provides that *"Any Regional Club President who gives a proxy to a member of the Region, or to the Zone Representative, must do so in writing. The written proxy must be presented to the chairperson of the meeting, if requested, in order for the proxy to be valid."*

If personally attending the National Board Meeting, Complete this form:

NOTICE OF ATTENDANCE AT NATIONAL BOARD OF DIRECTORS MEETING

To: Zone Representative, Zone _____:

I, President of the _____ Region, Porsche Club of America, as a member of the National Board of Directors, will personally attend the meeting of the National Board of Directors, scheduled for _____ 20__.

Dated _____ Signed _____

REGION PRESIDENTS: Complete and forward the appropriate portion to your Zone Representative as soon as a National Board of Directors meeting is scheduled.



PCA VOLUNTEER QUESTIONNAIRE

For members with an interest in serving on the National Staff. Please TYPE or print in BLOCK LETTERS.

Name: _____ Region: _____
 Street: _____ Past Region affiliations, if any: _____
 City, State: _____

 Zip Code _____ Years of PCA Membership: _____

 _____ Region offices held: _____

 Telephone Numbers _____
 Home: (____) _____ - _____ National positions held: _____
 Work: (____) _____ - _____
 Fax: (____) _____ - _____ Major PCA events attended: _____

E-Mail Addresses: _____

Education: _____

Occupation/work experience: _____

Interests or abilities that would benefit PCA: _____

PCA position or positions in which you would like to serve: _____

Additional information is included on the back of the questionnaire? YES ____ ; NO ____

Date questionnaire completed: _____

Please send this completed form to the PCA National President whose address is listed in *PANORAMA*.
 Thank you for your interest in serving PCA.



PORSCHE CLUB OF AMERICA, INC. EVENT INSURANCE ENROLLMENT

Version 2014

PCA FORMS cont.

Please complete all information. Check all appropriate boxes. Type or print legibly.
An Event Insurance Enrollment Form must be submitted for every moving car event.

1. Name of Insured Region: _____
2. Address: _____
3. Date (s) of event: _____ 4. Length of Event: 1 day 2 days 3 days
5. Type of Event: Autocross Concours Gymkhana Rally Other: _____
(Check all that apply) Club Race Drivers Education Time Trials Tour Car Control Clinic
6. Location(s): _____ 7. Address(es): _____
8. Number of Participants _____ 9. Total Event Premium (check enclosed): \$ _____
10. Certificate of Insurance (required for all events): Date needed by: _____
11. Additional INSURED(S) required for this event: (These will be listed on Certificate of Insurance, if requested)
If so, send to: _____
E-mail: *(preferred) _____ Fax #: _____

NAME OF ADDITIONAL INSURED(S): _____ RELATIONSHIP TO INSURED

(ex. Landowner/Sponsor, describe)

12. **Waiver and Release requirement:** Each event participant *must* sign the PCA Waiver and Release of Liability and Indemnity Agreement, and/or other appropriate Waiver forms. The appropriate signed waiver(s) must be forwarded upon request only, and is a condition of General Liability coverage. A supply of these forms were mailed to the Club's representative when the policy was issued. Should you require more forms, please contact PCA for forms.

13. Name of person completing this order*: _____
Address: _____
Daytime phone: _____ Fax: _____
E-mail address: _____
Signature: _____ Date: _____

*NOTE: IF REQUESTED, certificate of insurance and waiver forms will be returned to this person

14. Special Instructions:

This form is also available as a fillable .pdf form that can be submitted electronically. Go to pca.org, then "Regions/Forms & Documents."

Important Information and Instructions

1. You must have a Certificate of Insurance in hand before the start of a moving car event. General membership dues will fund liability insurance for many events. Driver's Education and Club Racing have the most significant premiums and therefore will be charged per event.
2. This form with event premium check (if needed) should be submitted at least three (3) weeks in advance of event for you to have time to receive your Certificate of Insurance. The Certificate will be sent via e-mail to each person indicated on form - please include track or event e-mails to send to them as well.
3. Coverage cannot be placed in effect by phone.
4. If your enrollment form or premium payment is incomplete or inadequate, we will attempt to phone you to obtain the correct information or payment. Please be sure the enrollment form has your contact name and phone number.
5. If your Region's premium payment check is not honored by your bank for any reason, this will be considered non-payment of the event premium and will jeopardize coverage for your event. After one returned check, any future payments must be made by certified funds - no exceptions.
6. If the event is cancelled, please notify the PCA National Office within 24 hours. If you notify the PCA National Office prior to the scheduled day of the event your insurance premium will be refunded.
7. Questions regarding Insurance Coverage should be directed to Ken Laborde, PCA Insurance/Risk Management Chair at (504) 654-1301 (days).
8. If your insurance certificate has not been issued five (5) days prior to your event, please call the Executive Director at the PCA National Office immediately (phone number below).
9. Please make your check payable to Porsche Club of America, Inc. and submit premium to:

Porsche Club of America, Inc.
 9689 Gerwig Lane, Unit 4C/D
 Columbia, MD 21046
 Ph: (410) 381-0911; Fax: (410) 381-0924
 Or email to admin@pca.org

Drivers Education Events and Time Trials*		Club Racing Events*		
	<u>Costs</u>		<u>2 Days</u>	<u>3 Days</u>
Fewer than 50 participants	\$300	Fewer than 75 cars	\$2,500	\$3,500
51 - 99 participants	\$450	76-125 cars	\$3,500	\$4,500
100 or more participants	\$600	126-175 cars	\$4,500	\$5,500
		176 or more cars	\$5,500	\$6,500
*Fees subject to change		*\$1,000 per additional day(s)		

For Office Use Only:

Date Received: _____ Date Certificate Issued: _____ Check Amount: _____



Release and Waiver of Liability, Assumption of Risk and Indemnity Agreement

Rev. 11-30-09

PCA FORMS cont.

PCA EVENT NAME / LOCATION

EVENT DATE(S)

IN CONSIDERATION of being permitted to compete, officiate, observe, work for, or participate in any way in any Porsche Club of America or PCA Club Racing ("PCA") events or activities (EVENTS) or being permitted to enter for any purpose any RESTRICTED AREA (defined as any area requiring special authorization, credentials, or permission to enter or any area to which admission by the general public is restricted or prohibited including but not limited to the competition area and any hot pit area), I, for myself and for my personal representatives, heirs, and next of kin:

1. Acknowledge, agree, and represent that I have or will immediately upon entering any of such RESTRICTED AREAS, and will continuously thereafter, inspect the RESTRICTED AREAS that I enter and I further agree and warrant that, if at any time, I am in or about RESTRICTED AREAS and I believe anything to be unsafe, I will immediately advise the officials of such and will leave the RESTRICTED AREA and/or refuse to participate further in the EVENTS. I acknowledge that I may not have the opportunity to inspect any RESTRICTED AREA prior to the event.
2. Hereby RELEASE, WAIVE, DISCHARGE AND COVENANT NOT TO SUE PCA or its zones or regions, the promoters, participants, racing associations, sanctioning or administrative organizations or any affiliated entities thereof, track operators, track owners, officials, car owners, drivers, pit crews, rescue personnel, any persons in any RESTRICTED AREA, sponsors, advertisers, owners, lessors, and lessees of premises used to conduct the EVENTS, premises and event inspectors, surveyors, underwriters, brokers, consultants and others who give recommendations, directions, or instructions or engage in risk evaluation or loss control activities regarding the premises or EVENTS and for each of them, their directors, officers, agents and employees, all for the purposes herein referred to as "Releasees", FROM ALL LIABILITY TO ME, my personal representatives, assigns, heirs, and next of kin FOR ANY AND ALL LOSS OR DAMAGE, AND ANY CLAIMS OR DEMANDS THEREFORE ON ACCOUNT OF INJURY TO THE PERSON OR PROPERTY OR RESULTING IN MY DEATH ARISING OUT OF OR RELATED TO THE EVENTS, WHETHER CAUSED BY THE NEGLIGENCE OR FAULT OF THE RELEASEES OR OTHERWISE.
3. Hereby AGREE TO INDEMNIFY AND SAVE AND HOLD HARMLESS the Releasees and each of them FROM ANY LOSS, LIABILITY, DAMAGE, OR COST INCLUDING BODILY INJURY OR PROPERTY DAMAGE I may incur arising out of my presence or participation in the EVENTS, WHETHER CAUSED BY THE NEGLIGENCE OR FAULT OF THE RELEASEES OR OTHERWISE.
4. Hereby ASSUME FULL RESPONSIBILITY FOR ANY RISK OF BODILY INJURY, DEATH OR PROPERTY DAMAGE arising out of or related to the EVENTS whether caused by the NEGLIGENCE OR FAULT OF RELEASEES or otherwise.
5. Hereby acknowledge that THE ACTIVITIES OF THE EVENTS ARE VERY DANGEROUS and involve the risk of serious injury and/or death and/or property damage. I also expressly acknowledge that INJURIES RECEIVED MAY BE COMPOUNDED OR INCREASED BY NEGLIGENT RESCUE OPERATIONS OR PROCEDURES OF THE RELEASEES.
6. Hereby agree that this Release and Waiver of Liability, Assumption of Risk and Indemnity Agreement EXTENDS TO ALL ACTS OF NEGLIGENCE BY THE RELEASEES, INCLUDING NEGLIGENT RESCUE OPERATIONS, and is intended to be as broad and inclusive as is permitted by the laws of the Province or State in which the EVENTS are conducted and that if any portion thereof is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

I HAVE READ THIS RELEASE AND WAIVER OF LIABILITY, ASSUMPTION OF RISK AND INDEMNITY AGREEMENT, FULLY UNDERSTAND ITS TERMS, UNDERSTAND THAT I HAVE GIVEN UP SUBSTANTIAL RIGHTS BY SIGNING IT, AND HAVE SIGNED IT FREELY AND VOLUNTARILY WITHOUT ANY INDUCEMENT, ASSURANCE, OR GUARANTEE BEING MADE TO ME AND INTEND MY SIGNATURE TO BE A COMPLETE AND UNCONDITIONAL RELEASE OF ALL LIABILITY TO THE GREATEST EXTENT ALLOWED BY LAW.

PRINT NAME	SIGN NAME HERE	PRINT NAME	SIGN NAME HERE
	I HAVE READ THIS RELEASE		I HAVE READ THIS RELEASE
	I HAVE READ THIS RELEASE		I HAVE READ THIS RELEASE
	I HAVE READ THIS RELEASE		I HAVE READ THIS RELEASE
	I HAVE READ THIS RELEASE		I HAVE READ THIS RELEASE
	I HAVE READ THIS RELEASE		I HAVE READ THIS RELEASE
	I HAVE READ THIS RELEASE		I HAVE READ THIS RELEASE
	I HAVE READ THIS RELEASE		I HAVE READ THIS RELEASE

Signature and Title of Witness

Date

Address of Witness



Waiver and Release of Liability and Indemnity Agreement for Minors in Restricted Areas, Driving or Riding

Rev. 11-30-09

PCA FORMS 00117

PCA EVENT NAME / LOCATION

EVENT DATE(S)

IN CONSIDERATION of being permitted to compete, officiate, observe, work for, or participate in any way in any Porsche Club of America or PCA Club Racing ("PCA") events or activities (EVENTS) or being permitted to enter for any purpose any RESTRICTED AREA (defined as any area requiring special authorization, credentials, or permission to enter or any area to which admission by the general public is restricted or prohibited including but not limited to the competition area and the hot pit area), I, for myself, my spouse, and my minor child, and their personal representatives, heirs and next of kin, sign this Waiver and Release of Liability and Indemnity Agreement for Minors in Restricted Areas, Driving or Riding ("Agreement") and agree as follows:

1. THE MINOR AND PARENT(S) OR GUARDIAN(S) will immediately upon entering any such RESTRICTED AREAS, and will continuously thereafter, inspect the RESTRICTED AREA and warrant that their entry therein and/or the minor's participation in the EVENTS constitutes an acknowledgment that they have inspected the RESTRICTED AREA and find it safe and reasonably suited for the purpose of its use; and, if at any time they believe anything in the RESTRICTED AREA to be unsafe, they will immediately advise the officials of such and that they will remove themselves from the RESTRICTED AREA and the minor will withdraw from participation in the EVENTS.
2. THE MINOR AND PARENT(S) OR GUARDIAN(S) release, waive, discharge and covenant not to sue PCA or its zones or regions, promoters, participants, racing associations, sanctioning or administrative organizations or any affiliated entities thereof, track operators, track owners, officials, car owners, drivers, pit crews, rescue personnel, any persons in any RESTRICTED AREA, sponsors, advertisers, owners, lessors, and lessees of premises used to conduct EVENTS, premises and event inspectors, surveyors, underwriters, brokers, consultants and others who give recommendations, directions, or instructions or engage in risk evaluation or loss control activities regarding the premises or EVENTS and for each of them, their directors, officers, agents and employees, all for the purposes herein referred to as "Releasees", FROM ALL LIABILITY TO OURSELVES, our personal representatives, assigns, executors, heirs, and next of kin FOR ANY AND ALL CLAIMS, DEMANDS, LOSSES OR DAMAGES OF THE MINOR AND/OR PARENT(S) OR GUARDIAN(S) ON ACCOUNT OF ANY INJURY, INCLUDING, BUT NOT LIMITED TO THE DEATH OF THE PARENT, GUARDIAN OR MINOR OR DAMAGE TO PROPERTY, CAUSED OR ALLEGED TO BE CAUSED IN WHOLE OR IN PART BY THE NEGLIGENCE OR FAULT OF THE RELEASEES OR OTHERWISE.
3. THE PARENT(S) OR GUARDIAN(S) AGREE TO INDEMNIFY AND SAVE AND HOLD HARMLESS, the Releasees and each of them FROM ANY LOSS, LIABILITY, DAMAGE OR COST, INCLUDING BODILY INJURY OR PROPERTY DAMAGE that they may incur due to the presence of the parent, the guardian or the minor in the RESTRICTED AREA, or in any way while participating in the Events, WHETHER CAUSED BY NEGLIGENCE OF THE RELEASEES OR OTHERWISE. The parent or guardian further recognize and agree they are executing this Agreement on behalf of themselves and on behalf of the minor.
4. THE MINOR AND PARENT(S) OR GUARDIAN(S) ASSUME FULL RESPONSIBILITY FOR AND RISK OF BODILY INJURY, DEATH OR PROPERTY DAMAGE, whether due to the negligence of Releasees or otherwise, while in or upon the RESTRICTED AREA for any purpose including competing, officiating, observing, working or participating in the Events.
5. The MINOR AND PARENT(S) OR GUARDIAN(S) recognize and understand that THE ACTIVITIES OF THE EVENTS ARE VERY DANGEROUS and that there are risks and dangers associated with participation in the EVENTS and admission within the RESTRICTED AREA that could cause severe bodily injury, disability and death. Further, the risks and dangers may be caused by the negligent actions or negligent failure to act of the Releasees and others, including the risk that the INJURIES RECEIVED MAY BE COMPOUNDED OR INCREASED BY NEGLIGENT RESCUE OPERATIONS OR PROCEDURES OF THE RELEASEES.
6. THE UNDERSIGNED HEREBY agree that this Waiver and Release of Liability and Indemnity Agreement for Minors in Restricted Areas, Driving or Riding EXTENDS TO ALL ACTS OF NEGLIGENCE BY THE RELEASEES, INCLUDING NEGLIGENT RESCUE OPERATIONS and is intended to be as broad and inclusive as is permitted by the law of the Province or State in which the Events are conducted and that if any portion thereof is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

THE MINOR AND PARENT OR GUARDIAN HAVE READ AND VOLUNTARILY SIGN THIS AGREEMENT WITH THE UNDERSTANDING THAT SUBSTANTIAL RIGHTS ARE BEING GIVEN UP AND INTEND THEIR SIGNATURES TO BE A COMPLETE AND UNCONDITIONAL RELEASE OF ALL LIABILITY TO THE GREATEST EXTENT ALLOWED BY LAW.

1. I HAVE READ THIS RELEASE
Parent or Guardian (Signature/Relationship) _____ Date _____
2. I HAVE READ THIS RELEASE
Parent or Guardian (Signature/Relationship) _____ Date _____

Signature and Printed Name of Participant/Minor: I HAVE READ THIS RELEASE _____ D.O.B. _____

Printed Name of Parent or Guardian: 1. _____

Printed Name of Parent or Guardian: 2. _____

Received by _____
Witness' Signature Witness' Printed Name Address Date



Waiver and Release of Liability and Indemnity Agreement for Minors as Observers Only

Rev. 11-30-09

PCA FORMS cont.

PCA EVENT NAME / LOCATION

EVENT DATE(S)

IN CONSIDERATION of being permitted to enter the premises of and observe the Porsche Club of America or PCA Club Racing ("PCA") events or activities (EVENTS) or being permitted to enter for any purpose any RESTRICTED AREA (defined as any area requiring special authorization, credentials, or permission to enter or any area which admission by the general public is restricted or prohibited including but not limited to the competition area and the hot pit area), I, for myself, my spouse, and my minor child, and their personal representatives, heirs and next of kin, sign this Waiver and Release of Liability and Indemnity Agreement for Minors as Observers Only ("Agreement") and agree as follows:

1. THE PARENT(S) OR GUARDIAN(S) will immediately upon entering any such RESTRICTED AREA, and will continuously thereafter, inspect the RESTRICTED AREA and warrant that their entry therein constitutes an acknowledgment that they have inspected the RESTRICTED AREA and find it safe and reasonably suited for the purpose of its use; and, if at any time they believe anything in the RESTRICTED AREA to be unsafe, they will immediately advise the officials of such and they will remove themselves from the RESTRICTED AREA.
2. THE PARENT(S) OR GUARDIAN(S) release, waive, discharge and covenant not to sue PCA or its zones or regions, promoters, participants, racing associations, sanctioning or administrative organizations or any affiliated entities thereof, track operators, track owners, officials, car owners, drivers, pit crews, rescue personnel, any persons on the premises, sponsors, advertisers, owners, lessors, and lessees of premises used to conduct the EVENTS, premises and event inspectors, surveyors, underwriters, brokers, consultants and others who give recommendations, directions, or instructions or engage in risk evaluation or loss control activities regarding the premises or EVENTS and for each of them, their directors, officers, agents and employees, all for the purposes herein referred to as "Releasees", FROM ALL LIABILITY TO OURSELVES AND THE MINOR, our personal representatives, assigns, executors, heirs, and next of kin FOR ANY AND ALL CLAIMS, DEMANDS, LOSSES OR DAMAGES OF THE MINOR AND/OR PARENT OR GUARDIAN ON ACCOUNT OF ANY INJURY, INCLUDING, BUT NOT LIMITED TO THE DEATH OF THE PARENT, GUARDIAN OR MINOR OR DAMAGE TO PROPERTY, CAUSED OR ALLEGED TO BE CAUSED IN WHOLE OR IN PART BY THE NEGLIGENCE OF THE RELEASEES OR OTHERWISE.
3. THE PARENT(S) OR GUARDIAN(S) AGREE TO INDEMNIFY AND SAVE AND HOLD HARMLESS, the Releasees and each of them from any LOSS, LIABILITY, DAMAGE OR COST, INCLUDING BODILY INJURY OR PROPERTY DAMAGE that they may incur due to the presence of the parent, the guardian or the minor in RESTRICTED AREA, WHETHER CAUSED BY NEGLIGENCE OF THE RELEASEES OR OTHERWISE. The parent or guardian further recognize and agree they are executing this Agreement on behalf of themselves and on behalf of the minor.
4. THE PARENT(S) OR GUARDIAN(S) ASSUME FULL RESPONSIBILITY FOR AND RISK OF BODILY INJURY, DEATH OR PROPERTY DAMAGE, whether due to negligence of Releasees or otherwise, while in or upon the RESTRICTED AREA for any purpose.
5. THE PARENT(S) OR GUARDIAN(S) recognize and understand that THE ACTIVITIES OF THE EVENTS ARE VERY DANGEROUS and that there are risks and dangers associated with their presence at the EVENTS and admission within the RESTRICTED AREA that could cause severe bodily injury, disability and death. Further, the risks and dangers may be caused by the negligent actions or negligent failure to act of the Releasees and others, including the risk that the INJURIES RECEIVED MAY BE COMPOUNDED OR INCREASED BY NEGLIGENT RESCUE OPERATIONS OR PROCEDURES OF THE RELEASEES.
6. THE UNDERSIGNED HEREBY agree that this Waiver and Release of Liability and Indemnity Agreement for Minors as Observers Only EXTENDS TO ALL ACTS OF NEGLIGENCE BY THE RELEASEES, INCLUDING NEGLIGENT RESCUE OPERATIONS and is intended to be as broad and inclusive as is permitted by the law of the Province or State in which the EVENTS are conducted and that if any portion thereof is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

THE PARENT(S) OR GUARDIAN(S) HAVE READ AND VOLUNTARILY SIGN THIS AGREEMENT WITH THE UNDERSTANDING THAT SUBSTANTIAL RIGHTS ARE BEING GIVEN UP AND INTEND THEIR SIGNATURES TO BE A COMPLETE AND UNCONDITIONAL RELEASE OF ALL LIABILITY TO THE GREATEST EXTENT ALLOWED BY LAW.

* NOTE: Both parents/guardians should sign, if available. If both are not available, the signature of one parent/guardian is acceptable.

1. I HAVE READ THIS RELEASE _____
Parent or Guardian (Signature/Relationship) _____ Date _____

2. I HAVE READ THIS RELEASE _____
Parent or Guardian (Signature/Relationship) _____ Date _____

Printed Name of Participant/Minor: _____ D.O.B. _____

Printed Name of Parent or Guardian: 1. _____

Printed Name of Parent or Guardian: 2. _____

Received by _____
Witness' Signature Witness' Printed Name Address Date

PCA-Parent/Guardian for Minor Observer Rev. 11-30-09



Parental Consent, Release and Waiver of Liability, Assumption of Risk, and Indemnity Agreement for Minors in Touring Laps Only

DESCRIPTION, DATE AND LOCATION OF EVENT(S): _____

IN CONSIDERATION of the minor child, _____ [print minor's name] who currently is at least ____ years of age, and for whom I am the legal parent or legally appointed guardian (Athe Minor") being permitted to participate in any way in TOURING LAPS ONLY at the EVENT(S) and/or being permitted to enter for any purpose any RESTRICTED AREA(S) (defined to be any area which requires special authorization, credentials or permission to enter or any area to which admission by the general public is restricted or prohibited), I agree:

1. I know the nature of Touring Laps at the EVENT(S) and understand that the drivers who participate in Touring Laps may not have any advanced driver training or experience, and that the vehicles participating in Touring Laps may not have had any safety inspection, and may in fact be not legal to drive on public roads. I believe the Minor to be qualified to participate in TOURING LAPS at the Event(s). I will inspect to my complete satisfaction the vehicles, premises and equipment to be used or with which the Minor may come into contact. If the Minor is riding as a passenger in Touring Laps and I am not the driver, I will personally insure that the driver of the vehicle in which the Minor is riding is at least eighteen (18) years old. IF AT ANY TIME THE MINOR OR I BELIEVE ANYTHING IS UNSAFE, I WILL INSTRUCT THE MINOR IMMEDIATELY TO LEAVE THE RESTRICTED AREA AND TO REFUSE TO PARTICIPATE FURTHER IN THE EVENT(S).
2. I FULLY UNDERSTAND and will instruct the Minor that: (a) THE ACTIVITIES OF THE EVENT(S) (INCLUDING TOURING LAPS) ARE VERY DANGEROUS and any participation in the Event(s) (including Touring Laps) and/or entry into Restricted Areas involve RISKS AND DANGERS OF SERIOUS BODILY INJURY, INCLUDING PERMANENT DISABILITY, PARALYSIS AND DEATH (ARISKS@); (b) these Risks and dangers may be caused by the Minor=s own actions or inactions, the actions or inactions of others participating in the Event(s) (including Touring Laps), the rules of the Touring Laps at the Event(s), the condition and layout of the vehicles, premises and equipment, or THE NEGLIGENCE OF THE ARELEASEES@ DESCRIBED BELOW; (c) there may be OTHER RISKS NOT KNOWN TO EITHER OF US or that are not readily foreseeable at this time; (d) THE SOCIAL AND ECONOMIC LOSSES and/or damages that could result from those Risks COULD BE SEVERE AND COULD PERMANENTLY CHANGE THE MINOR=S OR MY FUTURE.
3. I consent to the Minor=s participation in Touring Laps at the Event(s) and the Minor's entry into Restricted Areas and HEREBY ACCEPT AND ASSUME ALL SUCH RISKS, KNOWN AND UNKNOWN, AND ASSUME ALL RESPONSIBILITY FOR THE LOSSES, COSTS AND/OR DAMAGES FOLLOWING SUCH AN INJURY, DISABILITY, PARALYSIS OR DEATH, EVEN IF CAUSED, IN WHOLE OR IN PART, BY THE NEGLIGENCE OF ANY OF THE ARELEASEES" DESCRIBED BELOW.
4. I HEREBY RELEASE, DISCHARGE AND COVENANT NOT TO SUE the Porsche Club of America, Inc., its Regional Clubs, event officials and volunteers, promoters, participants, racing associations, sanctioning organizations or any subdivision thereof, track operators, track owners, officials, car owners, drivers, pit crews, rescue personnel, any persons in any Restricted Area, promoters, sponsors, advertisers, owners and lessees of premises used to conduct the Event(s), premises or event inspectors, surveyors, underwriters, consultants and other persons or entities who give recommendations, directions, or instructions or engage in risk evaluation or loss control activities regarding the premises or Event(s) and each of them, their directors, officers, agents, and employees, all of whom are collectively referred to as *Releasees" FROM ALL LIABILITY TO ME, THE MINOR, my and the Minor=s personal representatives, assigns, heirs, and next of kin, FOR ANY AND ALL CLAIMS, DEMANDS, LOSSES, OR DAMAGES ON ACCOUNT OF ANY INJURY, including, but not limited to, death or damage of property, CAUSED OR ALLEGED TO BE CAUSED IN WHOLE OR IN PART BY THE NEGLIGENCE OF THE *RELEASEES OR OTHERWISE.
5. If, despite this release, I, the Minor or anyone on the Minor=s behalf makes a claim against any of the AReleasees" named above, I AGREE TO INDEMNIFY AND SAVE AND HOLD HARMLESS THE RELEASEES and each of them from ANY LITIGATION EXPENSES, ATTORNEY FEES, LOSS, LIABILITY, DAMAGE, OR COST THEY MAY INCUR DUE TO THE CLAIM MADE AGAINST ANY OF THE ARELEASEES" NAMED ABOVE, WHETHER THE CLAIM IS BASED ON THE NEGLIGENCE OF THE RELEASEES OR OTHERWISE.
6. I sign this agreement on my own behalf and on behalf of the Minor.

I HAVE READ THIS PARENTAL CONSENT RELEASE AND WAIVER OF LIABILITY, ASSUMPTION OF RISK, AND INDEMNITY AGREEMENT, UNDERSTAND THAT BY SIGNING IT I GIVE UP SUBSTANTIAL RIGHTS I AND/OR THE MINOR MIGHT OTHERWISE HAVE TO RECOVER DAMAGES FOR LOSSES OCCASIONED BY THE RELEASEES= FAULT, AND SIGN IT VOLUNTARILY AND WITHOUT INDUCEMENT.

I HAVE READ THIS RELEASE

_____ SIGNATURE OF PARENT OR LEGAL GUARDIAN	_____ PRINTED NAME OF PARENT OR LEGAL GUARDIAN	_____ DATE
--	---	---------------



Junior Participation Program Minor's Assumption of Risk Acknowledgement

 DESCRIPTION AND LOCATION OF EVENT

 DATE RELEASE SIGNED

I have obtained my parent's consent to participate in the above event(s). I understand that I am assuming all of the risks if I get hurt during the event (s) and I state the following:

1. Both my parents and I believe I am qualified to participate in the event(s). I will inspect the premises and equipment and if, at any time, I feel anything to be unsafe, I will immediately leave and refuse to participate further in the event(s).
2. I understand that the **ACTIVITIES OF THE EVENT ARE VERY DANGEROUS and INVOLVED RISKS AND DANGERS OF MY BEING SERIOUSLY INJURED OR HURT, MY BEING PARALYZED OR KILLED.**
3. I know that these Risks and Dangers may be caused by my own action or inactions, the actions or inactions of others participating in the event(s), the rules of the event(s), the condition and layout of the premises and equipment, or the negligence of others, including those persons responsible for conducting the event(s).

I HAVE READ THE ABOVE ASSUMPTION OF RISK ACKNOWLEDGEMENT, UNDERSTAND WHAT I HAVE READ, AND SIGN IT VOLUNTARILY.

 SIGNATURE OF MINOR PARTICIPANT

 DATE

 PRINT NAME OF MINOR PARTICIPANT

 AGE

 WITNESS SIGNATURE

 PRINT WITNESS NAME

Revised 9-26-03

PCA GUIDELINES FOR OBSERVER, POST EVENT AND INCIDENT REPORTS

January 2014

PCA Observer's Report Policy: For all events that require insurance, the correct PCA Observer's Report form must be completed by an impartial party (i.e., not the Event Chairperson or the Chief Instructor) who attended the event. PCA Observer Report Forms were forwarded to the person who requested insurance for the event. (Copies are also in the *PCA Region Procedures Manual* and online at pca.org. as a fillable .pdf form) This Report Form should be completed and returned no later than ten **(10) days** after the event to the **PCA Executive Office, PO Box 6400, Columbia, MD 21045**. Please type or print, as this report will be reproduced.

PCA Post Event Report Policy:

For all events that require insurance, the Post Event Report is to be completed by the Event Chair within **five (5) business days** of the event and submitted to the PCA Safety Chair at PCA National Office, safety@pca.org; see *PANORAMA* for name and mailing address.

PCA Incident Report Policy: (Forms are in *PCA Region Procedures Manual* pages **138-141** and online at pca.org.)

An Incident Report should be completed whenever any of the following occur:

1. There is car-to-car contact of any sort, whether or not the damage can be "rubbed out."
2. There is car damage caused by contact with an immovable object which cannot be buffed out.
3. There is injury to a person, even though the previous criteria have not been met.
4. There is an incident involving a potential injury or actual injury to a person that does not occur in an "on track" environment.
5. There is a verbal altercation between an individual(s) and an event or Region official.

In the event of bodily injury, an Incident Report should be submitted on the **next business day**, otherwise, Incident Reports are due within **five (5) business days**. Incident Reports should be submitted to all six (6) individuals below:

Insurance Chair	Ken Laborde	Email: klaborde@glllaw.com Fax: 504-561-1011
Insurance Rep	Pete Lyon	Email: pete_lyon@wellsfargois.com Fax: 713-507-9418
Safety Chair		(See <i>PANORAMA</i> for name)
DE Committee Chair	Pete Tremper	Email: Tremper9146@aol.com Mail to: 523 Coyle Rd, Clayton, NJ 08312
PCA National Office	Vu Nguyen	Email: vun@pca.org Fax: 410-381-0924
Appropriate Zone Representative		(See names & email addresses in <i>PANORAMA</i> or at pca.org)



PCA OBSERVER'S REPORT FOR AUTOCROSS

Version 2014

This report should be completed by an impartial party who attended the event and returned no later than ten days after the event to the **PCA Executive Office, PO Box 6400, Columbia, MD 21045**. Please type or print, as this report will be reproduced. Be sure to complete both pages and use extra pages for comments if necessary.

Name of Event: _____ Date(s): _____
 Region: _____ No. of Participants: _____
 Course Location: _____
 Weather Conditions: _____
 Event Chairperson: _____
 Chief Safety Inspector: _____
 Email Address: _____ Email Address: _____
 Phone Number: _____ Phone Number: _____

FILL OUT THE FOLLOWING. PLEASE EXPLAIN ANY MARGINAL RESPONSES.

(5 is excellent, 3 is average, and 1 is marginal)

INSURANCE

Were all attendees required to sign the PCA waiver and release form? Yes No
 Was a copy of the event insurance binder confirmation available at orientation? Yes No
 Who will archive the release forms? _____
 Other parties named on the Insurance Binder? _____

EVENT ORGANIZATION

Was the drivers' meeting adequate? Yes No
 Were safety issues discussed at the drivers' meeting? Yes No
 Were drivers monitored for unsafe or aggressive driving? Yes No
 Rate how well the event ran on the time schedule. 5 4 3 2 1
 Were non-Porsche vehicles allowed to run in the event? Yes No
 Were "fun runs" allowed? Yes No
 How many run groups were used: _____

SAFETY (TECHNICAL) INSPECTION

Was there an "at track" safety inspection? Yes No
 Were helmets and driver's gear inspected? Yes No
 Was some identification used to indicate a vehicle passed inspection? Yes No

COURSE LAYOUT

Was a track map provided? Yes No
 Were run-off areas adequate and safe? Yes No
 Was the course boundary a safe distance from stationary objects? Yes No
 Were high hazard areas identified and protected? Yes No
 Were observer areas identified and protected? Yes No
 Was the course perimeter secure and well defined? Yes No
 Approximate length of course: _____

Page 2 - AUTOCROSS OBSERVER'S REPORT

What was the most number of cars allowed on the course at the same time? _____

What was the approximate run time for a 911 Carrera or similar car? _____

What was the maximum speed obtained for the fastest stock cars? _____

STAGING AND GRID

Was there an adequate staging area to unload cars and set up? Yes No

Was the grid area adequate? Yes No

Was a final check done on the grid to verify helmets and belts were secure? Yes No

CORNER WORKERS AND EMERGENCY CREWS

Was the corner station count adequate for the course layout? Yes No

Were corner stations located in safe positions? Yes No

Did corner stations have a full compliment of flags, radios & safety gear? Yes No

Was communication between the stations and control adequate? Yes No

Was equipment available on site to clean up fluid spills? Yes No

GENERAL

Rate the overall standard of the event and organization:

Excellent; Above Average; Average; Below Average; Marginal

GENERAL COMMENTS, REMARKS, OR RECOMMENDATIONS

Additional pages attached

PCA Observer: _____

Title/Position: _____


Address: _____

Telephone: (_____) _____ - _____

E-mail: _____

Signature: _____

Date: _____

 This form is also available as a fillable .pdf form that can be submitted electronically. Go to pca.org, then "Regions/Forms & Documents."



PCA OBSERVER'S REPORT FOR DRIVER'S ED/TIME TRIAL

Version July 2010

This report should be completed and returned no later than ten days after the event to the **PCA Executive Office, PO Box 6400, Columbia, MD 21045**. Please type or print: this report will be reproduced.

Name of Event _____ Date(s) _____
 Region _____ Zone _____ Approx. # of Entries (per day) _____
 Weather Conditions _____ Track Used _____
 Event Chairperson _____ Contact Info _____

Were there any incidents that require an Incident Report? Yes No
 If yes, was an Incident report for each incident completed? Yes No

INSURANCE

Was there an effective system in effect throughout the event to collect Release and Waiver forms from all adult attendees (including visitors) and minor waiver forms from minors? Yes No
 Were Driver's License and entrant's age checked? Yes No
 Was a copy of the event insurance certificate available at registration? Yes No

EVENT ORGANIZATION

Was prohibition of alcohol and controlled substance use discussed? Yes No
 Was erratic driving and its consequence explained clearly? Yes No
 Were car occupants (instructor-student only) clarified? Yes No
 Were safety issues thoroughly discussed? Yes No
 Was the Driver's Meeting adequate in terms of covering the meaning of flag, passing zones and other safety issues? Yes No
 If there was lunchtime track touring, were the PCA track touring rules followed? Yes No
 How could the Event Organization be improved? _____

SAFETY(TECH) INSPECTIONS

Were helmets (rating/year) and drivers gear inspected? Yes No
 Were all cars adequately teched? Yes No
 How could the Safety Inspection be improved? _____

STAGING GRID & PITS

Was a final check done on grid to verify helmets, belts, etc. were secure? Yes No
 Was speed limit in staging and pits safely observed? Yes No
 Was the grid area adequate and manned by grid/pit marshals? Yes No
 How could the Staging, Grid & Pits be improved? _____

CORNER WORKERS & EMERGENCY CREWS

Were the proper number of corners manned with adequately equipped personnel? Yes No
 If No, What needs improvement? _____

Page 2 Driver's Ed/Time Trial Observer's Report

GENERAL COMMENTS, REMARKS, OR RECOMMENDATIONS


Additional pages attached

PCA Observer: _____ Title/Position: _____

Telephone: (____) _____ E-mail: _____

Address: _____

Signature: _____ Date: _____

 This form is also available as a fillable .pdf form that can be submitted electronically. Go to pca.org, then "Regions/Forms & Documents."



PCA OBSERVER'S REPORT FOR RALLY

Version 2014

This report should be completed and returned no later than ten days after the event to the **PCA Executive Office, PO Box 6400, Columbia, MD 21045**. Please type or print, as this report will be reproduced. Be sure to complete both pages and use extra pages for comments if necessary.

Name of Event: _____ Date(s): _____

Region: _____ No. of Entries: _____

Type of Rally: TSD; Gimmick; Lime Run; Other _____

Weather conditions: _____

Track Used: _____

Start Location: _____ Finish Location: _____

Event Chairperson: _____ PCA #: _____

Region President: _____ PCA #: _____

Chief Safety Inspector: _____ PCA #: _____

FILL OUT THE FOLLOWING. PLEASE EXPLAIN ANY NEGATIVE OR MARGINAL RESPONSES.

(5 is excellent, 3 is average, and 1 is marginal)

INSURANCE

Were all attendees required to sign the standard PCA waiver and release form? YES NO

Was a copy of the event insurance certificate confirmation available at registration? YES NO

Who will archive the release forms? _____

Other parties named on the Insurance Certificate: _____

EVENT ORGANIZATION

Was the drivers' meeting adequate? YES NO

Were safety issues discussed at the drivers' meeting? YES NO

Were drivers monitored for unsafe or aggressive driving? YES NO

Were cars given a safety inspection? YES NO

Were non-Porsche vehicles allowed to run in the event? YES NO

Was a lead (route check) car used? YES NO

Was a sweep car used? YES NO

RALLY ROUTE

Were average speeds safe for road conditions? 5 4 3 2 1

Were high hazard areas identified and protected? 5 4 3 2 1

Approximate length of rally: _____

Approximate total running time: _____

Rally Observer's Report (Page 2 of 2 pages)

CHECKPOINTS (AS APPLICABLE)

Number of checkpoints? _____

Were pull-off areas adequate and safe at checkpoints?

5 4 3 2 1

Were all checkpoints on the right side of the route?

YES NO

Was there a rest stop?

YES NO

GENERAL

Rate the overall standard of the event and organization:

Excellent; Above Average; Average; Below Average; Marginal

GENERAL COMMENTS, REMARKS, OR RECOMMENDATIONS

Additional pages attached

PCA Observer: _____

Title/Position: _____


Address: _____

Telephone: (____) ____ - _____

E-mail: _____

Signature: _____

Date: _____

 This form is also available as a fillable .pdf form that can be submitted electronically. Go to pca.org, then "Regions/Forms & Documents."



PCA OBSERVER'S REPORT FOR TOUR

Version 2014

This report should be completed and returned no later than ten days after the event to the **PCA Executive Office, PO Box 6400, Columbia, MD 21045**. Please type or print, as this report will be reproduced. Be sure to complete both pages and use extra pages for comments if necessary.

Name of Event: _____ Date(s): _____
 Region: _____ No. of Entries: _____
 Type of Tour: _____ Day Trip; Progressive; Overnight; Other

 Weather conditions: _____
 Start location: _____ Finish Location: _____
 Event Chairperson: _____ Region President: _____
 Address: _____ Address: _____

FILL OUT THE FOLLOWING. PLEASE EXPLAIN ANY NEGATIVE OR MARGINAL RESPONSES.
 (5 is excellent, 3 is average, and 1 is marginal)

INSURANCE:

Were all attendees required to sign the standard PCA waiver and release form? YES NO
 Was a copy of the event insurance binder confirmation available at registration? YES NO
 Rate risk management for this event: _____
 Who will archive the release forms? _____
 Other parties named on the Insurance Binder? _____

EVENT ORGANIZATION:

Was the drivers' meeting adequate? YES NO
 Were safety issues discussed at the drivers' meeting? YES NO
 Were drivers monitored for unsafe or aggressive driving? YES NO
 Were non-Porsche vehicles allowed to run the event? YES NO
 Was a lead car used? YES NO
 Was a sweep car used? YES NO

TOUR ROUTE:

Was the route well defined? YES NO
 Was there an adequate rest stop? YES NO
 Were pull-off areas adequate and safe at rest stop(s)? YES NO
 Did all cars stay on the route? YES NO
 Were speeds kept within legal limits? YES NO
 Were congested areas properly anticipated? 5 4 3 2 1
 Approximate length of the Tour: _____
 Approximate total running time: _____

Tour Observer's Report (Page 2 of 2 pages)

GENERAL

Rate the overall standard of the event and organization:

- Excellent;
- Above Average;
- Average;
- Below Average;
- Marginal

GENERAL COMMENTS, REMARKS, OR RECOMMENDATIONS:

Additional pages attached



PCA Observer: _____

Title/Position: _____


Address: _____

Telephone: (____) ____ - _____

E-mail: _____

Signature: _____

Date: _____

 This form is also available as a fillable .pdf form that can be submitted electronically. Go to pca.org, then "Regions/Forms & Documents."



PCA OBSERVER'S REPORT FOR TECH SESSION

Version 2014

This report should be completed and returned no later than ten days after the event to the **PCA Executive Office, PO Box 6400, Columbia, MD 21045**. Please type or print, as this report will be reproduced. Be sure to complete both pages and use extra pages for comments if necessary.

Name of Event: _____ Date(s): _____
 Region: _____ No. of Participants: _____
 Session location: _____
 Event Chairperson: _____ Region President _____
 Address: _____ Address: _____

FILL OUT THE FOLLOWING. PLEASE EXPLAIN ANY MARGINAL RESPONSES.

(5 is excellent, 3 is average, and 1 is marginal)

INSURANCE:

Were all attendees required to sign the standard PCA waiver and release form? OK Marginal
 Was a copy of the event insurance binder confirmation available at orientation? OK Marginal
 Rate risk management for this event: 5 4 3 2 1
 Who will archive the release forms? _____
 Other parties named on the Insurance Binder? _____

EVENT ORGANIZATION:

Was the participant orientation meeting adequate? OK Marginal
 Were safety issues discussed at the orientation meeting? OK Marginal
 Were knowledgeable instructors available? OK Marginal
 Was resource documentation available? OK Marginal
 Were training aids available? OK Marginal
 Were proper tools/equipment available? OK Marginal
 Were break and restroom facilities available? OK Marginal
 Was event location conducive to training? OK Marginal

TRAINING:

Were training objectives identified? OK Marginal
 Were there instructional demonstrations? OK Marginal
 Were safe vehicle lift procedures used? OK Marginal
 Were proper uses of tools observed? OK Marginal
 Were training objectives met? 5 4 3 2 1
 Approximate length of training Session: _____


GENERAL:

Rate the overall standard of the event and organization:
 Excellent Above Average Average Below Average Marginal

GENERAL COMMENTS, REMARKS, OR RECOMMENDATIONS:

Additional pages attached

PCA Observer: _____
Title/Position: _____ Telephone: (____) ____ - _____
Address: _____ E-mail: _____
_____ Signature: _____
_____ Date: _____

 This form is also available as a fillable .pdf form that can be submitted electronically. Go to pca.org, then “Regions/Forms & Documents.”



Incident Report for: Autocross/Driver's Ed/Time Trial/Tour/Other: _____

Version January 2014

Complete per **PCA Guidelines for Observer and Incident Reports** as listed in the *PCA Region Procedures Manual*. Circle or list the type of event above involving car damage or personal injury and FAX it and attachment(s) as indicated on page 2 to the Insurance Chair, Insurance Rep, Safety Chair, PCA National Office, appropriate Zone Representative, and mail to DE Committee Chair. In the case of a multiple car incident, complete one report per car. **Incidents involving bodily injury are to be submitted on next business day. Other incidents are to be reported within five (5) business days.**

1. PCA Region: _____
 Name of Event Chair: _____
 Telephone: (_____) _____ E-mail: _____
 Location (specific track or city/state/zip): _____
 Type of Event (DE, AX, TT, Rally): _____
 Date of Incident: _____

2. Name of Driver : _____
 Address: _____
 Telephone: (_____) _____ E-mail: _____
 Any injuries? Yes No Who determined: _____
 Was driver a signed in entrant? Yes No
 If yes, in what category? (i.e. student, solo, instructor, driver) _____
 If no, please explain _____
 Name or color of run group (if applicable) _____

3. Was there a passenger in the vehicle? Yes No
 If yes, Name of Passenger: _____
 Address: _____
 Telephone: (_____) _____ E-mail: _____
 Any injuries? Yes No Who determined: _____
 Was passenger a signed in entrant? _____
 If yes, in what category? (i.e. student, solo, instructor, navigator) _____
 If no, please explain? _____
 Name or color of run group (if applicable) _____

4. Was there injury to any other party? Yes No
 If yes, Name of Injured Party: _____
 Address: _____
 Telephone: (_____) _____ E-mail: _____
 Who determined injury: _____
 Was injured party a signed in entrant? Yes No
 If yes, in what category? (i.e. student, solo, instructor, navigator) _____
 If no, please explain? _____

5. Attach a photocopy of the signed waiver for all parties named in this report with name and signature highlighted. Retain originals in Region files.

6. Describe automobile(s) involved, including make, year, model, color, body style:

7. Describe the incident, including the nature of any injuries, damage to car, and/or property damage.

Page 2 Incident Report - Driving Events

8. If injuries required transport, please provide the following for each party:

Name of person transported: _____

Name of Hospital: _____

Address (city/state/zip): _____

Telephone: (_____) _____

Check one: Outpatient emergency room Admitted

9. Sketch of Incident

10. Additional comments: _____

11. Report prepared by: _____ Title: _____

Signature: _____

Telephone (W): _____ Telephone (H): _____

Fax: _____ E-mail: _____

Please send to all 6 individuals listed below.  Also available as a fillable .pdf form at pca.org.

- | | | |
|--|---------------------|---|
| Insurance Chair | Ken Laborde | Email: klaborde@gllaw.com
Fax: 504-561-1011 |
| Insurance Rep | Pete Lyon | Email: pete_lyon@wellsfargois.com
Fax: 713 507 9418 |
| Safety Chair | | (See <i>PANORAMA</i> for name, email address and fax number.) |
| DE Committee Chair | Pete Tremper | Email: Tremper9146@aol.com
Mail to: 523 Coyle Rd, Clayton, NJ 08312 |
| PCA National Office | Vu Nguyen | Email: vun@pca.org
Fax: 410-381-0924 |
| Appropriate Zone Representative | | (See names & email addresses in <i>PANORAMA</i> or at pca.org) |



Incident Report - Non-Driving Events

Version January 2014

Complete this report for all incidents involving any car to car contact, damage to a vehicle that cannot be buffed out, any personal injury and/or any verbal altercation between an individual and a Region or event official, and FAX, email and/or mail as indicated at the end of the form. In the case of a multiple car incident, complete one report per car.

Incidents involving bodily injury are to be submitted on next business day. Other incidents are to be reported within five (5) business days.

1. PCA Region: _____
 Type of Event (Concours, Social, Tech): _____
 Name of Event Chair: _____
 Telephone: (_____) _____ E-mail: _____
 Location (specific track or city/state/zip): _____
 Date of Incident: _____

2. Name of Person involved in the incident: _____
 Address: _____
 Telephone: (_____) _____ E-mail: _____
 Any injuries? Yes No _____ Who determined: _____
 Was this person a signed in entrant? Yes No
 If yes, in what category? (i.e. participant, worker) _____
 If no, please explain _____

3. Was there injury to any other party? Yes No
 If yes, Name of Injured Party: _____
 Address: _____
 Telephone: (_____) _____ E-mail: _____
 Who determined injury: _____
 Was injured party a signed in entrant? Yes No
 If yes, in what category? (i.e. participant, worker) _____
 If no, please explain? _____

4. Attach a photocopy of the signed waiver for all parties named in this report with name and signature highlighted. Retain originals in Region files.

5. Describe any automobile(s) involved, including make, year, model, color, body style:

6. Describe the incident, including the nature of any injuries, damage to car, and/or property damage.

7. If there were any injuries that required transport, please provide the following for each injured party:
 Name of person transported: _____
 Name of Hospital: _____
 Address (city/state/zip): _____
 Telephone: (_____) _____
 Check one: Outpatient emergency room Admitted

Page 2 Incident Report - Non-Driving Events

8. Sketch of Incident (if applicable)

9. Additional comments: _____

10. Report prepared by: _____ Title: _____

Signature: _____

Telephone (W): _____ Telephone (H): _____

Fax: _____ E-mail: _____

Please send to all 6 individuals listed below.  Also available as a fillable .pdf form at pca.org.

Insurance Chair	Ken Laborde	Email: klaborde@gllaw.com Fax: 504-561-1011
Insurance Rep	Pete Lyon	Email: pete_lyon@wellsfargois.com Fax: 713 507 9418
Safety Chair		(See <i>PANORAMA</i> for name, email address and fax number.)
DE Committee Chair	Pete Tremper	Email: Tremper9146@aol.com Mail to: 523 Coyle Rd, Clayton, NJ 08312
PCA National Office	Vu Nguyen	Email: vun@pca.org Fax: 410-381-0924
Appropriate Zone Representative		(See names & email addresses in <i>PANORAMA</i> or at pca.org)



PCA MINIMUM STANDARD DRIVERS EDUCATION TECHNICAL INSPECTION FORM

Version January 2014

Event: _____ Date: _____

Driver #1 (Please Print): _____

Emergency Contact & Phone(s): _____

Driver #2 (Please Print): _____

Emergency Contact & Phone(s) : _____

Tech Inspector (Please Print): _____

Car Make & Model: _____ Color: _____ Number: _____

Item(s) Inspected:

- ___ **Helmet:** Snell® rated current or last date certificate, no cracks; chin strap in good condition.
- ___ **Roll Bar & Cages:** mandatory for all open & semi-open cars without manufacturer's structural or deploying roll over protection; roll bars must pass the broomstick rule and must be covered with closed cell foam padding in any place where a helmet could come in contact with the bar.
- ___ **Seat Belts:** factory or better installation in both seats; must be securely mounted; belts not frayed; equal restraints for passenger and driver. 4 point harnesses prohibited except Schroth Quick Fit. 5-, 6- and 7-point harnesses must use seat with factory routing holes.
- ___ **Structural Integrity:** no loose body or interior parts; no structural rust at or near suspension points.
- ___ **Doors:** must be operational from inside and outside.
- ___ **Windshield:** no cracks, condition does not impair vision.
- ___ **Mirrors:** minimum of single mirror in good condition and securely mounted.
- ___ **Gas Cap:** tightly closed and no leakage.
- ___ **Fluids:** NO DRIPPING LEAKS of any fluid of any type.
- ___ **Fluid Lines:** proper fittings and line condition; no external clamps used on pressurized oil lines.
- ___ **Battery:** properly secured; no apparent corrosion.
- ___ **Throttle Return:** freely operating and proper spring(s).
- ___ **Engine:** proper exhaust in good condition; general condition of engine and accessories.
- ___ **Belts:** fan and other auxiliary belts in good condition with proper tension.
- ___ **Brakes:** sufficient brake pads (50% minimum); rotors and pads are in good condition; no cuts or abrasions in brake lines. There should be no visible cracks extending to the edge of the rotor. With co-driver, pads should exceed minimum standard.
- ___ **Brake Fluid*:** sufficient brake fluid; premium fluid recommended. Brake fluid must be changed at least annually.
*Date brake fluid was last changed: ___/___/20___
- ___ **Brake Lights:** functional and visible brake lights.
- ___ **Pedals:** all pedals must have free return and be in good operating condition. Brake pedal must be firm.
- ___ **Wheels-Overall Condition:** no cracks, bends or flaws; valve stems must have airtight caps.
 - ___ **Wheel Bolts & Lugs:** all lug nuts engaged; pay special attention to after-market wheels & Turbo Twist wheels; if using track tires, steel lug nuts should be used.
 - ___ **Wheel Centerlocks:** make sure locking devices are fully engaged.
 - ___ **Wheel Bearings:** proper free rotation; no looseness in hub.

PCA STANDARD DRIVERS EDUCATION TECHNICAL INSPECTION FORM (Page 2 of 2 pages)

___ **Tires:** general good condition; no cracks, cuts, cords or blisters; the tires that will be used at the track should be teched.

___ **Front Suspension:** no excessive play; ball joints and tie rods secure; boots and all seals in good condition.

___ **Rear Suspension:** half shaft boots in good condition; mounting hardware in good condition; no leakage.

___ **Exhaust System:** securely fastened and in good condition.

Tech Inspector Signature: _____ **Date:** _____

THE UNDERSIGNED INDIVIDUAL(S) HEREBY CERTIFY THAT:

1. This OFFICIAL TECHNICAL INSPECTION FORM (THE "FORM") submitted to the *Region Name* _____ (the "Region") of the Porsche Club of America, in connection with the above noted High Performance Driver Education Event was performed on the date shown below by a Porsche mechanic or other person authorized by the Region to conduct such an inspection.
2. The completed Form correctly and accurately shows the condition of the Car identified above on the date of the inspection.
3. There have been no changes in the condition of the Car since the date of the inspection that would affect the track-worthiness of the Car. The undersigned hereby agrees to defend, indemnify and hold harmless PCA, its Zones and Regions, as well as the inspector, from any and all claims or demands arising directly or indirectly from any incorrect and/or inaccurate statements set forth in this form.


I understand that the technical inspection performed on my Car and my helmet is solely for the purpose of meeting minimum standards of car preparation for the Zone's or Region's High Performance Driving Event. No warranties or guarantees are implied or expressed by the passing of the inspection performed. I acknowledge that the safe condition and operation of my Car is entirely my responsibility. I take full and sole responsibility for any vehicle problems, malfunctions, or damage that may occur in connection with the operation or performance of my Car prior to, during, or subsequent to the Event.

Driver #1 Signature: _____ **Date:** _____

Driver #2 Signature: _____ **Date:** _____

Minimum Standard Grid Tech List:

- ___ 1. No loose objects or distracting items
- ___ 2. At least one functioning brake light
- ___ 3. Gas cap & battery secure
- ___ 4. Wheel lug nuts torqued
- ___ 5. Helmet with proper Snell® rating
- ___ 6. Proper clothing attire, per Region rules
- ___ 7. Car numbers in place
- ___ 8. Tires must be in good condition with no cracks and/or cuts
- ___ 9. Sufficient brake pad thickness

 This form is available online at pca.org, then go to "Regions/Forms & Documents" then "Event Management-Driver's Education."



POST EVENT REPORT

Version January 2014

To be completed by the Region Event Chair for all events which require insurance. This form is to be submitted to the PCA Safety Chair within five (5) business days of the event.

Event Date(s): _____ Event Location: _____

Type of Event: DRIVER'S ED AUTOCROSS RALLY TOUR TIME TRIAL TECH SESSION
 Other: _____

Region: _____

Event Chair: _____ Event Chair Email: _____

Event Safety Chair: _____ Safety Chair Email: _____

Please review PCA Guidelines for Observer, Post Event and Incident Reports page 127, 2014 Region Procedures Manual.

Also available online at pca.org under "Regions/Forms & Documents/ Event Management."

Please provide the name and contact information for the person designated to complete the Observer's Report:

Name: _____ Email: _____

Were there any incidents which would require the filing of an incident report? YES NO

If yes, how many incidents occurred at the event? _____

Were there any incidents which involved bodily injury? YES NO

If yes, an incident report must be submitted on the next business day.

Who will be responsible for filing the incident report(s)?

Name: _____ Email: _____

**SUBMIT THIS REPORT WITHIN FIVE DAYS OF THE EVENT TO:
 fax 410-381-0924**

And to

PCA Safety Chair

Email: safety@pca.org

(See name and fax number listed in *PANORAMA*.)

This form is also available as a fillable .pdf form that can be submitted electronically. Go to pca.org, then "Regions/Forms & Documents."