

Part 8 – Other Appointments and Committees

I.8.16 Treffen North America Chair

The Treffen Chair is responsible for the overall success of the PCA Treffen North America and the quality and consistency of the event experience for the attendees. The Treffen Chair acts as a liaison and resource for the Treffen Committee, the Executive Council (EC), the National Staff and sponsors. Additionally, he/she acts as a representative of the Club to service vendors and the general public. He/She is responsible for the overall administration of Treffen and provides overall management of the Committee, volunteers, contractors and PCA employees, in their duties while following PCA policy and procedures.

The Treffen Chair also provides leadership in developing proposals for future Treffen locations and venues.

Procedures:

Responsibilities include, but are not limited to:

- **Administrative**
 - National
 - Attend the Winter National Staff Assembly, the Annual Summer Membership Meeting and the Board of Directors teleconference meetings
 - Submit quarterly committee reports on activities in the preceding quarter
 - Submit an annual budget
 - Maintain a current list of Treffen North America Committee members
 - Ensure Treffen contact rosters are up-to-date and accurate
 - Ensure Treffen website is updated and linked to the National website
 - Oversee, analyze and approve Treffen budget to ensure fiscal soundness
 - Coordinate with the PCA National Treasurer the review, approval and payment of Treffen related expenses
 - Review and approve expense reports from Treffen Committee members for Treffen-related expenses
 - All submissions will be initially reviewed by the Treffen Chair for completeness and compliance with the MNPP Finance Policy
 - Incorporate technologies as appropriate (email, Facebook, Twitter, Instagram Dropbox, etc.) as management, communication and marketing tools
 - Review Treffen North America Committee Region Task Document annually. Update based on lessons learned and changes in procedures
 - Maintain metrics on Treffen participation and finances to guide future event planning
- **Site Planning**
 - Direct/coordinate with the PCA contracted conference company and National Events Manager to choose sites in areas of the country for future Treffens utilizing a 1/3 of the country (east 1/3, middle 1/3, west 1/3) rotational plan to ensure the event is more easily accessible to the membership
 - Site locations, whenever possible, should be researched 2.5 years in advance of the planned event

- Perform visits to potential future sites with key Treffen Committee members (as needed) to evaluate:
 - Hotel/Resort
 - Facility should be vetted by the PCA contracted conference company and National Events Manager to ensure there are adequate sleeping rooms, meeting space and banquet facilities to accommodate the event
 - Access to adequate support services as needed to support both the event and the participants
 - Assess for participant access issues to venue sites both on and off resort property
 - Adequate parking for entrants and sponsors
 - Adequate car wash locations
 - Events (as needed)
 - Review possible locations and staging areas for driving tours and non-driving events
 - Engage local Region members and/or Zone Rep for volunteers and local flavor
- Report on future site locations and offer recommendations and dates to the EC at least two and a half years before Treffen execution
- Two years prior to the Treffen: Treffen Chair, Treffen Site Coordinator, PCA National Events Manager and PCA-contracted conference representative visit prospective sites for a Treffen
- A year and a half prior to the Treffen: Treffen Chair, Treffen Site Coordinator, and PCA National Events Coordinator submit a recommendation of a future site to the PCA Executive Council for approval
- One year (and as needed) prior to the Treffen: Treffen Chair, Treffen Site Coordinator of PCA's contracted conference company, and PCA National Events Manager visit the Treffen site for meetings with the host Region(s) and venue staff
- Six months prior to the Treffen: Treffen Chair submits the recommended Treffen registration fee to the PCA Executive Council for approval
- Review and approve for signature all Treffen site contract(s) with the PCA National Events Manager and PCA General Counsel
- Ensure contracts are executed per the MNPP Finance Policy
- Engage Zone Rep and local Region members, as appropriate
- Initiate design and production of Treffen promotional materials, as needed
- **Current Treffen Planning and Execution**
 - Advertising / Promotion
 - Initiate and approve Treffen promo advertising for distribution
 - Initiate/edit/approve promotional articles or advertisements in *Panorama*
 - Facilitate/coordinate/approve updates and additions to Treffen website
 - Facilitate/coordinate/approve articles and promotions on *pca.org* and *e-Brake News* to Treffen website
 - Facilitate access of promotional material to Regions for publication in Region newsletters, publications and websites
 - Website, Social Media and Digital Media

- Coordinate with appropriate PCA volunteers and staff on creation of Social Media/Digital Media promotions
- Ensure Social Media and Website information remains current based on the following schedule:
 - 5 months prior to the Treffen: All driving tour and Treffen venue information is posted on the Treffen website
 - 4 months prior to the Treffen: All driving tour information, including final pricing, is posted on the Treffen website
 - 3 months prior to the Treffen: Treffen Registration opens on the third Wednesday of either January (Spring) or June (Fall)
- Initiate and approve all Treffen related articles for publication in *Panorama* and other Club media outreach
- Submit *Panorama* promotional article 1-2 months prior to Event Registration opening
- Planning Meetings
 - In coordination with the PCA National Events Manager
 - Set date(s) of meetings. This may require several weekends based upon location and needs of the host Region(s) and the Tourmeister (i.e. late spring for safety checks and Tour planning if the area has snow)
 - Invite/notify necessary Chairs/Coordinators of the date(s) of the meeting
 - Coordinate communications of the dates and arrangements to other necessary parties (EC, National Safety Chair, PCNA and other sponsors)
 - Coordinate communication of meeting dates with local Region liaisons and Zone Rep as applicable
- Oversee and coordinate with the Treffen Committee the review and approval of all events
 - Encourage, solicit and evaluate new ideas and activities for desirability and suitability for inclusion
- Review and approve Treffen schedule created by the PCA National Events Manager
- Review all communication (print, email, web) to the Club membership and Treffen entrants
- Review and approve online registration system, communications and packets before they are made available to the membership
- Facilitate design and production of the Treffen web site with appropriate volunteers and contractors
 - Ensure it includes local tourist and vacation info
 - Ensure site is accessible to membership on pca.org, prior to the opening of Treffen housing registration, containing at a minimum: opening dates, host hotel, room pricing, Treffen entrant fees, local tourist and vacation information
 - Assist with, oversee and approve the final design/selection of Treffen entrant bag and name badge designs
- Event and Banquet Costs
 - Coordinate with the PCA National Events Manager and respective event Chair/Coordinator to review anticipated costs and set fees for banquets, tours, non-driving events, etc.
- Treffen Committee

- The Treffen Chair manages and has final authority over all Treffen team members (volunteer and contracted entities) with regard to Treffen functions, expenditures and activities
 - PCA National Events Manager (in collaboration)
 - Treffen Site Coordinator
 - Treffen Registrar
 - Region Liaisons
 - Registration Team
 - Information Desk Staff
 - Tour Departure Assistants
 - Tourmeister and Tour Driver Teams
 - Car Wash Station Team
 - Treffen Administrator
 - PCA-contracted company
 - Identify potential locations and sites for Treffen in conjunction with PCA National Events Manager
- Train, monitor and supervise all Treffen Committee members as needed to ensure adequate performance of their duties
 - Support the Committee members as necessary
- Select Treffen Committee shirts
- Select and coordinate Treffen Committee gift
- Oversee PCA stipend awarded to host Region(s)
- Maintain and distribute Committee contact information and Treffen email aliases if requested
- Risk Management
 - Evaluate and manage risk of planned events with the appropriate Chair and National Safety Chair
 - Maintain a working knowledge of PCA Insurance and Risk Management
 - Submit Certificate of Insurance request
 - Ensure driving tour Observers and Post Event Reports are submitted
- Sponsors
 - Coordinate with the Executive Director/Sponsorship Coordinator to manage sponsor expectations and ensure sponsor satisfaction
- Post Treffen
 - Conduct post-Treffen Committee meeting program review
 - Conduct post-Treffen surveys and share results with the EC and others as appropriate
 - Evaluate and integrate “best practices” and insight from post-Treffen Committee meeting and current event into future events