

Part 8 – Other Appointments and Committees

Section I8.1.4 Register Coordinator/Advocates

The Register Coordinator and Register Advocates, formerly the Special Interest Group Committee, are responsible to enable and foster communities of interest within PCA for specific/unique Porsche production models that attract a special interest or affinity or those models for which there are a number of members who share a common interest. Registers enhance the PCA experience for members and in so doing, strengthen PCA by sharing information, advocating and perpetuating the legacy and interest of these cars, in addition to recruiting new members.

Registers encourage and enable cross-Region and cross-Zone owner relationships, providing a forum and mechanism for communication and organizational support for members with an interest in a particular Porsche model. Such forums benefit membership within PCA as a whole, by offering and fostering contact between owners of unique-series Porsches, which otherwise might not occur.

The Register Coordinator and Advocates are points of contact with organizations, website forums and publications that have similar interests for their respective Porsche models, e.g.: Rennlist, Pelican Parts forums, Porsche Owners Club (POC), the 356 Registry, Early 911S Registry, 914 World and 6-Speed Online (not an exhaustive list, but indicative of the kinds of forums that exist today).

Procedures

A Register group will be formed for Porsche production and factory produced limited edition models that have a potential group of 100 or more PCA members. If a proposed individual Register group has fewer than 100 potential members, it should combine with like models to achieve a potential size of more than 100 models that could be owned by members.

Responsibilities include, but are not limited to:

Register Coordinator:

- National / Administrative
 - Attend the Winter National Staff Assembly, the Annual Summer Membership Meeting and the Board of Directors teleconference meetings
 - Submit quarterly committee reports on activities from the preceding quarter
 - Submit an annual budget
- Responsible for the sub-interest groups or “Registers” and the Advocates who coordinate them
- Maintain and update the contact person(s) and contact information for each Register Advocate. A list of current Register Advocates is to be listed in the back of *PANORAMA* and on pca.org

- Recommend new Registers, as appropriate, removal of inactive existing Registers or consolidation of one or more existing Registers, based on activity and Register membership, for approval by the Executive Council
- Solicit, collect and edit content from Register Advocates and submit this content to *PANORAMA* (example content includes announcement when a new Register is formed, information about a Register event, and information that builds awareness of a given Register)
- Act as the single point of contact, when required, with organizations (described above) that “venerate the Porsche marque”
- Periodically monitor activity and evolution of these external organizations to determine potential impact and recommend desired or required responses for the Registers
- Have regular communication with the Register Advocates to facilitate interaction between the Advocates in order to share successful practices, encourage collaboration between Advocates and understand and address questions or concerns
- Periodically monitor activity in each Register to understand the nature, frequency and volume of interactions among and between the various members
- Ensure there is a smooth transition from one Advocate to another
- Ensure each Advocate is performing the responsibilities outlined below
- Acts as the single point of contact for communication and coordination between the individual Register Advocates and PCA National Leadership
- Maintain a master list of administrative passwords to Register websites and social media accounts

Register Advocate:

- The role of the Register Advocate is to act as the single point of contact for the Register for which that person advocates and to provide advocacy and oversight for the group
 - This includes approving new members (or overseeing that process), ensuring PCA privacy and copyright guidelines are followed for the Register and that PCA’s Code of Conduct is followed
- Maintain contact information for Register members and determine who is eligible for membership (i.e., is the group limited to those who own the model for which the Group was formed; are former owners allowed to continue as group members; are model / marque specialists eligible; are PCA members who are prospective owners of the model allowed?)
 - Advocate is responsible for either accepting or denying member applications and ensuring Register members are Club members in good standing
- Facilitate a forum and structure for social interaction and access to communities of interest, thereby enhancing the member’s experience and affiliation with PCA
- Ensure Register members have at least one electronic forum in which to interact, capture model-specific information and exchange information related to restoration, maintenance, parts, repair, and education
 - The content and nature of the Register forum(s) is left to the Advocate to determine, but some common content would include a Register-specific forum, capture of previous content for the benefit of future members, storage of reference material (that doesn’t violate copyright law), etc.

- Ensure the Register Coordinator has current administrative access rights to all the Register Forum(s)
- Organize or oversee the organizing of periodic events to gather Register members with their cars for shows or tours
 - Register events must be conducted in coordination with a PCA region (through which it will secure the required insurance)
 - The Advocate will work with the Region to submit a Region Subsidy Program Event Form as appropriate
- Remain in contact with other Advocates and the Register Coordinator and is required to ensure the Register Coordinator and Register members has/have current contact information
- Act as the point of contact to gather examples of the Register model(s) when desired for display or other PCA activity (e.g., Historic Displays at Parade, Werks Reunion, etc.)
- Create articles for submission to *PANORAMA* or *eBrake News* as requested by the Register Coordinator