

## November 2013 Board Reports and Meeting Minutes

**In attendance (8):** President Vern Rogers, Vice President Mike Hinton, Treasurer Jerry Gladstone, Secretary Craig Steele, Safety Director Mac Cranford, Events Director Don Magdanz, Autocross Director Grady Carter, Concours Director James Heisey,

**Absent (7):** Webmaster Barbara McCrory, Past President Greg Maissen, Sponsorship Director Simone Kopitzki, Goodie Store Director David Bunch, Membership director Bob Schoenherr, Social Media Kurt Fischer and Thorsten Kopitzki,

### **Meeting called to order at 7:07 P.M.**

by President Vern Rogers at Ghiringhelli Pizzeria Grill & Bar, Novato.

**Motion** to approve the October 2013 Board Reports was unanimous.

### **President's Report (Vern Rogers):**

- Organized and ran Calendar meeting for 2014
- Attended Zone 7 Presidents Meeting
- Visited Mare Island looking for AX sites
- Visited the Public Safety Training Center as possible AX site
  - Exchanged Emails regarding PCA RR rental of site
- Signed up for Holiday Party
- Arranged Ghiringhelli meeting room for November – room now being scheduled through Deer Park Villa in Fairfax (owner).
- Wrote my 23<sup>rd</sup> President's Message for dR.

Note regarding Parade 2014: Please entertain the idea of organizing/leading a tour for Parade. Let me know if you are willing to do so. Redwood Region has many experts in leading and organizing tours, and there will be a big need for this expertise in June of 2014.

**Items for Discussion: none**

### **Vice President's Report (Mike Hinton):**

Just got back from Hawaii; nothing to report for me this month.

**Items for Discussion: none**

### **Treasurer's Report (Jerry Gladstone):**

This report covers the period from October 26, 2013 through November 22, 2013

The Redwood Region Treasurer reviewed the Region's finances with the Board of Directors. Current bank balances and details of expenditures and income for this period were detailed and accepted. Finances remain strong and are in accordance with expectations. A recommendation for our annual contribution to CASA was proposed. Anyone wishing to see additional financial detail, please contact the Region Treasurer.

**Motion** made by Mac and second by Mike to accept Treasurer's recommendation of donating \$4000 to CASA, vote was unanimous.

Notes:

- Please submit any requests for reimbursements or other outstanding bills by the third week in December to enable a timely close of 2013's books.

**Items for Discussion:**

**Secretary's Report (Craig Steele):** No report submitted

**Items for Discussion: none**

**Past-President's Report (Greg Maissen):** No report submitted

**Items for Discussion:**

**der Riesenbaum Editor's report**

**(Barbara McCrory & Jerry Gladstone interim der Riesenbaum co-editors)**

Barbara and Jerry completed their eleventh issue as interim co-editors of der Riesenbaum; David Yusem contributed as Assistant Editor. dR was mailed November 12, 2013 to 724 email addresses. The November 2013 issue of der Riesenbaum is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1115611274650.html>

A schedule for producing the December issue of der Riesenbaum was emailed November 15, 2013. Publication date for the next issue of der Riesenbaum is approximately December 17, 2013 with all submissions and materials due by December 14th. Publication date is 5 days later than our usual 12th of the month thus giving us time to collect photos and write an article on the holiday event. Another advantage of this later date is that it is two weeks before the One-One-Fun Run and will serve as an appropriate reminder without having to send a blast event reminder.

As of November 22nd, the November issue of der Riesenbaum was opened 360 unique times for an opening rate of 50.1%. There were 7 bounces, 93 (25.8%) unique clicks, no opt out or forwards.

The 2014 Election Announcement was sent on October 31, 2013 to 694 email addresses. As of November 22nd the email blast was opened 317 times for an opening rate of 46.1%. There were 7 bounces, 91 (28.7%) unique clicks, one opt out and no forwards. 90 people clicked through to the election ballot.

An email blast announcing two upcoming events was sent October 28, 2013 to 709 email addresses. As of November 22nd the email blast was opened 373 times for an opening rate of 53.1%. There were 6 bounces, 96 (25.7%) unique clicks, one opt out and no forwards.

The next Event Reminder email blast is scheduled for release on November 25, 2013; earlier than the usual first of the month so as to remind people of the Holiday Party deadline.

Notes, Discussion & Action Items:

1. Who has volunteered or been volunteered/assigned to write event articles for December's dR.
  - a. Last Gasp: Article by Sharon Castle, Photos by Aron Smetena (others?)
  - b. GGR Time Trial at Laguna Seca: Article and photos by Steve & Barbara McCrory
  - c. Holiday Party? Mike will write article and Craig will take pictures
2. Flyer/announcement for One-One-Fun Run
3. Flyer/announcement for any other January events

Barbara McCrory & Jerry Gladstone, Interim der Riesenbaum co-editors  
 David Yusem, Assistant der Riesenbaum Editor

**Items for Discussion: none**

**Membership Director's Report (Bob Schoenherr):  
 The October 2013 membership report ending October 31, 2013**

**Note from Membership**

Membership is strong with 5 new members and 4 transfer-ins this month. Members like John Bryne and Jose Garcia having 38 years of membership under their belt along with Charles Wailes and Richard Monsanto having 31 and 30 years of membership. I remember John at the autocrosses with his [911 RS](#). That was One fast AX car. Wonder what happened to that car, John? ...

The month of October was filled with fun events for any Porsche lover. Anita and I finished our Zone 7 concour series in Livermore The ["Green Machine"](#) finished the series with a perfect record for the year. Had a blast at the Autocross Enduro at the Santa Rosa airport and even took in a wine tour up in our neck of the woods.

Our big surprise happened in Santa Fe, NM. I needed to use some vacation time, so we wanted to see my parents, go to the International balloon fiesta, and spend a couple days in Santa Fe. We had a great time in New Mexico without knowing that the 356 West Coast Holiday was going on in Santa Fe. Much to our delight as we left Albuquerque and headed towards Santa Fe, we saw a few 4 wheel bathtubs making their way to Santa Fe. We first thought we must have just got lucky, but once we entered the Santa Fe Plaza there they were over 100 356s, WOW! Then we found out it was the 356 West Coast Holiday. [Link to the New Meixican](#) article. Great photos on a [Santa Fe Blog](#) , My Photos on [Flickr](#)  
 We saw 356s from 1949 to 1965 all the way from full restoration to survivors. Was great to share this with my sister and her husband and Anita and I picked out the 356 we wanted to cruise the redwood with. Bummer it is still a dream! Moral of the story: If you are leaving the area always check to see what other regions of PCA and all the Porsche registries are doing. You could get lucky like we did..

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New Members	5	Primary Members	506
Transfers in	4	Affiliate Members	359
Transfers out	1	Dual Members	16
Renewals	37	Total Members	881
Non-renewals	8		

Welcome New Members to the Redwood Region. We hope to see you at an upcoming event.

Name	Assoc/Affiliate	City	Year	Car	Prior Region
John Anderson		San Anselmo	1993	RSA, red	GGR
Jorge Counce	Pamela Counce	San Rafael	1999	Boxster,silver	
James Davison		Petaluma	2013	997 GT3, black	
Jeffrey Jacobs		Lakeport	1959	356	
Ronnie Uy		American canyon	2007	911, blue	
Robert Whisten	Jodine Whisten	St Helena	2002	911 C4 , gray	
Alfred Ghanayem		Mill Valley	2005	997 , artic silver	FCR
Chris Harrell	Veronica Harrell	Mill Valley	1972 1973 1987 2005	914 Saturn yellow 911 red 928 S4 blue Boxster red	SGB
David Margulies	Mary Margulies	Napa	2001	911	POT

August Anniversaries (5 years and over)

<b>NAME</b>	<b>YEARS</b>	<b>LOCATION</b>	<b>ANNIVERSARY_DATE</b>
John Byrne	38	PT RICHMOND, CA	11/1/1975
Jose Garcia	38	NOVATO, CA	11/1/1975
Charles Wailes	31	SAN RAFAEL, CA	11/1/1982
Raymond Manzano	30	SANTA ROSA, CA	11/1/1983
Richard Elb	26	NOVATO, CA	11/1/1987
William Newton	26	SANTA ROSA, CA	11/1/1987
Dave Benson	24	SONOMA, CA	11/1/1989
David Danchuk	17	POINT ARENA, CA	11/1/1996
Scott Alber	15	FAIRFAX, CA	11/1/1998
Eric Christensen	13	SAUSALITO, CA	11/1/2000
Edward Lee	13	ROSS, CA	11/1/2000
Milann Reynolds	13	CRESCENT CITY, CA	11/1/2000
Frank Altamura	12	NAPA, CA	11/1/2001
Charles Wear	12	SANTA ROSA, CA	11/1/2001
Christian Harrell	11	San Rafael, CA	11/1/2002

Jay Polak	11	Cotati, CA	11/1/2002
David Lundgren	10	MILL VALLEY, CA	11/1/2003
Bruce Mooers	9	Napa, CA	11/1/2004
Thomas Noonan	9	Trinidad, CA	11/1/2004
Ronan Papillaud	9	Mill Valley, CA	11/1/2004
John Wooster	8	Ross, CA	11/1/2005
Lawrence Proctor	7	Santa Rosa, CA	11/1/2006
John Trefethen	7	Napa, CA	11/1/2006
Kate Carrade	6	Novato, CA	11/1/2007
Michael Hinton	6	Saint Helena, CA	11/1/2007
Thorsten Kopitzki	6	Mill Valley, CA	11/1/2007
Warren Weagant	6	Sausalito, CA	11/1/2007
JC Buller	5	Napa, CA	11/1/2008
John Siragusa	5	Petaluma, CA	11/1/2008
Bob Boinski	4	Petaluma, CA	11/1/2009
Martin Kadlecovic	4	Richmond, CA	11/1/2009
Claude Labeeuw	4	Mill Valley, CA	11/1/2009
Larry St John	4	Vacaville, CA	11/1/2009
L.I. St John	4	Fairfield, CA	11/1/2009
Stanley Chasen	3	Cloverdale, CA	11/1/2010
Robert Smyth	3	Redway, CA	11/1/2010
Frederick Van Overbeek	3	Bolinas, CA	11/1/2010
Greg Kryder	2	Napa, CA	11/1/2011
Mike Nikolov	2	Hidden Valley Lake, CA	11/1/2011
Mike Oechsel	2	Kentfield, CA	11/1/2011
George Somers	2	Healdsburg, CA	11/1/2011

**Items for Discussion: none**

**Autocross Director's Report (Grady Carter):** No report submitted

**Items for Discussion:**

- Attended AX Driver's Event in Livermore. Discuss Parade rules usage in future AX events that was tabled. Grady is in favor of GGR points rules for AX.
- Discuss being a PCA member and not owning a Porsche and AX standing to drive.
- The meeting included class on techniques to coach students learning to AX.
- Grady submitted AX dates to Sonoma Airport. April 12-14 was the only conflict. The AX dates are always subject to cancellation by the Project General Contractor.
- Discussion was focused on how funds are available for AX expenses. There is \$6K for any AX expenses.

**Webmaster's Report (Barbara McCrory):**

During the month of November 2013, there were 4844 visitors. There were 3587 unique IP's that accessed the site.

Activity on the site was spread evenly during the month. 9:00 am is the most popular time. Autocross and Classifieds continue to be the top entry page after the front page.

Daily country activity was led by the United States, China, Canada, United Kingdom, Germany, India, and Italy accounting for 91% of the visitors.

1197 visitors (25%) used iPads, iPhones, iPods, and Androids to access the site. Spiders continue to crawl through the site.

Contacted the members who had older ads in der Marktplatz -- removed expired ads.

**Items for Discussion: none**

**Goodie Store Director's Report (David Bunch):** No report submitted

**Items for Discussion: none**

**Event Director's Report (Don Magdanz):**

12-7-13 Holiday Party:

- Met with Tracy Curnutte, Event Coordinator at the Lodge in Sonoma. Attached is a layout of the foyer and ballroom for the event.
- We need to determine a location for the slide show; Bob Schoenherr has volunteered to create a DVD; Craig Steele has a flat TV and DVD player that we can use. Craig later had to withdraw his offer because the equipment has been installed.
- Carla Daro has taken the lead on decorations.
- Ray Kaliski is securing 3 cases of wine in case we need them.
- Jerry and I are confirming with Todd Morgan to be @ The Lodge @ 3PM on SA 12/7 for setup.

1-1-14 One One Fun Run:

- We are planning to meet at the Owl Cafe in Cloverdale at 9:30AM for a 10AM departure; those who want breakfast can arrive @ 9AM.
- The route is Highway 128 west to Highway 1, south to Jenner; will have a late lunch @ the Jenner Inn if they are open, or I'll try for the Cape Fear in Duncans Mills. Last resort is Union Hotel in Occidental.
- Will have the flyer done by 12/1 or earlier.

Pot Luck Dinner Supplies:

- Chris Fischer said that she has some plates, utensils, napkins, etc. left over from previous potlucks. I plan to store those supplies along with any other supplies that previous event leaders might have. When we schedule a Potluck, we'll try to use this stash before we buy anything more.

2014 Events:

- I plan to be more proactive with the Events next year so that we have them planned with sufficient time to get the flyer posted and in derRiesenbaum. This is particularly challenging for me during the ski season and the summer. I would appreciate having some one to help with the Event Direct ion.
- I have requested Nourish to host our 12-6-14 Holiday Party.

**Items for Discussion: none**

**Concours Director's Report (James Heisey):** No report submitted

**Items for Discussion: none**

**Sponsorship Director's Report (Simone Kopitzki):**

I won't be able to attend the next board meeting. I have so much work and we went to the PCNA Tech Tactics down in Ontario. That took much of my typical work time away. In addition I have to prep for the turkey day; just a little too much stress. Happy Thanksgiving to you all!

**Items for Discussion: none**

**Safety Director Report (Mac Cranford):** No report submitted.

**Items for Discussion: none**

**Charity/CASA Report (Vern Rogers):** No report submitted

**Items for Discussion: none**

**Social Media Report (Kurt Fischer):** No report submitted

**Items for Discussion: none**

**Meeting adjourned at 8:30 P.M.**