

OCTOBER 2013 Board Reports and Meeting Minutes

In attendance (15): President Vern Rogers, Vice President Mike Hinton, Treasurer Jerry Gladstone, Secretary Craig Steele, Webmaster Barbara McCrory, Safety Director Mac Cranford, Autocross Director Grady Carter, Past President Greg Maissen, Sponsorship Director Simone Kopitzki, Events Director Don Magdanz and Thorsten Kopitzki, Concours Director James Heisey, Goodie Store Director David Bunch, Membership director Bob Schoenherr and Tom Short

Absent (1): Social Media Kurt Fischer

Meeting called to order at 7:03 P.M.

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

Motion to approve the September 2013 Board Reports was unanimous.

President's Report (Vern Rogers):

- No Report Submitted... Vern was at Escape in LA
- Need Zone 7 event 2014 dates before President's meeting on November 9th.
- May need to locate another 2014 AX site because Sonoma Airport Construction vendor is offering no guarantees on Autocrosses dates at our current location when runway construction resumes after April 15th.
 - David suggested looking at SRJC Training driving pad near Skylane Blvd. and Shiloh Rd.
 - It was suggested to investigate Sonoma Raceway for our AX venue.
- Escape was interesting, some tours challenging, venue and hotel was great and we had seven Redwood members attend. There were about 170 cars and 400 people including the PCA national staff and Porsche Company representation plus five new Porsches to test-drive.
- Calendar meeting is at Vern's home on November 12th at 7:00pm.

Items for Discussion:

- Discuss getting the One-One Tour planning started so that can be advertised in a timely manner.

Vice President's Report (Mike Hinton):

- Attended Concours at Ledson Winery. Entered the 911T in the Competition class, and got second place! (there were only two entries!)
- Attended Oktoberfest event in Vacaville, and celebrated the 914's first anniversary of ownership. Had the opportunity to chat with many Redwood Region members after the entertaining drive. Thanks to Kurt for leading the tour!
- Attended the final autocross event of 2013. Once again, Bob designed a fun course, and full credit to Grady and the autocross crew for pulling off the afternoon enduro with a skeleton crew.
- Took my non-functioning engine compartment heater blower motor to Garcia Rebuilt in Santa Rosa, and got it repaired for ¼ the cost of a new motor. We have heat again!
- Attended the Annual Membership meeting at the Union Hotel. Thanks again to Kurt for an entertaining drive!

Items for Discussion: none

Treasurer's Report (Jerry Gladstone):

This report covers the period from September 21, 2013 through October 25, 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. Anyone wishing to see additional financial detail, please contact the Region Treasurer.

Notes:

- The Post Office sent notice of non-payment for rental of the Redwood P.O. Box for the year (10/1/13 - 9/30/14). I had paid them on 9/4/2013 with check #5064. Since they obviously lost the mail/check I stopped payment (\$30 stop payment fee!) and issued another check. This check was received as we were issued a receipt.
- We now have two WestAmerica Bank VISA Business Cards. The collective credit limit is \$7,000, there is no annual fee and we get 1.25% back on all purchases. Of course we get all the security features of a credit card as well as some online accounting services. We will discontinue use of the Redwood check card (debit card on the checking account). Vern and I have the new VISA cards. The billing address on the account is my home address.
- On Monday, October 28th the Lodge at Sonoma will be sent the second scheduled payment of \$1,166 for the Holiday Party bringing total payments to date to \$2,832.
- Next month, an analysis with a recommendation for our 2014's CASA donation will be presented.

Items for Discussion:

- Vern asked how much did we donated to CASA, Jerry replied \$3500 and agree to prepare a report for next meeting.

Secretary's Report (Craig Steele):

No report submitted

Items for Discussion:

- Report the passing of our two service dogs Pasco and Ben both occurring within two weeks of one another. We also have acquired a new 2 year old black lab service dog, named Pixar.
- Secretary just discovered he is running the board elections. Bob volunteered to set up the election on survey monkey; I was very appreciative.

Past-President's Report (Greg Maissen):

No report submitted.

Items for Discussion:

- Discussed electronic balloting with Bob volunteering to use the same systems last year's election. The preferred system is Survey Monkey over MSR all future elections.
- Newsletter will discuss voting procedure and protocols.
- Secretary responsible for tallying the ballots.
- Decided to do blast e-mail announcing the election balloting starting on November 4th and ending in two weeks

der Riesenbaum Editor's report

**(Barbara McCrory & Jerry Gladstone interim der Riesenbaum co-editors,
David Yusem, Assistant der Riesenbaum Editor)**

Barbara and Jerry completed their tenth issue as interim co-editors of der Riesenbaum; David Yusem contributed as Assistant Editor. dR was mailed October 11, 2013 to 716 email addresses. The October

issue of der Riesenbaum is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1115204615104.html>

A schedule for producing the November issue of der Riesenbaum was emailed October 19, 2013. Publication date for the next issue of der Riesenbaum is approximately November 12, 2013 with all submissions and materials due by November 5th.

As of October 24th, the October issue of der Riesenbaum was opened 374 unique times for an opening rate of 52.5%. There were 3 bounces, 68 (17.6%) unique clicks, no opt out or forwards.

An email blast announcing four upcoming events and a call for candidates for 2014 was sent September 30, 2013 to 698 email addresses. As of October 24th the email blast was opened 341 times for an opening rate of 49.2%. There were 5 bounces, 52 (15.2%) unique clicks and no opt outs and 1 forward.

The next Event Reminder email blast is scheduled for release on November 1, 2013.

Notes, Discussion & Action Items:

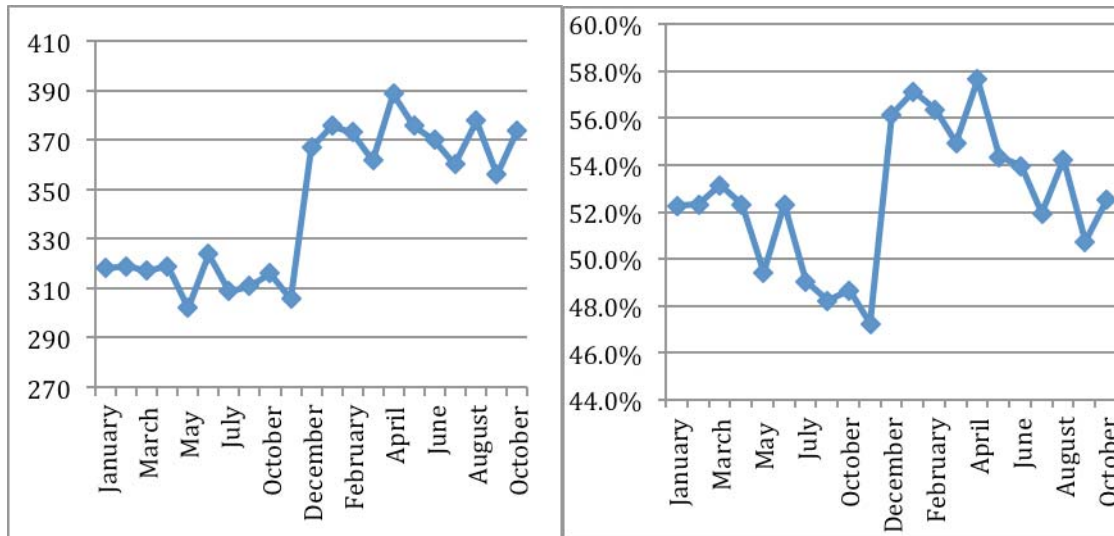
1. To remedy the problem of some people not being able to read the Constant Contact dR email, we added a feature: "Having trouble viewing this email? [Click here](#)". The click takes one directly to a web version of the newsletter.
2. A member was assisted who inadvertently unsubscribed from the Constant Contact database. A link was created in CC which can be used by a member to re-subscribe to der Riesenbaum. Please contact Barbara for assistance in accessing this link.
3. Redwood's tour to Far Niente Winery/Red Hen Cantina is included in FROM THE REGIONS in this month's Panorama.
4. Need to know who has been volunteered/assigned to write event articles for November's dR.
 - a. Member's Meeting and Lunch Tour?
 - b. Escape to L.A.?
 - c. Mendocino Tour?

For data lovers, here are some statistics.

Below, the chart on the left is the number of times der Riesenbaum was opened each month starting from January 2012 and running through October 2013. The chart on the right shows the percentage of openings over the same period. Note: data for August 2012 is missing as two different versions of dR were sent and the data is mixed. The average number of openings is 344 for the 22 month period with 2012's average being 319 and 2013's 371. The data for percentage openings is 52.6% for the 22 month period with percentage openings being 51.0% for 2012 and 54.3% for 2013. Both charts and both years show a seasonal trend with readership falling off as the year progresses.

Number of Openings

Percentage Openings



Items for Discussion:

- Writing assignments for Member’s Meeting will be Kurt, Escape to LA will be Vern and Barbara’s husband, Steve will write about Mendocino Tour.
- Jerry noted that there is a seasonal lull to our readership in the Fall bouncing back after the holidays. Bob noted the same pattern for membership.

Membership Director's Report (Bob Schoenherr):

The September 2013 membership report ending September 28, 2013

Note from Membership

WOW, look at the members with 30 years or more on our anniversary list. It would be great if one of you could give us an update on you and your car! Is that 69, 912; or 56, 356; or 69, 911 still around? These are great cars by our 35-year plus members. When you see them ask them ...

Was a very busy month of September for the Redwood Region. Wine tours, Autocross, concours, and more. Anita and I took in 3 autocrosses, 2 concours, and a wine tour. BUMMER we missed Oktoberfest due to the zone 7 AX weekend in Marina. We put a few miles on the Porsches. It was great fun having so many 914s with us on 914 day at the Redwood Autocross. The Green Machine was a little lonely at the Ledson concour but made friends with a 356 and a 930. Thanks goes to James, David, Greg, and Vern for making Ledson very classy for our friend from outside the Redwood region. It is pretty cool when you have the other regions talking about our concour event each year. They can’t wait to do again. And what about the Redwood members that showed their cars and won? Great people with great cars that want to share their piece of moving art...
The month October has plenty of event catch one of them before the winter hits us.

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New Members	3	Primary Members	501
Transfers in	3	Affiliate Members	356
Transfers out	1	Dual Members	16

Renewals	11	Total Members	873
Non-renewals	29		

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

Name	Assoc/Affiliate	City	Year	Car	Prior Region
Sal Colombo		Santa Rosa	2013	Boxster Red	
Dan Conner		Corte Madera	2006	911 Gray	
Aaron Groves		Santa Rosa	2013	Boxster Red	
Leslie Botu	Jack Botu	Santa Rosa	2001	Carrera Blue	GGR
Alvin Tanabe	Deborah Tanabe	Yountville	1988 2009	911 997	PNW
Dennis Vogel		Santa Rosa	1997	Boxster	CCC

August Anniversaries (5 years and over)

NAME	YEARS	LOCATION	ANNIVERSARY_DATE
Allen Barbieri	44	SANTA ROSA, CA	10/1/1969
Steve Hunter	39	HEALDSBURG, CA	10/1/1974
Lawrence Harrison	38	MILL VALLEY, CA	10/1/1975
Tom Everhart	36	SAN RAFAEL, CA	10/1/1977
Stan Michelman	32	NOVATO, CA	10/1/1981
L Stephens	30	Mill Valley, CA	10/1/1983
John Rice	29	VALLEJO, CA	10/1/1984
Steve Davis	28	SANTA ROSA, CA	10/1/1985
Dave Neukom	26	SAN RAFAEL, CA	10/1/1987
Geoff Halaburt	15	Greenbrae, CA	10/1/1998
Brent Morgan	15	Napa, CA	10/1/1998
Michael Cole	14	SEBASTOPOL, CA	10/1/1999
John Tuteur	14	NAPA, CA	10/1/1999
Victor Brito	13	FAIRFAX, CA	10/1/2000
Dean Lyon	13	WINDSOR, CA	10/1/2000
Robert Pringle	13	TIBURON, CA	10/1/2000
Thomas Dixon	11	SONOMA, CA	10/1/2002
Stephen Glenn	11	Santa Rosa, CA	10/1/2002
Elizabeth Schutz	11	Napa, CA	10/1/2002

Gordon Reynolds	10	Greenbrae, CA	10/1/2003
Greg Maissen	9	Novato, CA	10/1/2004
Joseph Valls	9	Novato, CA	10/1/2004
Tim Bringman	8	Yountville, CA	10/1/2005
Gene Kunde	8	Novato, CA	10/1/2005
Thomas Lowe	8	Novato, CA	10/1/2005
Michael Rosi	8	Lower Lake, CA	10/1/2005
Maria Duarte	7	Napa, CA	10/1/2006
Christopher Wettstein	7	Windsor, CA	10/1/2006
Jim Davis	6	Penngrove, CA	10/1/2007
Tom Edwards	6	Rohnert Park, CA	10/1/2007
Duncan Thomson	6	Fort Bragg, CA	10/1/2007
William Conneely	5	Mill Valley, CA	10/1/2008
Shirely Neidel	5	San Jose, CA	10/1/2008
Jayson Pahlmeyer	5	Napa, CA	10/1/2008
David Wetmore	5	San Rafael, CA	10/1/2008
Peter Brooks	4	Tiburon, CA	10/1/2009
Sam Hinckley	4	Corte Madera, CA	10/1/2009
John Shoffa	4	Redwood City, CA	10/1/2009
Bob Weber	4	San Rafael, CA	10/1/2009
Sascha Bosio	3	Sausalito, CA	10/1/2010
Tom Eager	3	San Anselmo, CA	10/1/2010
Ian Graham	3	San Rafael, CA	10/1/2010
Brian McCarthy	3	Greenbrae, CA	10/1/2010
Don Kruger	2	Calistoga, CA	10/1/2011
Donald Lewis	2	SAN RAFAEL, CA	10/1/2011
Tim Smith	2	Greenbrae, CA	10/1/2011

Items for Discussion:

- Bob noted about twenty members annually let their renewal expire and then re-register as a new member the following month.
- Decided to credit Kim Blakey's \$30 AX fee due to the fact he left his body hoist at home and was unable to be lifted into the driver seat to drive his Porsche. Bob to send him an e-mail with the news.
- Simone continues to send e-mails to new member. She is getting great feedback from her efforts.

Autocross Director's Report (Grady Carter):

1. Event participation: 26 for morning autocross, 23 for enduro.
2. Split into three groups for afternoon enduro for course coverage as we had three lunchtime departures. Went well but will be able to improve if needed again.
3. Another Six "Taste of Autocross" riders.

4. Another fine course by Bob.
5. Several people expressed that they would enjoy participating in an enduro event more often than once a year.
6. A big THANKS to the Reg Crew, the Tow Man and my Wing Man for all the help this year.
7. Will get "Garage" info on MSR Redwood autocross registration set up for next season.

Items for Discussion:

- Ice man (a.k.a. water boy) was not mention above due to missing the last autocross after doing his water and ice deliveries eight autocrosses in a row.

Webmaster's Report (Barbara McCrory):

During the month of October 2013, there were 5437 visitors. There were 4413 unique IP's that accessed the site.

Activity on the site was spread evenly during the month. Autocross and Classifieds continue to be the most popular pages.

Daily country activity was led by the United States, China, Canada, United Kingdom, Germany, and Australia accounting for 89% of the visitors.

1662 visitors (31%) used iPads, iPhones, iPods, and Androids to access the site. Spiders continue to crawl through the site. Turnitin.robot came by again this month -- spidered 50 pages -- must have liked what it found previously. It went through all the news stories, but so did MJ12bot (United Kingdom).

Prepared a flyer for the Last Gasp Tour.

Items for Discussion: none

Goodie Store Director's Report (David Bunch):

\$35 in sales from the Members meeting

Items for Discussion: none

Event Director's Report (Don Magdanz):

Cris Fischer has a bunch of plates, napkins, utensils, etc. left over from previous parties. Does anybody else have some as well? I am trying to get all this stuff in one spot so that we can use it for any potluck dinner that we have in the future.

11-9-13 Hiway 1 Last Gasp: Leave from Duncans Mills and drive north on Hiway 1 and Meyers Grade Road to Timber Lodge and return to Dillon Beach Cafe for Lunch.

12-7-13 Holiday Party: Ray Kaliski, Carla Daro, Simone Kopitski, and I met with Tracy Curnutte, Event Coordinator at The Lodge; all costs below are beyond the contract amount:

- The stage with band and dance floor will be on the left side of the ballroom; dinner will be on the right side. Tracy will do a drawing of the layout of tables.
- The Ballroom will be available for setup at 3PM. Band with stage, dance floor, 6' tables with 8 chairs, and multiple cocktail tables around the dance floor will be setup at that time.
- The cocktail hour will be in the foyer; we will have a registration table as you enter, 2 tables for CASA

silent auction, 1 table for sponsor materials, 1-2 tables for wine, and a table for the TV with the slide show.

- The Lodge will make up place cards with name and entree choice; these will be handed out at the registration table so participants can put them at their seats at the dinner tables.
- Would like to have a cheese/fruit plate with enough to serve 30 people; cost would be about \$325.
- Ray will bring 1 case each of white, red, and sparkling for a total cost of about \$300; he will return the full bottles to his inventory and bill the club for only what was used.
- Participants can be offered a wine glass with white, red or sparkling when they enter the foyer; they can have their wine opened in the foyer or at their dinner table.
- Carla has volunteered to lead the decoration committee; Ray, Simone, and Thorsten as well as myself will be there to help. Carla requested a budget of \$300 for red tabletop linens, ribbons, etc.
- The Lodge is furnishing a holiday tree for the ballroom; they will have holiday decorations in the hotel.
- Bob Schoenherr has volunteered to put together the slide show; 46" TV rental with stand and cables is \$350, which is quite expensive. Anyone have a spare flat screen TV that we could use? Since Bob may not attend, we will need a laptop and cables to interface with the TV.

Items for Discussion:

- Decided not to order the cheese platter for \$350 from the Lodge.
- Jerry estimated \$900 at total corkage fee based on a consumption of $\frac{3}{4}$ of a bottle per person (using 80 members attending the event). Corkage fee is \$16 per bottle.
- Bob and Craig will coordinate DVD player and flat screen to display significant 2013 club events slideshow.
- CASA is hosting a silent auctions and needs two tables
- The club is sponsoring four dinners for this event two from CASA and two guests of the President, Pete Stout and spouse.

Motion- Club funded \$300 for Christmas decorations for Holiday Party, moved by Mac and seconded by Mike. Motion was unanimously approved.

Concours Director's Report (James Heisey):

No report submitted

Items for Discussion: none

Sponsorship Director's Report (Simone Kopitzki):

I created letter for Sponsors to invite them for the Christmas Party (own cost) and requesting promotional materials. (See attachment)

Sent all out by email - except Proshop by regular mail.

Prepared invoices for December mailings (2014 Sponsorship)

Emailed new members welcome letter and got a lot positive feedback... That's it!

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 8:43 P.M.