

January 2014 Board Reports and Meeting Minutes

In attendance (9): President Vern Rogers, Vice President Mike Hinton, Treasurer Jerry Gladstone, Secretary Craig Steele, Past President Greg Maissen, Autocross Director Grady Carter, Goodie Store Director David Bunch, Membership director Bob Schoenherr and Concours Director James Heisey,

Absent (6): Webmaster Barbara McCrory, Safety Director Mac Cranford, Sponsorship Director Simone Kopitzki and Thorsten Kopitzki, Events Director Don Magdanz, and Director Social Media Kurt Fischer

Meeting called to order at 7:00 P.M.

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

Motion to approve the November 2013 Board Reports was unanimous

President's Report (Vern Rogers):

- Welcome and Thanks to all of you for serving on the Board once again.
- Need to approve minutes of last Board Meeting.
- Board of Directors Appointments (need motion, second, and vote)
 - Grady Carter as Ax Director
 - Bob Schoenherr as Ax CoDirector
 - Bob Schoenherr as Membership Director
 - Jerry Gladstone as Newsletter Editor
 - Barbara McCrory as Newsletter Co-Editor
 - Barbara McCrory as Webmaster
 - Simone Kopitzky as Sponsorship Director
 - Mac Cranford as Safety Director
 - Don Magdanz as Event Director
 - David Bunch as Goody Store Director
 - Sharon Neidel as Goody Store Co-Director
 - James Heisey as Concours Director
 - Scott Downie as Northern Rep
 - Deven Wailes as Technical Advisor

Motion to approve the 2014 Board of Directors, was made by Mike and seconded by Craig, the vote was unanimous.

- Insurance
 - Ordered insurance for One One Fun Run, but did not receive certificate from National
 - Ordered insurance for 2/8 Two Bird Run, 2/22 HiTec Tech Session, 3/8 Whale Tale, 3/22 AX, 4/5-6 Zone 7 AX.
- Reviewed route for Two Bird Run.

- Received National RPM in the mail. Plan to order a second copy for the VP, if desired.
- Attended Zone 7 Presidents meeting on Jan 11.
- Attended Zone 7 Awards night on Jan 11.
- There will be a Zone 7 Party at Parade in June. Regions will contribute to cover costs of no-host bar (should there be any) as well as minimal supplies based on number of Region attendees.
- Received, filled out, and returned annual Airport audit of AOA badges/holders.
- Provided John Fitzgerald's contact info to Rik Larson of SVR for possible assistance in creating a TSD rally school and rally in prep for this year's Parade.
- Received info on 2013 National Newsletter contest and passed along to Barbara and Jerry.
- Dave Bunch emailed me about a possible in with Keller Estate and will pursue that in hopes of setting up a tour there.
- Planning on doing my first DE in March w/GGR at Thunderhill.

Items for Discussion:

Not in my report:

- Chris Harrell moving back to Southern California.
- Submit the redwood Region annual report to National.
- Need to update our tee shirts for 2014, keeping the original design, changing the date, shirt color and maybe changing cone color to lime green.

Vice President's Report (Mike Hinton):

- Attended Holiday Party in Sonoma. Great venue!
- Attended Zone 7 President's Meeting in Livermore with Vern. We discussed several good ideas for increasing membership and participation.
- Attended and led one segment of the One One Fun Run. Thanks to Don for designing the course, which was beautiful.
- Attended the cars and coffee event (first Saturday of January) at EASY in Emeryville. There was a great turnout of Porsches old and new!

Items for Discussion:

- Emeryville Car and Coffee was a good turnout of 60's and 70's cars on the first Saturday of the month, across from Easy's.

Treasurer's Report (Jerry Gladstone):

This report covers the period from January 1, 2014 through January 24, 2014

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:

1. 2013 books need to be reviewed by Financial Review Committee when finalized.

Items for Discussion: none

Secretary's Report (Craig Steele):

No report submitted... Glad I can serve you as Secretary again.

Vern thanked secretary for the roster update.

Items for Discussion: none

Past-President's Report (Greg Maissen):

No report submitted

Items for Discussion:

- Hi-Tech's tech session on track for Saturday, 2/22/14, 9am to noon.

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 twelfth issue -- a full year -- as interim co-editors of der Riesenbaum and have named themselves Co-Editors (the interim descriptor no longer seems appropriate); David Yusem contributed as Assistant Editor. dR was mailed January 13, 2014 to 734 email addresses. The November 2013 issue of der Riesenbaum is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1116227803781.html>

As there was no Board Meeting in December 2013, we are also listing the relevant information about the December 2013 Newsletter in this report. The December dR was mailed December 16, 2013 to 730 email addresses. The December 2013 issue of der Riesenbaum is archived at:

<http://archive.constantcontact.com/fs114/1101594196247/archive/1115977045027.html>

As of January 24, 2014 the December 2013 and January 2014 dRs had the following statistics:

	Sent	Bounces	Opens	Clicks
December 2013	730	1.0% (7)	52.7% (381)	28.6% (109)
January 2014	734	0.8% (6)	54.0% (393)	19.8% (78)

The December Event Reminder was sent on November 25, 2013 to 718 email addresses.

	Sent	Bounces	Opens	Clicks
November 25, 2013 Event Reminder	718	0.6% (4)	47.5% (339)	25.4% (86)

A schedule for producing the February issue of der Riesenbaum was emailed January 19, 2014. Publication date for the next issue of der Riesenbaum is approximately February 12th with all submissions and materials due by January 5th.

The next Event Reminder email blast is scheduled for release on February 1, 2014.

Notes, Discussion & Action Items:

1. If we hustle, we can fast track an article on the February 8th Two Birds Brunch Run. Anyone willing to commit to a one to two day turnaround?
2. Can we have an article on the Zone 7 Banquets/Awards? Maybe Vern will cover this in his column.
3. An article on the upcoming Parade by a Redwood member?
4. Should have something about the upcoming Autocross Season considering the Airport's project.
5. Need information and flyers for upcoming events: Tech Session, Whale to Whale Tail Rallye, Diablo Mendocino Tour, GGR/NASA DE, RR Autocross #1, GGR DE/CR, RR Zone 7 Autocross weekend...
6. Need to prepare our entry into the annual PCA newsletter competition.
7. Jerry recently received an email from Motorbooks offering a club discount on Randy Leffingwell's new book: **Porsche 911: 50 Years**. Motorbooks' offer is copied below.

"We offer clubs 50% off retail. Retail price is \$50... so we sell to you at \$25. Books must be paid for by 1 person and shipped to 1 location (so someone on your end is responsible for gathering orders and payments and then distributing books when they arrive). If you place an order for 18+ books, you get free shipping.

Clubs find this a great deal for their members (passing full savings along to them)... or they use it as a fundraising tool. Buy from us 1/2 price, sell to members at full price (or even slight discount) and make profit for your club coffer or local charity."

Do we want to take advantage of this offer in some form?

Motion to purchase min order (18, free shipping) of Porsche 911: 50 Years books and pass them on to member at cost plus give 3 copies to Goodie Store to sell, was made by Mike and seconded by Jerry, the vote was unanimous.

Items for Discussion: none

Membership Director's Report (Bob Schoenherr):

The November 1, 2013 membership report ending November 30, 2013

November showed good growth for the Redwood Region. Be sure to stay on top of your anniversary date so you continue to build up those continuous years in PCA. Topping our list of "Old Timers" is Sharon Niedel with 39 years in PCA. Most of you know that Sharon has been in either GGR or Redwood through these years holding Regional and Zone positions. Thanks again to our 20 plus and 10 year plus members. These experienced members are all over our Redwood region from the Oregon border to the Golden Gate.

Anita and I are getting ready for the Christmas/Holiday Party. I will once again be putting together the year in review with images from Barbara McCrory, Jerry Gladstone, Ronald

Breeze, Craig Steel, Simone and Thorsten Kopitzki, David Bunch, John Jackson, and myself. Check it out on our Facebook page.

Thanks to all the members that showed, raced, toured, and enjoyed your Porsche, sure made some great photos!!!!.

707-995-5082 b_Schoenherr@yahoo.com

New Members	8	Primary Members	514
Transfers in	3	Affiliate Members	362
Transfers out	2	Dual Members	18
Renewals	26	Total Members	894
Non-renewals	7		

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

Name	Assoc/Affiliate	City	Year	Car	Prior Region
Michael D'Eliseo	Laura	Napa	1999	911 Silver	
Lucinda Eubanks		Sausalito	1969	911 Green	
Marc Finch		San Anselmo	2003	Carrera Blue	
John Goulart		Santa Rosa	2009	Boxster White	
Bertrand Lanciault		Larkspur	2003	911 Turbo Silver	
Allan Mueller		Rutherford	2002	911 Turbo Silver	
Craig Raynor	Kim Demattaei	Petaluma	1996	993 Yellow	
Philip Rusin		Napa	2008	Carrera S Silver	
Robert Greer		Glen Ellen	2000	Cayman	GGR
Alan Powell		Sausalito	1978 1996	911 993	GGR
Philip Yasuhara	Kathy Colemere	Alameda	1986	911	GGR

August Anniversaries (5 years and over)

NAME	YEARS	LOCATION	ANNIVERSARY_DATE
Sharon Neidel	39	Petaluma, CA	12/1/1974
Fred Nelson	25	FAIRFAX, CA	12/1/1988
John McDonnell	19	Mill Valley, CA	12/1/1994

Jerry Gladstone	17	SANTA ROSA, CA	12/1/1996
Ron Herrerias	17	PETALUMA, CA	12/1/1996
Jim Giampaolo	16	EUREKA, CA	12/1/1997
Antonio Neumann	16	Larkspur, CA	12/1/1997
Roland Tolosa	16	NOVATO, CA	12/1/1997
Alan Straub	14	Brentwood, CA	12/1/1999
Edward Eschbach	13	Mill Valley, CA	12/1/2000
Paul Ivancich	13	EUREKA, CA	12/1/2000
Jeffrey Chan	11	SEBASTOPOL, CA	12/1/2002
Don Cameron	10	FAIRFIELD, CA	12/1/2003
Patrick Mervin	10	CALSITOGA, CA	12/1/2003
Thomas Short	10	San Rafael, CA	12/1/2003
Robert Frank	9	Novato, CA	12/1/2004
Julien Pearl	9	Mill Valley, CA	12/1/2004
Larry Wagner	9	Fort Bragg, CA	12/1/2004
Ralph Thomas	8	Santa Rosa, CA	12/1/2005
Stephen Corley	7	Napa, CA	12/1/2006
Jack Damato	7	San Rafael, CA	12/1/2006
Keith Reinbolt	7	Napa, CA	12/1/2006
Christian Palmaz	6	Napa, CA	12/1/2007
Charles Pniower	6	Napa, CA	12/1/2007
Bruce Tschida	6	Napa, CA	12/1/2007
Ron Bartlett	5	Greenbrae, CA	12/1/2008
Jim Carruthers	5	The Sea Ranch, CA	12/1/2008
Stephen Zimmerman	5	HEALDSBURG, CA	12/1/2008
Paul Azevedo	4	Petaluma, CA	12/1/2009
Brad Coburn	4	San Anselmo, CA	12/1/2009
Steve Lauritzen	4	Novato, CA	12/1/2009
Jen Ready	4	Healdsburg, CA	12/1/2009
Charlie Sawyer	4	Ukiah, CA	12/1/2009
Craig Steele	4	Santa Rosa, CA	12/1/2009
Eric Zumwalt	4	Santa Rosa, CA	12/1/2009
Monte Lieberfarb	3	Willits, CA	12/1/2010
David Murata	3	Kentfield, CA	12/1/2010
Kevin Norris	3	Novato, CA	12/1/2010
Chris Cort	2	Petaluma, CA	12/1/2011

The December 1, 2013 membership report ending December 31, 2013

Happy New year everyone. Overall membership was very stable with an overall growth of 61 members year over year at this time 9% increase for 2013. Congratulations to Bob Sherwood for his 43 years as a PCA member. Be sure when you see Bob and his black slant nose 911 to ask about his trip to Germany a couple years ago.

On another note if we miss yours let me know so we can make corrections.

Anita and I had the pleasure of leading the first leg of the 1/1 tour on New Year's Day. Was great fun! Queenie, our 912e was ready for a cruise through the redwoods and out to the ocean. Great to see the 20 plus cars that got to enjoy the drive too. Thanks Don for setting this up.

Be ready for bunches to come in 2014..... You can always contact me if you have any questions As always, please feel free to email me at b_schoenherr@yahoo.com or call me at 707.995.5082 with any questions.

Name	Affiliate	City	Year	Car	Prior Region
Daniel Bock	Kate Bock	Napa	2000	Blue 996	
Blair Halliday		Santa Rosa	1989	Carrera 4 Red	
Gregg Crawford		Santa Rosa	1989	911 Red	CCC
Barry Flores	Michelle Ang	Vallejo	1999	Boxster Silver	CAI
David Mcfetridge	Donna Mcfetridge	Healdsburg	1995	993 Red	GGR

New Members	5	Primary Members	518
Transfers in	4	Affiliate Members	363
Transfers out	2	Dual Members	18
Renewals	20	Total Members	899
Non-renewals	4		

NAME	YEARS	LOCATION	ANNIVERSARY_DATE
Bob Sherwood	43	SANTAROSA, CA	1/1/1971
Malcolm Boyes	38	Sonoma, CA	1/1/1976
Pete Tierney	38	Truckee, CA	1/1/1976
Roger Koehn	28	SANTAROSA, CA	1/1/1986

Constantine Petros	20	SANTAROSA, CA	1/1/1994
Richard Howard	17	BERKELEY, CA	1/1/1997
Richard Gale	15	Greenbrae, CA	1/1/1999
Jim Fash Fash	14	Wilmington, NC	1/1/2000
Howard Robin	13	Belvedere Tiburon, CA	1/1/2001
Pierre Ehret	11	SANTAROSA, CA	1/1/2003
Greg Fuller	11	SAUSALITO, CA	1/1/2003
Fred Miramontes	11	Crescent City, CA	1/1/2003
Cary Weltken	11	PETALUMA, CA	1/1/2003
David Cole	10	Petaluma, CA	1/1/2004
Mark Mattos	10	COTATI, CA	1/1/2004
George Markle	8	Sausalito, CA	1/1/2006
Jim Winston	8	Healdsburg, CA	1/1/2006
Brian Barber	7	SANTAROSA, CA	1/7/2007
Robert Brant	7	Mill Valley, CA	1/1/2007
Peter Dempsey	7	Belvedere Tiburon, CA	1/1/2007
Steven Frugard	7	Myers Flat, CA	1/1/2007
Rik Jacobson	7	Windsor, CA	1/1/2007
Rich Pacini	7	Petaluma, CA	1/1/2007
Gregor Stewart	7	Fairfax, CA	1/1/2007
John Allen	6	San Rafael, CA	1/1/2008
Dave Miner	6	Angwin, CA	1/1/2008
Jonathan Taylor	6	San Rafael, CA	1/1/2008
Kirit Patel	5	Novato, CA	1/1/2009
James Syar	5	Napa, CA	1/1/2009
David Brown	4	Mill Valley, CA	1/1/2010
Mike Hoffman	4	Whitethorn, CA	1/1/2010
Cindy Huhn	4	Redwood Valley, CA	1/1/2010
Mark Rabe	4	Larkspur, CA	1/1/2010
Bob Brasiel	3	Pleasant Hill, CA	1/1/2011
David Cutting	3	Mill Valley, CA	1/1/2011
Jim Schroeder	3	Petaluma, CA	1/1/2011
Andrew Thompson	3	Tiburon, CA	1/1/2011
Pete Nicholson	2	Sausalito, CA	1/1/2012
Steve Shaw	2	MILL VALLEY, CA	1/1/2012
Jarek Thompson	2	Napa, CA	1/1/2012
Stephen Weathersby	2	Pacifica, CA	1/1/2012

Items for Discussion:

- Brought up having dash plaque for events to promote member participation. Also a very collectable item for attendees. These plaques can be used for AX events. Bob suggest ordering min. 50 plaques for select RR events. It was recommended that he test this idea by ordering plaques for the upcoming Whale Tail Rallye.
- Discussed having a min. 15-minute awards ceremony during the annual Holiday Party.
- Vern acknowledged Bob for his efforts putting together the annual slide show for the Holiday Party, Thank you Bob!

Autocross Director's Report (Grady Carter):

1. Talk with David to get a process to prepare award certificates.
2. Write Autocross article of the Feb. Der Ries.
3. ESCA (Marci) has negotiated with USS. The price has gone up \$10 a month. ESCA has approved the bid. We need to vote on this as well and I will let Marci know the results.

Motion to accept the annual AX pottie bid of \$600, made by Grady and seconded by David, the vote was unanimous.

4. Talk again with Contractor and Airport the end of Feb. / beginning of March to try and get further definition on impact on our activities.
5. Contact Public Safety Training Center to make a plot of the site to have a course layout prepared and ready for use.

Determine the number and purchase 18” lime green pylons as apex pointers and an equal number of 18” orange pylons as apex cones. I guesstimate ~70-80 pylons. Will consult with Bob on the number. GGR has gone to using the lime pylons in this way and it is a great visual aid and will really help the new or occasional AXer.

Items for Discussion:

- Grady to estimate a lime green and orange cone order for February board approval.
- Grady proposed an endura for one of the Zone 7 two-day event.

Webmaster’s Report (Barbara McCrory):

	December 2013	January 2014
Visitors	5429	5395
Unique IP's	3825	4117
Country Activity	US, China 82%	US, China 78%
iPads, iPhones, iPods, Androids	1254	1414

Completed flyers for One One Fun Run and Two Bird Cafe. Started flyers for the Tech event at Hi Tec and the Autocross series. Assisted several members with email addresses that were either blocked or non-existent. One classified advertiser sold a 1986 Porsche Carrera in 48 hours after listing on the website.

Updated website, event announcement and newsletter to remove Sponsors who did not renew for 2014. Posted all known events and details to Redwood Region Calendar for the year. Prepared the Year-at-a-Glance calendar.

Items for Discussion:

- Vern praised Barbara for all the work she does for the region.

Goodie Store Director's Report (David Bunch):

Future of the Redwood Goodie store is in doubt.

Our supplier is out of business at this time.

I have been in contact with 2 different On-line goodie stores that handle other PCA Regions.

Will give more info at next Board meeting.

Event Director's Report (Don Magdanz):

I will not be at the meeting on TUESDAY 1/28.

2-8-14 Two Bird Cafe Brunch Run: We will arrive at Two Bird Cafe for brunch at 12Noon. RSVP via MSR.com. Meet in Mill Valley and drive in West Marin. Insurance has been ordered. Safety chair has approved.

2-22-14 Tech Session: Greg Maissen is the Event Leader. He is working out the details with Deven @ Hi Tec and will get information to Barbara for developing the flyer. He will handle RSVP himself.

3-8-14 Whale to Whale Tail Rallye: Sent EM to Bob Schoenherr, Event Leader, for details.

Concours Director's Report (James Heisey):

No report submitted

Sponsorship Director's Report (Simone Kopitzki):

Sent invoices to all sponsors for 2014. Followed up with those that haven't paid yet. Offered HiTec again to pay in two installment. BA travel doesn't want to renew this year.

Besides ProShop and Bertollis all have paid their 2014 sponsorship. HiTec will pay the 2nd half February.

Safety Director Report (Mac Cranford):

No report submitted.

Charity/CASA Report (Vern Rogers):

No report submitted

Social Media Report (Kurt Fischer):

No report submitted

Meeting adjourned at 8:47 P.M.