

**BOARD OF GOVERNORS MEETING for April, 2018  
NORTHERN NEW JERSEY REGION – PORSCHE CLUB OF AMERICA, INC.**

**DATE:** Friday April 6, 2018     Note: March meeting was canceled. Written reports submitted for the March meeting are included below

**PLACE:** The Brick Academy, Basking Ridge, NJ

**PRESENT:** Tom Swift, Janice Ernsting, Cindy Cristello, Shannon Muller, Grant Lenahan, Hubert King, Jeff Erven, Bill Gilbert, Craig Mahon, Bill Merritt, Stu French, Dennis Thovson, Marlys Thovson, Nancy Samsel, Rudy Samsel, Tom Iervolino, Petra Swift, John Vogt, Tony Cristello, Jeff Krol, James Coleman, Knute Hancock, Dyke Henson,

**ABSENT:** Linda King, Matt Fine, Steve Corodemus, Chris Erven, Bob Knapik, Jose DeLaCruz, Dom Miliano, Curt Barsi, Ed Pepe, Ken Casterline,

**CALL TO ORDER:** The meeting was called to order by President, Tom Swift, at 7:27pm

**APPROVAL of MINUTES:** See Motions Passed Prior to Meeting (below).

**AGENDA:**     [Agenda items in bold; *meeting outcome in italics*]

**I. Updates to Old Business: none**

**II. Updates/Supplements/Redirections to written Committee Chair reports**  
*[updates appear following each respective report]*

**III. New Business:**

- a. Increasing NNJR's presence in the club section of *Panorama* and adding New Member related event dates on the "Events" page of the PCA website:** Nancy Samsel will try to submit a monthly article (likely with photos) for *Panorama*'s "From the Regions" section. We can also look into adding our events to the national calendar.
- b. Update on options for our 2018 charity event:** Linda and Hubert have researched several options for changing up the December charity event, which Hubert presented to the group. Discussion ensued around the options, costs, preferences, concerns, as well as reviving the {more recent} lackluster sales of the Gold/Silver tickets. No decision yet.
- c. Update on social media and web:** [Dyke, Ken, and Jeff] Dyke and Jeff provided an update on our expanded social media presence. We have been able to streamline our communications (via email / websites / magazine) by repurposing our content and are able to measure the success of our efforts (increased hits/readership) by monitoring online traffic. In addition our public-facing and private (members-only) Facebook pages, we have created an NNJR You-Tube channel. BOG members interested in learning more are invited to reach out to our experts.

**REPORTS:**

**I. Officers' reports:** [as submitted in advance; *updates during/after the meeting in italics*]

**President:** [Tom Swift] see Agenda above

**Vice President:** [Janice Ernsting]

Coming to you from beautiful, albeit cold and windy, Lime Rock Park. We had a great turnout for our season opener this year, 102 vs. 83 last year. Despite the rain yesterday and cold today, everyone seems to be having a great time and just happy to be back on track.

Lighting has 110 attendees signed up so far, only 8 for the Intro to DE. We sent out an email blast as a reminder and hope it will bring in more new drivers. Mid Ohio sign-ups have been very slow.

**Secretary:** [Cindy Cristello] no report

**Treasurer:** [Shannon Muller]

[March] Attached please find the February 2018 financial report.

A few items worth noting are:

- The Club is making various payments for the 2018 DE Season;
- The Club received a 4th Quarter PCA Membership subsidy;
- A deposit has been made for the 2018 Holiday Party; and
- Steve Cordemus has been successful in collecting advertising income to offset the P4US costs.

[April] Attached please find the March Treasurer's report.

A few items worth mentioning are:

- The 2018 DE season has safely started. We continue to make payments for upcoming events.
- Autocross is gearing up for the Car Control Clinic in May which has many people already signed up.
- Steve Corodemus continues to bring in P4US advertising income. Thank you, Steve.

**II. Board and committee reports:** [as submitted in advance; *updates during/after the meeting in italics*]

**Autocross:** [Grant Lenahan]

Autocross has its first event, with the SCCA on April 15th. While we need not set the course not provide equipment, as the season opener it is important to have a good showing of people who can greet, help and make people feel welcome in a new and unfamiliar environment. I do not have sign up data (yet) as the master collection is on the SCCA's page. We redirect.

Our next event is the Car Control Clinic, May 6th. At the moment we have 31/64 spots full. I have recently added a free sign up for instructors, or they can simply email Bill G and me.

Please pass the word that as usual we need instructors, and that I have placed a request for better weather than last year.

I hope to submit a format estimate and request for updated equipment next meeting. We need something from this decade, that runs > Windows 7 and supports wireless operation. Justin Wolf (copied here) has done a lot of work and has it 90% figured out. I expect the cost to be reasonable which is a vast improvement over “fumble forward” due to Justin’s legwork.

We currently have Pocono (East) reserved for Aug 25-26th and need to all plan toward this major event. I hope to speak to my colleagues from RTR and SCCA this week.

**Charity:** [Linda and Hubert King] see New Business item b. above

**Communications:** [Matt Fine] no report

**Communications Business Manager:** [Steve Corodemus]

Second quarter checks have begun to arrive in response to the March 1 invoice. There are still ten advertisers that have not paid one dollar in 2018 and I am following up with them on payment.

I would like approval of the following two initiatives to assist in reducing the communication project deficit:

1. The Dashboard advertising rate should be reduced for P4US advertisers in good standing. This represents a discount on the current rates. We only have 2 advertisers. I believe I can generate cross selling sales to existing magazine advertisers once they come to realize the power of the dashboard.
2. I want approval to offer a one time teaser rate to non-P4US advertisers to purchase an ad in the dashboard. Hopefully I can generate interest in advertising with NNJR and transit them from the Dashboard to P4US as additional revenue.

**Concours:** [Chris Erven and Jeff Erven]

The 2018 Concours season was kicked off by two workshops. On March 18th RSR Auto Restoration was held in Wycoff, hosted by Pino Aquilli and his family. On March 25th the Gathering of the Faithful was held at High Marques in Morristown, hosted by Jon Vogt. Both events were attended by around 100 enthusiasts each. If you were not paying attention to the Porsches, you were stuffing your faces with the great food. A great time was held by all.

**Dealer Liaison & Sponsorship:** [Bill Gilbert] no report

**Driver Education:** [Janice Ernsting] see report under Vice President (above)

**DE Registrar / Club Racing:** [Craig Mahon] no report

**DE Track Tech:** [Bill Merritt / Ed Pepe] no report

**Historian:** [Stu French and Bob Knapik]

[March] Decade of 90s & 2000 submitted for publication in P4US  
Visit to Werks & Amelia in March will include images & article for P4US

[April] Decades of 90s & 2000 submitted for publication in P4US  
March visit to Werks & Amelia will result in a P4US article w/ images of NNJR Porsches on the show fields

**Mailing and Distribution:** [Dennis Thovson]

[March] Mailing data for 2419 copies of the March Porscheforum were sent to our mailer on February 22, 2018. The issue was delivered the Hackensack PO on Feb 23.

[April] Mailing data for 2437 copies of the April Porscheforum were sent to our mailer on April 4, 2018. The issue was delivered to the Hackensack PO on April 4.

**Membership:** [Marlys Thovson]

[March] NNJR ended the month of February with 2278 Primary Members (Plus 7 from January). We had a large increase in Family/Affiliate Members 1497 to 1523 (plus 26) making our total membership 3801. Twenty-seven new members joined in February and 11 prior members re-joined. We had 6 late renewals and 185 on-time renewals (57 of these were multi-year renewals). We had one member transfer-in and 6 transferred-out. Twenty-nine members did not renew on time for March 1, 2018.

[April] We ended March with 2276 Primary Members (-2 from February) and 1515 Family/Affiliate Members (-8 from February) making our total membership 3792 (-10). Twenty-six members joined in March and 7 prior Member re-joined. We had 8 late-renewals, and 170 on-time renewals (includes 62 multi-years). We had 2 Members transfer-in and 5 transfer-out (2 to Florida, 1 to Texas, 1 to Northeast and 1 to Peachstate). Thirty-nine Members did not renew on time for April 1st.

**New Member:** [Nancy and Rudy Samsel]

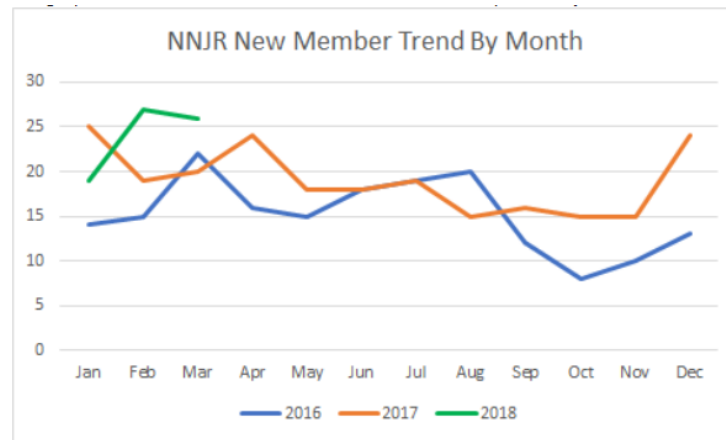
[March] By all accounts, the first New Member Gathering of 2018 held at Paul Miller Porsche was a great success and we especially want to thank:

- Bill Gilbert for his coordination for having Paul Miller host the event and provide bagels and door prizes.
- Marlys and Dennis for all her help handing out New Member Certificates and door prize tickets.
- Tom Swift for presenting of the events NNJR has to offer.
- Dom Miliano for taking photos of the event and submitting them later that day to *Porscheforum*.
- Petra for making the event write-up in the March *Porscheforum* the colored centerfold highlighting the new members. We received our copy this afternoon and we think it will go a long way to make the new members who attended feel special.
- All of the Activity Chairs and Devoted Club members who attended and made all of the new members feel welcome.

Through March 1st, an estimated total of 46 new members (Dennis to confirm) joined NNJR/PCA versus our plan of 30 YTD.

29 New Member Certificates valued at \$25 were handed out at the aforementioned gathering. To date, we're aware of one redeemed for Lime Rock. We will continue to assume 100% redemption.

[April] Through April 1st, an estimated total of 72 new members (Dennis to confirm) joined NNJR/PCA versus our plan of 45 YTD. This is a 13% increase over the same period last year and 25% greater than 2016. The green line in the graph below illustrates the current trend versus the past two years:



- Three New Member Certificates were provided at the RSR Concours event for a total distribution of 32 year-to-date. As of this writing, zero certificates have been redeemed.
- Nancy's first "From The Regions" Panorama submission is with the editor and will appear in the May issue. Subsequent submissions are due to the editor by the first of each month for the following print month (e.g., May 1st submission will be printed in June edition). So, please work with Nancy if you want to provide content for future submissions. As a side note regarding photo submissions, Vu Nguyen confirmed that when people join PCA they wave their right for their picture to be used in publications, so no signed waivers are required.
- Complimentary dealership PCA memberships have been extended at Flemington and Paul Miller, but to date no one is signed up yet.
- The next new member gathering will be part of the May 20th "Welcome To The Club" Concours and Rally event so we are working with Chris, Jeff, and John and have committed to funding breakfast for the event.

**Planning:** [Tom Iervolino] no report

**Program:** [Dom Miliano]

The April meeting is scheduled for this Wednesday at Powertech. Spoke to Mike Wednesday and he said Tim Pappas from Tim Pappas Racing is on tap for us. I'll bring a projector and computer. I have a small screen but if anyone has a big screen, that would be a help.

May's program will be Tim McNair - world famous concours guy. We will be at High Marques.

June is John Vogt's gathering at the lake. He has details.

Still exploring a Cars and Watches meeting in Princeton, and a tech quiz at Ray Catena similar to the event Murray ran. Fun and well received.

We will need a location for the charity auction - not sure if that's my call

**Publications-P4US Editor in Chief:** [Petra Swift] no report

**Px:** [Jose DeLaCruz] no report

**Rally/Trek:** [John Vogt]

The Welcome To The Club Rally is mapped, driven, and clued, by some one who has been on occasion accused of being clueless. The old guard will enjoy what they have come to expect, and the new members will hopefully be hooked on the game. I will see those going to Lime Rock standing around the camp fire trying to keep warm. For those smart enough to stay home, see you @ the BOG meeting

**Safety:** [Curtis Barsi] no report

**Social:** [Cindy and Tony Cristello]

Registration is open for the Trek to the Lighthouse event on Sunday April 22nd. We will meet and have lunch at Bahrs (a NJ shore seafood institution for 100+ years) and from there enjoy a scenic trek around the area surrounding the Sandy Hook Lighthouse. Many thanks to John Vogt for creating the route!!!

Folks wishing to travel down to Bahrs together may choose to meet at high Marques for coffee before heading out. While this is not officially part of the Trek event, we will treat it as a trek and request insurance.

**Social Media:** [Jeff Krol] see New Business item c. above

**Technical:** [James Coleman and Knute Hancock]

The Tech Committee had a very successful Surviving Driver Ed workshop at Aspen Auto sport on March 24. We at NNJR truly appreciate the effort and preparation made by Matt Mueller and his Aspen Autosport Team. Bob Tonczos was the primary presenter. His presentation covered various levels of maintenance; preventative prior to going onto the track, maintenance while on the track, and maintenance after you have left the track. Approximately 45 members were in attendance. Their enthusiasm was demonstrated by both the number of the questions

and the technical specifics of the questions. Bob was amazing with his ability to drill down and provide the nitty gritty details in his answer to technically specific questions. On display were exhibits of failed parts for comparison with new and or replacement parts. Those who did not attend missed a great event.

On April 21st we will be at Flemington Porsche. Following is the April P4US ad for this Tech Committee workshop:

UP ON THE LIFT

To all Porsche lovers, it is time to check the health of your Porsche. April 21st at Flemington Porsche in Flemington, from 10 AM to 12 PM, the Tech Committee will hold its 3rd annual “Drive Thru Porsche Service” workshop. This workshop is open to all members. However, it is especially targeted at those members who do not track their cars, and as such, do not receive the benefit of technical inspections prior to track use. For the Porsche you use as a daily driver or an occasional driver, we will use the same safety check sheets that are used to evaluate Driver Ed and AutoX member Porsches, before they are allowed onto the track. As usual, light refreshments of coffee, donuts, bagels and water will be served. If you have any questions, please contact James Coleman or Knute Hancock, the Co-Technical Committee Chairmen at [Technical@nnjr-pca.com](mailto:Technical@nnjr-pca.com). We look forward to seeing you on April 21st, between 10 and 12 noon, at Flemington Porsche.

May, we have no scheduled event.

June 16th the Tech committee’s workshop will be held at Apex Autowerks in Clifton. Details will be forthcoming.

**Webmaster:** [Ken Casterline and Dyke Henson] see New Business item c. above

**MOTIONS PASSED PRIOR TO MEETING:** none

1. On March 2, 2018 Tom Iervolino made a motion (vie email) to approve the remaining portion of the New Member budget for 2018. Motion was seconded by Shannon Muller and carried by majority vote.

**MOTIONS PASSED DURING MEETING:** none

**UNFINISHED BUSINESS:** none

**ANNOUNCEMENTS:**

**NEXT MEETING:** Thursday, May 3, 2018

**FUTURE MEETINGS:** Thursday, June 7; Thursday, June 28; Thursday, August 2; Thursday, September 6; Thursday, October 4; Thursday, November 1; December TBD

**ADJOURNMENT:** Upon a motion made by Cindy Cristello, and seconded by Hubert King, the meeting was adjourned at 8:42pm.

Respectfully submitted,

Cindy Cristello, Secretary