

**BOARD OF GOVERNORS MEETING for February, 2019  
NORTHERN NEW JERSEY REGION – PORSCHE CLUB OF AMERICA, INC.**

**DATE:** Thursday, February 7, 2018

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

**PRESENT:** Tom Swift, Cindy Cristello, Linda King, Hubert King, Jeff Erven, Stu French, Nancy Samsel, Rudy Samsel, Craig Mahon, Petra Swift, John Vogt, Tony Cristello, Jeff Krol, James Coleman, Knute Hancock, Dyke Henson, Thom Calabro

**ABSENT:** Janice Ernsting, Shannon Muller, Grant Lenahan, Steve Corodemus, Chris Erven, Bill Gilbert, Jose DeLaCruz, Ken Casterline, Bob Knapik, Dennis Thovson

**CALL TO ORDER:** The meeting was called to order by President, Tom Swift, at 7:29pm.

**APPROVAL of MINUTES:** Knute Hancock made a motion to approve the minutes of the January 2019 BOG meeting. Motion was seconded by Craig Mahon and carried by majority vote.

**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. **2019 Budget** – Tom Swift led a review and discussion of the 2019 budget recommendations put forth by Planning Chair Bill Gilbert and the elected officers.

B. **New Membership Strategy** – Rudy Samsel reviewed the four tenets of the strategy he and Nancy have developed;

- i. Make new members feel welcome
- ii. Reinforce timely renewals
- iii. Analyze trends and improve processes
- iv. Engage Associate Members and SUV owners to drive growth

Ensuing discussion resulted in two action items:

1. We will add affiliate members to the monthly e-blasts
2. We will explore setting up impromptu meet-ups – initial target regions will be Hunterdon County and Bergen County.

- C. **ID Badge Machine** – Member Wilson Lau has generously offered to purchase a machine so that the club can produce ID badges similar to the one he has from the Hawaii region. These badges are a nice membership perk used by many other regions. Rudy is researching the features of the various machines available as well as speaking to folks from other regions in hopes of leveraging their experience.
- D. **IT / Website Update** – Dyke shared three upcoming projects:
- i. Integrating e-commerce on our website. Dyke is evaluating service partners to allow for on-line payments for events through our website. This will be a welcome addition for folks who don't like writing/mailing checks, and will be more cost-effective than MS Reg.
  - ii. Establishing a repository for Club Documents through the use of a shared Google drive.
  - iii. Creation of an Administrative Calendar to ensure time-sensitive tasks are properly addressed. Tom Swift and Cindy Cristello will work on populating the calendar.

**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]

Drivers Seminar is set for February 24th at the Olde Mill Inn in Basking Ridge. Our guest speaker is American race car driver, Shane Lewis. Information about that will be going out in our February issue of Porsheforum and in the monthly email blast.

I had a chance to meet Chip Henderson at Sebring this past week. Chip is the President of MOR PCA and is responsible for organizing the race portion of our joint event at Mid Ohio this year. Chip is retired military and a EMS helicopter pilot so you can imagine that he is well organized and into the details. He is a pleasure to work with and we had a chance to sit down and plan for that event. Having attended two combo race/DE's at Sebring in the past month, I have learned a lot and am very excited to offer this to our club members.

At the Chiefs meeting last month, we discussed the differences between Emergency Life Services (EMS) and Advanced Life Services (ALS) that the tracks offer for our events. It was decided that we would offer ALS at all our events starting in 2019. Watkins Glen and Mid Ohio being the only two tracks that currently include that in the contract. Of course, this comes at an additional cost that will be passed along to our participants. It will increase track fees approximately \$20-\$25 per driver for the event. Safety first!

**Secretary:** [Cindy Cristello]

In process of obtaining the A/X license for 2019.

**Treasurer:** [Shannon Muller]

Attached please find the Final 2018 December Financial Report. This includes a few reallocated charges within the same category. These changes were made after Bill Gilbert reviewed all of the 2018 transactions.

The BOG has finished the 2019 budget discussion. We will be hearing more from Bill on the 2019 Budget. Thank you Bill for all your help and support.

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

**Autocross:** [Grant Lenahan]

No ice autocrosses. Looks like we will have two Pocono events; big question is whether the June event will be 1 day or 2 -day.

**Charity:** [Linda and Hubert King]

The Charity Committee visited Employment Horizons on January 16 to present a ceremonial check for proceeds from Charity Event.

Following the successful 2018 event at Ukrainian American Cultural Center of NJ, we requested that evening of December 11 be reserved for 2019.

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

In 2018 the PorscheForus deficit is smaller if ad payments are viewed on an accrual basis vs cash basis. The difference arises from 2017 prepayments for 2018 and 2019 payments for 2018 arrears.

First quarter 2019 invoices were mailed to our advertisers. Four advertisers are in arrears two quarters from 2018.

Good news is that we have a new advertiser - a Porsche certified body shop in PA (referred by PMR) that committed to the inside back cover. We also have another advertiser referred by Rudy (thanks Rudy) that is interested in P4US space.

**Concours:** [Chris Erven and Jeff Erven] no report

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

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

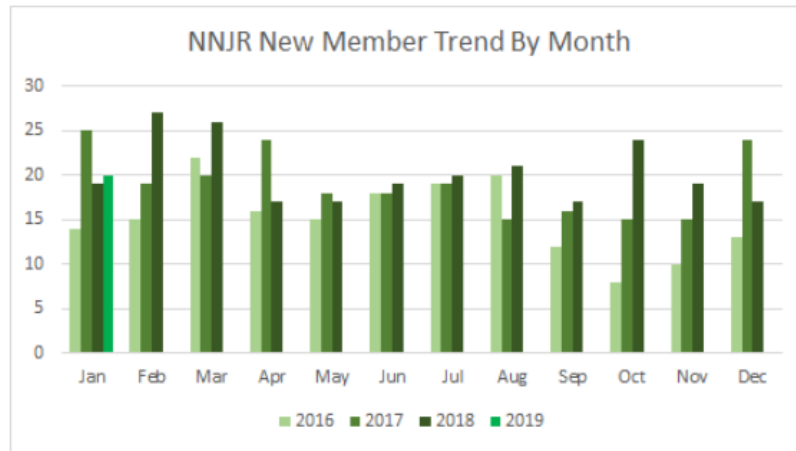
**DE Registrar / Club Racing:** [Craig Mahon] no report

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

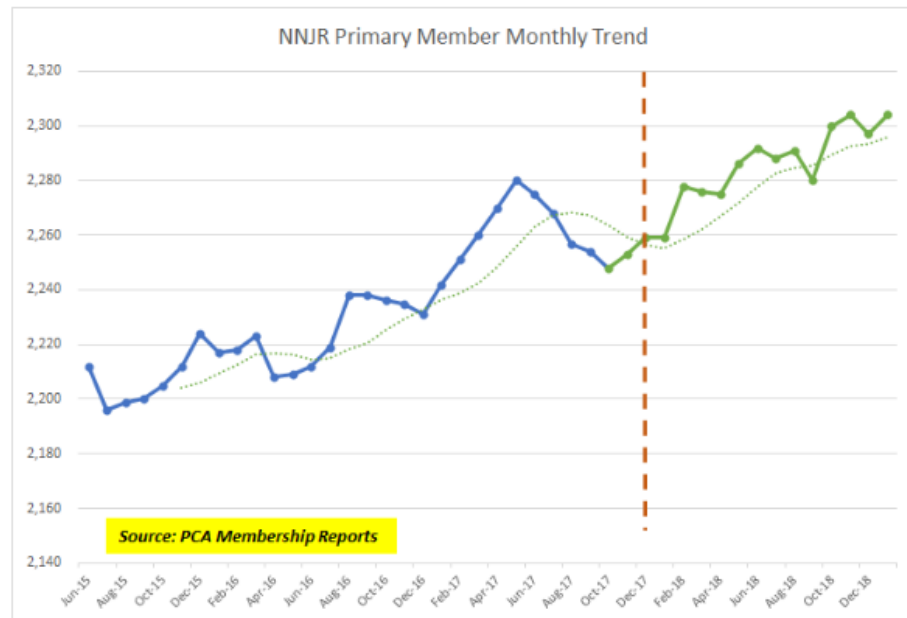
- Decade of 90s & 2000 for publication in P4US during 2019
- Bonneville with BobK scheduled for Feb P4US

**Membership:** [Nancy and Rudy Samsel]

New Members: January saw 20 new members joining NNJR/PCA, which was exactly on our plan for the month and was one greater (5%) versus January of 2018. The bar graph below summarizes new members by month for the past four years:



Overall Membership: Primary memberships as of January 1st stands at 2,304. Combine that with 1,478 affiliate and one life member and NNJR's total membership currently stands at 3,783. As the graph below illustrates, overall primary membership continues to grow steadily since October 2017:



Transfers: Four of the seven transfers into NNJR came from Metro NY. had two members transfer in: two from Hudson Valley, one from Jersey Shore, and the fourth from Chesapeake. A total of five primary members transferred out of NNJR during January. Two of these transfers out were to Florida chapters; all appear to be move-related.

Non-renewals: November membership expiration stood at 34, which was consistent with the trends we've been seeing since converting to e-mail reminders.

Recall that at the end of last year, Rudy determined that 49% of the 2017's 187 non-renewals were members in the club less than four years. January's numbers continue to be promising that we're making inroads retaining new members with less than three years tenure:

**2018/2019 NNJR Non-Renewals By Years In PCA**

*Source: PCA Monthly Admin Reports*

Month	1 Year	2 Years	3 Years	4 Years	< 5 Years
February	17.2%	10.3%	10.3%	0.0%	62.1%
March	15.4%	17.9%	5.1%	2.6%	59.0%
April	20.0%	7.5%	7.5%	5.0%	60.0%
May	8.0%	8.0%	8.0%	8.0%	68.0%
June	19.2%	3.8%	3.8%	3.8%	69.2%
July	27.5%	15.0%	10.0%	7.5%	40.0%
August	0.0%	29.4%	5.9%	0.0%	64.7%
September	20.0%	0.0%	10.0%	10.0%	60.0%
October	0.0%	7.7%	7.7%	23.1%	61.5%
November	16.0%	8.0%	12.0%	4.0%	60.0%
December	31.3%	12.5%	9.4%	0.0%	46.9%
January	8.8%	14.7%	5.9%	8.8%	61.8%
<b>2018</b>	<b>18.0%</b>	<b>10.8%</b>	<b>8.2%</b>	<b>5.1%</b>	<b>57.9%</b>
<b>2017</b>	<b>21.0%</b>	<b>17.0%</b>	<b>7.0%</b>	<b>4.0%</b>	<b>51.0%</b>
<b>YOY Chg</b>	<b>-3.0%</b>	<b>-6.2%</b>	<b>1.2%</b>	<b>1.1%</b>	<b>6.9%</b>

**E-mail Correction** - we've discovered that there are a number instances in both the Newsletter and Website where our e-mail address is incorrect. Please note that "Membership@pca-nnjr.com no longer works and that any references should be changes to "NewMember@pca-nnjr.com" to ensure we receive all messages.

**New Member Gatherings** - Paul Miller Porsche graciously hosted the well-attended first New Member Gathering of 2019 on January 12th. The second event of the year will be held on Sunday, March 31st as part of the Gathering of the Faithful. Rudy submitted a video that can be referenced to new members in between gatherings.

**New Member Subsidy** - Nancy submitted the paperwork required to receive the \$250 National Subsidy to offset the March New Member Gathering costs.

**Panorama Region Submission** - Nancy's article for the March "From The Regions" Panorama article included the New Member Gathering as well as the Marlys memorial. **As a reminder, subsequent submissions are due to the editor by the first of each month for the following print month (e.g., January 1st submission will be printed in February edition). So, please work with Nancy if you want to provide content for future submissions - we need info on Autocross and/or DE events to balance the submissions out!**

**Membership Budget** - The blue table summarizes our spend for the month of January while the green table projects our plan expenses for 2019. Please note that the postage costs incurred during January pays for the Stamps.com membership for the entire year and approximately six months of postage.

**Planning:** [Bill Gilbert] no report

**Program:** [Ken Casterline] no report

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

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

**Rally/Trek:** [John Vogt] no report

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

Event details are being finalized for the visit to the Simeone Foundation Automotive museum on March 24th. Registration opens March 1; a "save the date" ad was placed in Feb P4US.

**Social Media:** [Jeff Krol] no report

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

The 2019 Paul Miller Annual New Model Workshop will be held this coming Saturday, February 9, 2019 from 10 AM to 1 PM. On the shop lifts will be the 2019 Cayenne V6 3.0 Liter 335 HP Turbo and the 2019 991.2 GT3 4.0 Liter. There is the remote possibility, dependent upon shipment timing, that a 2019 991.2 GT2 RS will be available. Comparison and upgrades from past models to the 2019 current models will be discussed along with Q & A. The presentation will be led by Paul Miller's new General Service Manager Ted Higgins and his team of Master/Gold Certified Technicians. Food and beverage will be served.

The March workshop will be held at PowerTech on Saturday, March 16, 2019 from 11 AM to 2 PM. Many of you have asked for a workshop concerning the rebuilding of Porsche transmissions and Porsche engines. This interactive workshop will respond to your request for the rebuilding of Porsche transmissions. The PowerTech team will have open examples of transmissions being disassembled, completely disassembled and transmissions being reassembled. The ensuing discussions will be open from both an instructive capacity and a broad general Q & A format. Primary emphasis will be placed on the manual transmission, with a secondary emphasis on the PDK transmission. Discussions will be held on the preventative maintenance to keep both at optimal operating conditions. Food and beverage will be served.

The April workshop will be held at Apex Autowerks on April 13, 2019 from 10 AM to 1 PM. This interactive workshop is a follow up to the March transmission workshop. It will be focused on Porsche engine teardown/rebuild in abbreviated form and dyno tune, after rebuild. John Cengiz, one of the owners of Apex, will be the primary presenter. Look for more detail in the upcoming March issue.

We are looking for dates in May or June to schedule, the annual Flemington Porsche Service Department's, NNJR member "Up on the Lift" Spring drive thru. More detail will be forthcoming as it becomes available

**Webmaster:** [Dyke Henson]

All is well on the website. For those interested in some metrics, see attached. We still have a little updating to do for 2019 - but we are good shape.

**MOTIONS PASSED PRIOR TO MEETING:** none

**MOTIONS PASSED DURING MEETING:**

1. Cindy Cristello made a motion to approve the 2019 budget as modified during the discussion at the meeting. Motion was seconded by Craig Mahon and carried by majority vote.

**UNFINISHED BUSINESS:** none

**ANNOUNCEMENTS:**

1. Activity chairs are reminded to notify Curtis Barsi (Safety Chair) if there are any changes to events or events not listed in the calendar. If you don't receive your certificate 10 days prior to your event, contact Curtis to ensure it is being processed. It is each activity chair's responsibility to ensure insurance certs are in place for their events.

**NEXT MEETING:** Thursday, March 7, 2019

**FUTURE MEETINGS:** Thursday, April 4; Thursday, May 2; Thursday, June 6; Thursday, July 11; Thursday, August 8; Thursday, September 5; Thursday, October 3; Thursday, November 7; December TBD

**ADJOURNMENT:** Upon a motion made by James Coleman, and seconded by Tony Cristello, the meeting was adjourned at 9:22 pm.

Respectfully submitted,

Cindy Cristello, Secretary