



## **In The Zone**

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### **PCA National Leadership Updates National Strategic Plan for 2021:**

Your PCA National leadership team has worked hard during the pandemic and continues to do the work behind the scenes that keeps our club active and growing. Each year PCA National reviews where it has been, what worked, what has not and where we would like to go as the world's largest single marque car club. The strategic plan covers many areas of focus including membership marketing, improved resources for our members, an updated website, and continues to bring large scale national events like Parade, Werks Reunion, Tech Tactics, Club Racing, Sim Racing and Treffen.

In the area of membership marketing, PCA membership has recovered from this past spring's decline and finished 2020 on a positive note. New resources that national has introduced to its members include 1) PCA YouTube, 2) Tech Tactics Live, 3) Appointing a new national PCA Tech Coordinator, 4) adding tech articles to Panorama and 5) Project 964. These initiatives continue the pattern of bringing tech information and resources to our members.

PCA will also be releasing its new and improved website in the spring with a new emphasis on providing an enthusiast extranet focused home page highlighting the Porsche Lifestyle, news and entertainment while offering its members an administrative focused intranet for club functions. The purpose of the extranet focus of the website design is to encourage more visits to our website and potentially more enthusiasts to join the club.

Also part of the updated strategic plan is a renewed emphasis on Region Engagement and Coaching Initiatives that will include focusing on providing assistance to our 146 regions in areas including 1) finance, 2) risk management, 3) updating of bylaws, 4) club elections 5) records retention, and 6) region operations related to supporting website development, social media, newsletter and membership development.

At the recent PCA National Staff meeting held on Zoom, I was very encouraged with the direction our national leadership team is planning for a successful 2021. With 2020 national events being cancelled due to the pandemic, the EC (executive council) is none the less planning its large events with a positive outlook and the hope that with everyone

getting the vaccine the nation will finally be getting a handle on the pandemic. With that said, Treffen Scottsdale is looking like it will move forward as well as the Parade at French Lick. The PCA Club racing schedule and West Coast Racing series are open with many more events scheduled in 2021. Good news for all our club racers! National staff takes seriously the safety of our members in everything it plans and have instituted strict guidelines to prevent our members from contracting the disease. Werks Reunion in Monterey that is held in conjunction with Monterey Car Week and the Monterey Historic is being planned but is waiting for more guidance. Porscheplatz and the Porsche Car Corrals that are usually associated with this event as well as the IMSA event in September will be dependent on local conditions as well.

Your National leadership team has been busy planning for events and are looking forward to a great 2021.

## Zone 7 Membership Declines in 2020:

Amid the Corona Virus Pandemic membership in Zone 7 for 2020 declined approximately 1% compared to 2019. Comparing membership at the end of December primary membership at the end of 2020 was 6323 versus 6393 in 2019. Bay Area regions saw the most significant declines year over year. On the bright side, several of our smaller regions saw significant increases in membership with Sierra Nevada Region showing 6.45% growth and Yosemite posting a 5.7% growth. Congratulations to the leadership teams at both regions. Nationally, while all other major car clubs in the USA saw declines in membership PCA posted a modest gain of about 1.5% year to date.

Zone	Region	Members on 12/31/20	Members on 12/31/19	Growth	Percent
Z7	Diablo	1015	1049	-34	-3.24%
Z7	Golden Gate	2357	2400	-43	-1.79%
Z7	Loma Prieta	323	352	-29	-8.24%
Z7	Monterey Bay	309	304	5	1.64%
Z7	Redwood	651	657	-6	-0.91%
Z7	Sacramento	854	849	5	0.59%
Z7	Sequoia	234	230	4	1.74%
Z7	Shasta	83	84	-1	-1.19%
Z7	Sierra Nevada	330	310	20	6.45%
Z7	Yosemite	167	158	9	5.70%
Z7	Totals	6323	6393	-70	-1.09%

## Zone 7 Concours and Autocross Series:

The Zone competition series is still in the planning and should be finalized by spring. The regions in Zone 7 that have active autocross programs and sponsor Zone autocross events are awaiting finalized contracts from various venues prior to publicizing a final calendar. Please check for updates on the Zone 7 website ([zone7.pca.org](http://zone7.pca.org)).

The concours series schedule is still in the works and the regional concours chairs with the support of Zone 7 concours chairs Roy Schauben and Simone Kopitzki. Regions have traditionally been dependent on local dealerships for support and event site support. So far, only Sacramento Valley Region has locked down a date with location to be determined.



Zone 7 Concours



Zone 7 Autocross Series

## PCA National Events Upcoming:

Your leadership team at PCA national has been very busy. Last year, national has had to deal with the consequences of Covid 19 on our club's national events such as club racing where at least 16 events had to be cancelled in addition to Spring Treffen and Parade in Palm Springs. National hopes that their planning for Treffens, Werks Reunion, Parade and a host of other events scheduled for this year can continue as planned. Your national leadership team has been diligent in being flexible and in developing policies and procedures to enable large national events such as Parade to continue, but with a twist. Phase 1 registration for Parade 2021 is open and Treffen Scottsdale will open on February 24<sup>th</sup>. Treffens have in the past sold out in about an hour so if you have any interest in attending, mark the opening of registration on your calendar.

The winter national staff meeting originally scheduled for February 6<sup>th</sup> in Jacksonville Florida has been cancelled due to concerns with Covid and instead will be conducted virtually. This meeting gathers all the national committee chairs, Zone Reps, Executive Council members and national headquarter staff to share plans for the year as well as to provide updates on their committee. Updates are generally provided by the chairs of Parade, Treffen, Werks Reunion, Club Racing, Policy, Audit, insurance and social media to name just a few.

## Events of Interest:

- 1) Zone 7 Presidents Meeting, March 13, 2021.
- 2) PCA Spring Treffen at the Marriott Scottsdale, Arizona; May 5-9; [treffens.pca.org](https://treffens.pca.org); Registration opens February 24, at 12 noon Pacific Time and sells out very quickly (like in 50 minutes)
- 3) Loma Prieta Region 50th (plus 1) Anniversary Gala, June 19

- 4) Porsche Parade at French Lick, Indiana, July 11-17; [porscheparade.org](http://porscheparade.org)
- 5) PCA Werks Reunion, August 13; Monterey; [werksreunion.com](http://werksreunion.com)
- 6) Monterey Historic, Porsche Corral August 14-15<sup>th</sup>
- 7) PCA Fall Treffen at the American Club, Kohler, Wisconsin, October 3-17; [treffen.pca.org](http://treffen.pca.org)
- 8) PCA Spring Treffen at the BRO<sup>A</sup>DMOOR, Colorado Springs, Colorado, April 27-May 1, 2022
- 9) Monterey Bay Region 60th Anniversary, TBD
- 9) Sacramento Valley Region 60th Anniversary Celebration, May 7, 2022

Note that past Treffens have sold out in as little as one hour due to their popularity. Registration for the Treffens typically opens 3-4 months prior to the event.

## 2021 PCA West Coast Race Series Schedule

With Federal and State directives pertaining to the COVID-19 pandemic, the Club Racing schedule is very fluid and subject to change on a day-to-day basis. The racing schedule shown below will be frequently updated with the latest official status of each of our races.

Dates	Event	Status	Enduro
Apr 03-04	Thunderhill	Opens 02/15	
May 22-23	Buttonwillow	Opens 04/05	
Jun 12-13	UMC (Utah)		
Jul 03-04	Sonoma	Opens 05/17	
Sep 18-19	High Plains Raceway		✓
Sep 25-26	Thunderhill		
Oct 09-10	Sonoma		
Oct 30-31	Auto Club		