



In The Zone

Recent Happenings in Zone 3

As is typical in Zone 3, Q4 was extremely busy with lots of events and activities to keep everyone busy.

September started off with Peachstate Region's annual Rennfest on Labor Day weekend. This is the last of the multi-event weekends of the year in Zone 3, and is one of the best. David Murray of Porsche racing fame was the honored guest speaker and 'coach' for the weekend. What a great guy; he told us some great stories, and helped everyone with the autocross—which is where he got his racing career started. Huey performed like a champ and is LOVING the 3.2 engine!

Throughout the rest of September, Carolinas and Coastal Empire regions held DE's at CMP and Roeboling respectively. Due to some required engine work on Papa Smurf, we were not really able to participate in either, but attended both weekends. Coastal Empire also ran the Heroes On Track (HOT) program for military veterans and got a great turn-out. I got a chance to instruct a veteran with paralyzed legs in his 997, and I'm amazed at his ability to use brake and throttle with a hand device. He had a blast, as did I.

The first weekend of October brought the annual installment of the ALMS Petit LeMans at Road Atlanta. Unlike last 2009, this year we had wonderful weather for the race. The Porscheplatz car corral was packed and sold out, with a record 210 cars and 789 people!! Peachstate Region volunteers did another outstanding job of helping everyone have a great time. Most

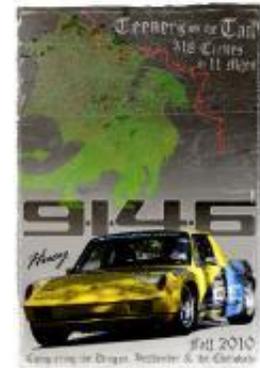
of our entire National EC was on hand helping with registration, set up, tear down, etc. The racing was great, and so was the crowd. (more on page 5)

The following weekend was the Myrtle Beach group/ Palmetto Region Oktoberfest Rally in North Myrtle Beach. Having never been to the NC/ SC coast line, we thought we should check it out. What a great time, a very well run, casual Poker Run rally. The emphasis here was on fun and socializing, and I think it hit the mark on both.

The same weekend, Carolinas Region held their annual Fall Tour, this time driving from Charlotte to Charleston. Reports are, it was a lot of fun, but then again any trip to Charleston is a good time!

Still in October, the 914 Registry Special Interest Group held their annual Ramble in Vonore, TN with drives and tours to the famous Tail of the Dragon and surrounding wonderful roads. Being 914'ers and loving the roads in that area, Nadine and I had to attend. With a group of almost 50 914's touring around the mountains of Tennessee and North Carolina, it was quite a sight. (see the great poster above we got from artist Steve Schleif)

Nope, not done with October yet. Halloween Weekend brought back the Carolinas Challenge PCA Club Race at CMP. 70 racers visited the 2.4



Poster of Huey from MUSR11 Tail of the Dragon trip

mile challenging course for true wheel to wheel racing. Nadine was the race chair and made sure everything went smoothly. With 3 sprint races and an enduro for each class, everyone was worn out by the end of the weekend. Me and Papa did great, finishing first in class in each race.

Thankfully, things slowed down a bit in November. We attended Smoky Mountain Region's Fall Fest—a HUGE autocross on a 14 acre lot(!) followed by a wonderful banquet. The autocross was fast and fun, and Huey really liked the new Hoosier A6's! Also in November, Hurricane Region held their annual Light-house tour, Carolinas had a DE at VIR

December brought all the Holiday Parties, with most being on the same weekend! Carolinas, Alabama and Ocmulgee Region's celebrated 50, 40 and 35 years respectively in December. Congratulations All!!

Inside this issue:

| | |
|--|---|
| Recent Happenings | 1 |
| PCA Updates: | 2 |
| - PCA Community | 2 |
| - Daytona 24 | 2 |
| - Reminders | 2 |
| Region Management - Membership Retention | 2 |
| Upcoming in Zone 3 | 3 |
| Photos | 4 |
| Petit LeMans 2010 | 5 |

Did you know?

- The 1974 Carrera RSR 2.1 Turbo is the widest 911 in Porsche history at 2,000 mm.
- 185 streets and squares in Germany are named for Porsche
- The oldest Porsche ad appeared in 1951



PCA Updates

PCA COMMUNITY— Have you seen it? The PCA Community is finally here!!!

Once you logon to your pca.org account you will see a link directly under your 'Welcome' to the PCA Paddock, which is the name of the Community. After that, you can navigate using the drop down menu from the top to go to your profile, find others, find groups, etc.

I have created a Zone 3 Group, that I intend to start using for announcements and information once more people join, so do a search for Zone 3 under the Groups section, and join today.

I hope to also keep my own profile up to date with happenings and places that we will be, so if you're interested, I'll try to

keep up with photos and other interesting topics.

DAYTONA 24 - Are you planning to attend the Daytona 24 hour race? If so, Peachstate Region has set up an "un-official" base hotel location is the Aca-pulco Resort, 2505 S. Atlantic Ave., Day-tona Beach, FL 32118-5502. Reservations can be made by calling 1-800-874-7420 and mentioning you are with the Porsche Club of America. The room rate of \$84 per night (+12% tax = \$94.50) is available January 27 – January 30, 2011 and includes complimentary continental breakfast, room safe, parking and local calls. Book rooms using the 800# otherwise additional charges will apply. If the room rate is unavailable at the time you

attempt to book please let Leanne Corbin know so she can contact the hotel and have additional rooms added to our block (leanne.corbin@att.com)

We look forward to seeing you there!

REMINDERS: Profiles— Please make sure your individual profile on PCA.org is accurate and up to date. Everything you receive from PCA and your local region is based on the National Membership database, so if it's wrong, they cannot contact you and get you important information. In this age where so much of our information is electronic, it only take a few minutes to update your information and keep it accurate. Also, if you use clubregistration.net for any registration, keep that up to date too so the region you are registering with has accurate information about you.

Region Management - Membership Retention

(Reprinted from July 2009 In The Zone, with updates)

The past two years, PCA has done a remarkable job of growing it's membership. In fact, as of November 30, 2010, PCA membership was the highest it's ever been. So much for a soft economy. But what I find interesting is that a growing majority of PCA members are fairly new: joining within the past 10 years. Many have just purchased their new or first Porsche and are exploring ownership of one of the greatest cars ever made. But while we get many new members each year, we lose almost as many. One of the most common reasons a member lets his/her membership lapse is that they do not feel they are getting any benefit out of their now-\$46 (remember, membership fee's went up January 1?!). This is where the Membership chair and Region Board comes in.

When an individual joins PCA, many times they are not 100% sure what PCA is all about. Sure, they can read the website, and maybe they have a friend that's a PCA member, but unless they are welcomed into the group, and are encouraged to become active, many times they just let the membership lapse at the end of the first year. In fact, most lapsed memberships are from people that are members for 2 years or less. So, what do you do?

Each month, the membership chairs are given a report of new members, who's has lapsed, transfers in and out, etc. This report is extremely useful in managing the communication with the membership. Remember, most new members are kind of 'lost' in the PCA world, so why not reach out to them and invite them to a meeting, or some other event coming up? Personal touches such as a hand written welcome letter, a phone call, or even a welcome email go a long way toward making them feel a part of the group.

Also, USE THE PCA EMAILER SYSTEM. New Presidents and Membership chairs, did you know you have access to a really cool feature on PCA.org? Well, you do. With just a couple clicks, you can reach all your members, or selected groups via email. And those two positions are the only ones with this access. It's a really useful tool, so if you haven't already, try it out sometime.

So, now you have a nice process in place to reach out to the new members, what about the cancellations? Well, the emailer system allows you to reach out to the recently lapsed members too. Send them an email and ask why they are not continuing with PCA. You may be surprised what you will learn, and it will definitely help you run your region better. Some will cancel because they don't like something in the club, so this is an opportunity to correct any issues you may not even know about. Some cancel because the club does not hold events they are interested in. This year, you will get some that cancel because of the increase in fees - so be prepared for that....And believe it or not, some people cancel their membership because they feel if

(Continued on Page 5)

Keep up to date with all the happenings in Zone 3 at <http://zone3.pca.org>

Regions in Zone 3

- Alabama
- Carolinas
- Coastal Empire
- Heart O'Dixie
- Hurricane
- Magnolia
- Musik-Stadt
- Mid South
- Ocmulgee
- Palmetto
- Peachstate
- Smoky Mountain
- Tennessee
- Wilderness Trail



Upcoming in Zone 3

Here is where I will try to highlight upcoming events that should be broadcast throughout the Zone. If you would like to have your event listed here, and on the Zone 3 website, please send an email to me *and* Josh with complete details and information.

| Month | Day | PCA Region | Event | Details |
|-------|-------|----------------|---------------------------------------|--|
| Jan | 2 | Magnolia | Holiday Party | |
| Jan | 8 | Hurricane | Holiday Party | Details at http://hur.pca.org/ |
| Jan | 8 | Musik Stadt | Holiday Party | Details at http://hur.pca.org/ |
| Jan | 27-30 | | Daytona 24 | Details on Accomodations at http://zone3.pca.org |
| Mar | 4-6 | Tennessee | Winterfest | Multi Event Weekend at historic Chatannooga Choo-Choo. Details at http://www.tr-pca.org/ |
| Mar | 5-6 | Alabama | DE at Barber | Registration opens Jan 10 and sells out quickly. Register at www.clubregistration.net |
| Mar | 11-13 | | Amelia Island Concours | |
| Mar | 19 | | Zone 3 Presidents meeting (Tentative) | |
| Mar | 25-27 | Peachstate | Club Race at Road Atlanta | PCA Club Race and Drivers Ed. Register at www.clubregistration.net |
| Apr | 2-3 | Heart O'Dixie | 50th Anniversary | Celebrating 50 years as a PCA Region! Contact Jim Cambron james.cambron@cobham.com for details |
| Apr | 2-3 | Carolinas | DE at NCCAR | Drivers Ed at a new track for Carolinas. Register at www.clubregistration.net |
| Apr | 8-10 | | Barber PCA Corral | Porsche 250 Grand Am Race Car corral hosted by Alabama Region PCA. Ticket details TBA. |
| Apr | 15-17 | Smoky Mountain | Spring Thing | Multi Event Weekend in Pigeon Forge, TN. Details coming soon |



GT3 R Hybrid - raced at Petit LeMans



Fueling the Falken Tire RSR at Petit LeMans



Heart O' Dixie Region is celebrating 50 years in 2011.



Tennessee Region is celebrating 50 years in 2011.



Mid South Region is celebrating 25 years in 2011.



Coastal Empire Region is celebrating 10 years in 2011.

I am still looking for contributors to *In The Zone*. If you have a great story, maybe reprint something that was published in your newsletter, or just like to write an opinion on something, that would be great. I'd also love to have a tech or shop manager send me some short tech articles that we could start to publish here. The more interesting we can make *In The Zone*, the better.



Some Photos of the end of 2010 events

Pictures come from Rennfest, 914 Registry Ramble, and Fall Fest



Region Management - Membership Retention

(Continued from Page 2)

they sell their car, they HAVE TO cancel. Not true at all and it's a shame to lose people because they are misinformed.

In the end, membership retention takes work. But active and interested members are the lifeblood of PCA. As the saying goes, "It's not just the cars, it's the people" and without those people, PCA does not exist. So go out there, get those new members, but put a program in place that makes them want to stay for many years to come. If you need some suggestions or ideas, please do not hesitate to call me, I'll help in any way I can.

Petit LeMans 2010

If the 2010 Petit LeMans race at Road Atlanta was any indication, road racing in the United States is alive and well. The final race of the American LeMans Series season was seen in person by a record 124,000 spectators that were treated to some of the best racing in recent memory during this 10 hour/1,000 mile endurance. Both Drivers and Manufacturers championships were being contested in every class, with Porsche front and center in all the action. Nearly 50 cars took the green flag, including the GT Championship leading Flying Lizard #45 GT3RSR, the LMP2 contending Muscle Milk RS Spyder, and a very special entry by the Porsche factory. For the first time in North America, the GT3R Hybrid entered a race, even though it was just for 'testing' purposes. Officially, Porsche claimed it was a rolling laboratory, but when you saw what it could do on the track, knew that there were factory Porsche racers in it, and knowing Porsche doesn't like to lose, one had to wonder what the ultimate outcome would be.



PCNA, in conjunction with IMSA, PCA, Jim Ellis Porsche, and all the wonderful volunteers of Peachstate Region hosted nearly 800 of the Porsche faithful to view and enjoy this wonderful spectacle. All indications are it was the largest Porscheplatz car corral in history, with over 200 cars proudly displayed in the packed parking area. Porsche flags were flying everywhere. We had guest speakers from race teams, tire companies, Mobil 1, and many engineers and top decision makers from Porsche AG. This was not just a race, it was an event...one not to be missed.



In the end, Patrick Long and Jorge Bergmeister won the Drivers Championship in the #45 Flying Lizard RSR, but Porsche did not clinch the manufacturers championship. And while congratulations were given to the champion drivers, it was obvious at the Porsche VIP tent

that the mood was subdued, with engineers already looking ahead to 2011 and how to make this awesome car even better. We can only wait and see with excitement and anticipation for the new season to begin!

