



Annual Meeting 2022



Hill Country Region PCA

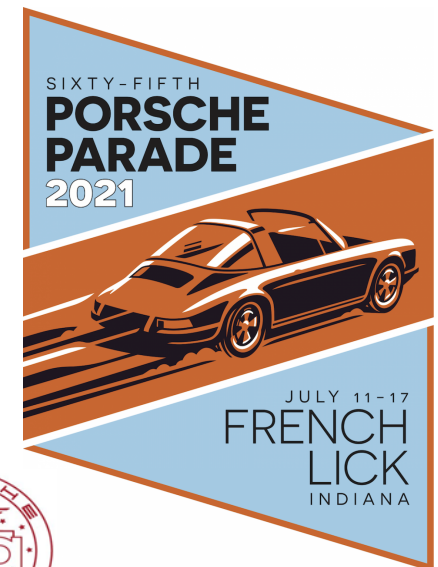
Porsche Club of America

- There are more than 700 Porsche clubs worldwide in 85 countries, with 235,000+ members
- At 144,000+ members, PCA is the largest Porsche club by far & the ONLY independent Porsche club
- PCA is the largest single marque car club in the world
- There are 147 PCA Regions spanning US & Canada
- PCA Regions are grouped into 14 Zones – Hill Country is in Zone 5
- Hosts 2,000+ Insured Events/yr, 4,000+ events/yr
- We emerged from 2021:
 - With positive growth in membership (7954 new members)
 - Financially sound

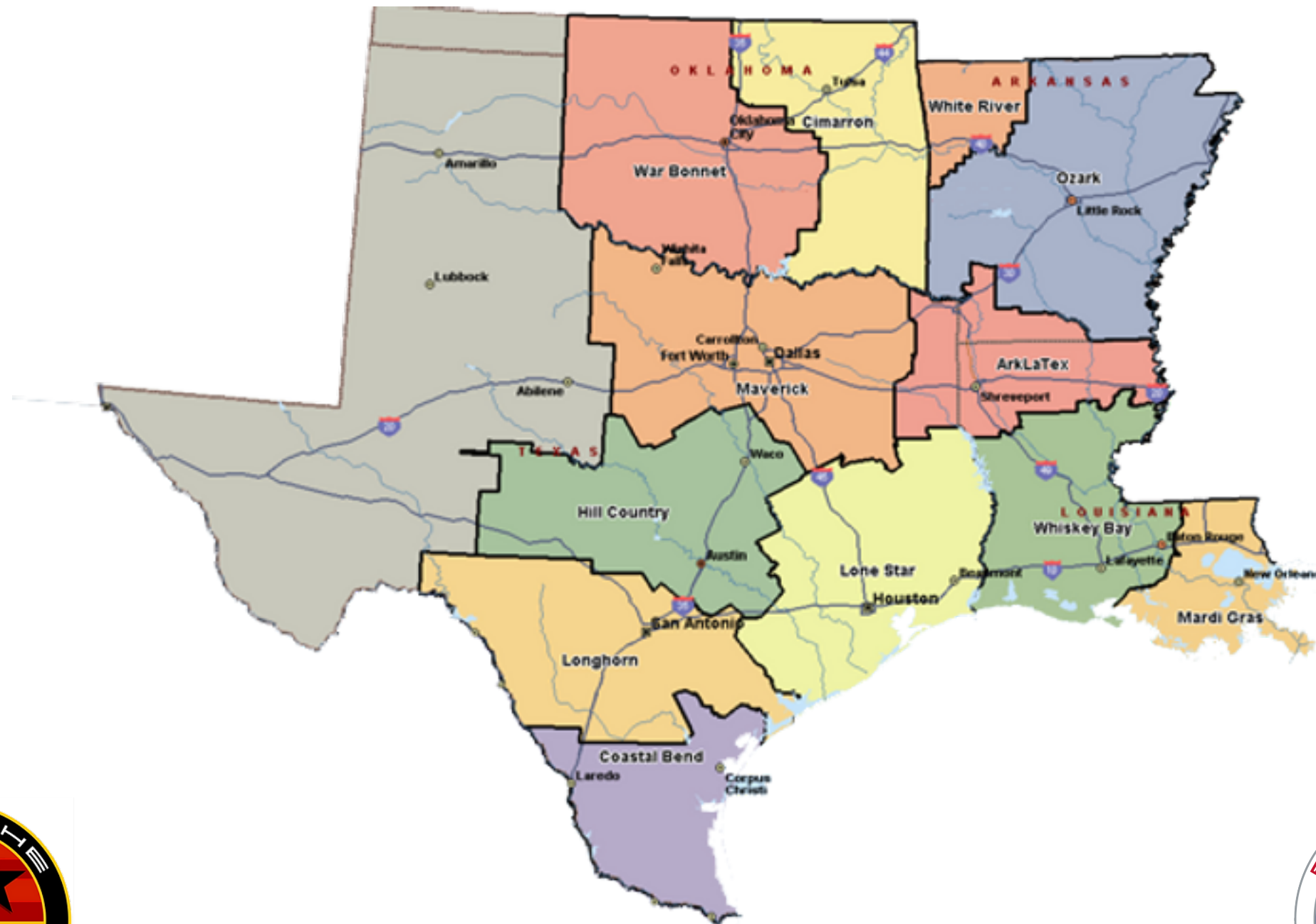


National Events

- Parade
- Treffen North America: Spring & Fall
- Tech Tactics: East, West & Parade, Tech Tactics Live
- Werks Reunion: Monterey & Amelia Island
- Porscheplatz & PCA Corrals
- Club Racing
- PCA Sim Racing
- Auto Shows: New York & LA
- PCA Open House
- PCA Experience



ZONE 5 UPDATE - Chuck Bush



HCR: 45th ANNIVERSARY!

- HCR was chartered on July 18, 1977 as a split from the Longhorn Region

- Lone Star, Maverick, and Longhorn Regions all contributed territory to form HCR
- Twenty-six founding members
- HCR has provided many PCA National leaders and received many National Awards over the years, including:

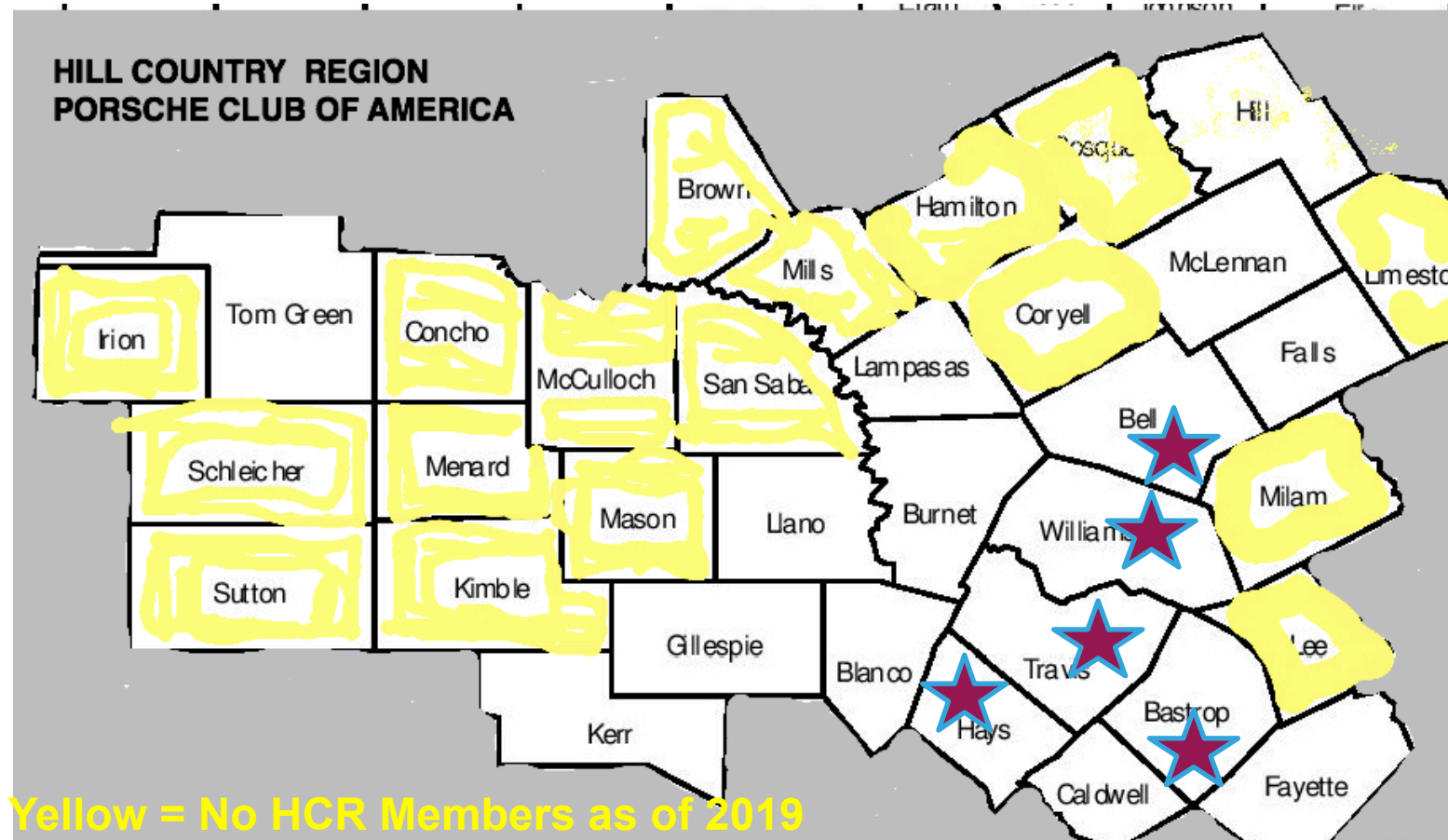
- President
- Racing, Porscheplatz & Street Survival Chairs
- Family of the Year
- Life Members

- 45th Anniversary Celebration Event planning underway!

HCR: MEMBERSHIP



- YE 2021: 1737
- 14.9% Growth!
- HCR was one of the fastest growing PCA Regions in 2021



- **Hill Country Region is comprised of 34 Texas counties containing a total of 33,214 square miles.**
 - Twelve states are smaller in area than HCR
 - Six smallest states combined would fit into HCR
 - 96% of HCR Members live in 5 counties! ★
 - Only 50% (17) of the HCR counties have PCA Members

HCR: BOARD OF DIRECTORS

- **Executive Council**

- **President** - Charlie Sparks
- **Vice President** - Carl Rossi
- **Secretary** - Gordie Robbins
- **Treasurer** - Bruce Harris
- **Past President** - Tuffy von Briesen
- **Member at Large** - Jeff Moore
- **Member at Large** - Rob Price
- **Member at Large** - Crystal Zarpas

- **Committee Chairs**

- **Driving** - Stacey Soule
- **Social** - Crystal Zarpas
- **Membership** - Bruce Mason
- **Information Technology** - Max Silvestri
- **Communications** - Jonathan Haggar
- **Safety** - Winslow Mankin
- **Historian** - Hans Falk
- **Dealer Liaison** - Jeff Moore

HCR: EVENT COORDINATORS



• Driving

- **Autocross** - Alfred Freudenberger
 - **A/X Team** - Alan Neiman, Tom Pruett
 - **Drivers Education** - David Gross
 - **DE Operations** - Tim Strehl
 - **CDI** - Jacy Legault
 - **DE Registrar** - George Hansen
 - **Tour Coordinator** - Tuffy von Briesen
 - **Tours S** - Chris McChesney
 - **Tours N** - Ken Kalin
 - **Concours** - John Brindley
 - **Tech Sessions** - Tuffy von Briesen
 - **Street Survival** - Carl Rossi
 - **Rallyes** - Open
- ## • Social
- **Happy Hour N/C** - Greg Harrington
 - **Happy Hour S/W** - David Schnepf
 - **Hoppy Hour** - Greg Lee
 - **Ladies' Lunch** - Michelle Freudenberger
 - **Lunch Bunch** - Bob Hieronymus
 - **Special Events** - Amber Ashy
 - **Informal Sunday Brunches** - Tuffy von Briesen
 - **Holiday Party / Member Picnic** - Bruce Harris
 - **Distinguished Speaker Series** - Carl Rossi

• Membership

- **Test Drive** - Bruce Mason
- **Membership Support** - Vicki Kalin

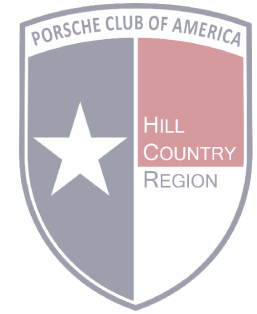
• Information Technology

- **Webmaster** - Bill Plein
- **Web Editors** - Randy Whitten, David Schnepf, George Hansen

• Communications

- **Horizons**
 - **Editor** - Vipul Darji
 - **Associate Editor** - Jonathan Haggard
 - **Staff Writers** - Amber Ashy, Hans Falk
 - **Photographer** - Joah Rayos
 - **Intern** - Alex Garza
 - **Advertising** - Steve Rosebaugh
- **Community Service** - Kent Ketterman
- **Public Relations** - Tom Emr

HCR: 2021 PROFIT / LOSS*



Income

Expense

Advertising	8,916.00	Administration	17,353.45
Driving Events	5,376.34	Driving Events	8,814.17
Charity Donation	9,689.33	Charity	6,761.62
HCR Store	966.73	Equipment/Supplies	7,532.13
Social Events	12,637.11	Social Events	17,952.05
Rebates	23,926.82		
Sponsorship	15,999.92	Total Expense	58,413.42
Total Income	77,512.25	Net Ordinary Income	19,098.93
		Net Income	19,098.93

Reserve Account

Ending Balance 12-31-21	134,079.17
Beginning Balance	114,980.24
	<hr/>
Net	19,098.93

* Annual review completed on 2-2-22 by Zach Evans, Steve Guzman, and Tom Emr.



HCR: 2021 ACCOMPLISHMENTS

- **Sustainability Initiative launched**
 - Documented all volunteer job descriptions
 - Attracted new volunteers
 - Formed teams of event coordinators
 - Easily transitioned two board roles
- **Strategic Plan updated**
 - Recommendations made on Financial, Leadership Team sustainability, Community Service, etc.
 - Many have been implemented
- **Nominating Committee formed**
 - Year round
 - Also serves as Talent ID & Development
- **Dealer Liaison position elevated to voting Board member**
- **Two rotating Techs from Porsche Austin added to our tours**
- **Club Race & two SchnellFest DEs**
- **Events were "flexed" to accommodate COVID restrictions**
 - We still held 98 events in 2021
- **Spring Fling AND Holiday Party - attendance maxed out**
- **Sponsors and Advertisers added**
- **Horizons returned to print**

HCR: 2021 New Events!

- ★ Ladies Lunch
- ★ Autocross
- ★ Intro to DE
- ★ South & Hoppy Hour
- ★ Cars & Coffee @ Mozart's
- ★ Tours Galore!
 - ★ Rockport overnight
 - ★ Bluebonnet 2X
 - ★ Johnson City Xmas Lights
 - ★ Belton & Beyond
- ★ Porsche vs. Ferrari Shootout
- ★ Rally & Scavenger Hunt Rally
- ★ HCR Sim Racing League
- ★ Paterson 911 Air cooled collection tour
- ★ German Motor Gathering in Boerne - HCR Porsche Corral



HCR: COMMUNITY SERVICE



2021

- **Texas Burn Survivors Society \$6000.**
 - \$2246. from parade laps, etc.
 - \$3754. from Holiday Party
- **Autism Speaks \$750.**
 - From Porsche Corral parking fee
- **Toys for Tots - Toys**
 - Member donations @ Holiday Party

2022

- **Texas Burn Survivors Society**
 - Fund Raising and Possible Car Show
- **The Texas Ramp Project**
 - Ramp Construction
- **Cheyanna's Champions 4 Children (CC4C)**
 - One Time Event
- **Toys for Tots**



HCR WINS 2021 PCA AWARDS!



HORIZONS

★ **1st Place for Best Newsletter - Large Regions**

★ **Runner-up - Region of the Year**



HCR Annual Awards - 2021



Edie & John Musgrove Volunteer Of The Year

- **Michelle & Alfred Freudenberger**

Scott M. Smith Enthusiast Of The Year

- **Amber Ashy**

Rika Preuss Award

- **Vipul Darji**
- **Jonathan Haggard**
- **Jeff Moore**
- **Steve Rosebaugh**

President's Award

- **Chris McChesney**
- **Gordie Robbins**

Sponsors and Advertisers **THANK YOU!**



- Porsche Austin
- XPEL Austin
- GT International
- Moorespeed
- Petrol Lounge
- Werks 11
- Al Autoworks
- Black's Barbeque
- Caliber Collision
- Casa de Montecristo
- DentStar
- Driving Adventures USA
- German Auto Center
- ProReflection
- Speed City Broadcasting
- Torqqe Performance
- TPWS
- Victory Motorcars
- XSpace

HCR: 2022 OBJECTIVES



- Continue to deliver **safe and fun events**, with flexibility
- Strategic Planning Committee to address **Communications**
- Engage our **Community Organizations** with volunteer events
- Year-round **Nominating Committee**

HCR: UPCOMING ACTIVITIES



All upcoming activities are on the HCR calendar:

<https://hcrpca.org/events/>





QUESTIONS?