







RMR / AMR Event Chair Training

February 25, 2012







Outline

- Welcome
- DE Committee Concept
- Contents Event Chair Handbook and Thumbdrive
- 2012 Event Calendar
- People Resources
- General Event Guidelines
- Timeline and Planning
- Event Budget
- Promoting Events
- Event Registration
- Committee Chairs and Volunteers
- Event Schedules
- PCA Guidelines
- DE Committee Organization

DE Committee Concept

- New this year
- Based on success of Control and CDI Committees
- Shared pool of available resources
- Wide range of experience to draw upon
- Still envision need for event chair
- Details need to be refined as we go

Welcome Event Chairpersons

- Thank you for volunteering to Chair an Event.
- ✓ New Club Experience...
- ✓ Give back to RMR...
- ✓ Can do better than...
- ✓ Satisfaction and Joy of Contribution...
- ✓ Meet and Get to Know Others...



- ❖ Organize and run a successful and financially sound event.
- Coordinate the available volunteers and resources within RMR / AMR.
- "Trust but Verify" the Volunteers and Committee Chairs Working With You!
- ❖ Do it with the least amount of hassle and maximize enjoyment.
- Not Do It all Yourself.



Event Chair Handbook

- Contents:
- Event Calendar
- People Resources
- General Event Guidelines
- Timeline and Checklist for Event Planning
- Planning Tools
 - Budget and Expenses
 - Registration
 - Event Day Schedule
- PCA National Guidelines
- Forms





2012 Event Calendar

- HPR Event Dates are By Contract
- RMR / AMR Joint Board Sets Event Calendar
- Posted on Web-Site (RMR and AMR)
- Published in HighGear
- Registration via MotorsportsReg





2012 Events (RMR)

- Autocross
 - May 19/20
 - August 25
 - October 20
- Tours/Rally
 - May 26 Spring Edelweiss
 - Sept 8/9 R/T Charity
- Concours June 10
- Holiday Party Dec 10

- Drivers Ed/Club Race (HPR)
 - April 21/22
 - Ladies Day June 9 at CHP Track
 - June 16/17
 - July 7/8
 - August 11/12 Club Race/Super DE
 - Sept 15/16
 - Oct 13/14

2012 Events (AMR)

- Autocross
 - May 5
 - Aug 14
- Tours / Rallies
 - Apr 4 Rally
 - Jun 23/24 Cayenne Tour
 - July 28/29 Tour
 - Aug 18 Rally
 - Sep 22/23 Tour
 - Oct 9 Rally

- Drivers Ed
 - May 12/13 La Junta
 - May 19/20 PPIR
 - Sept 29/30 LaJunta

People Resources

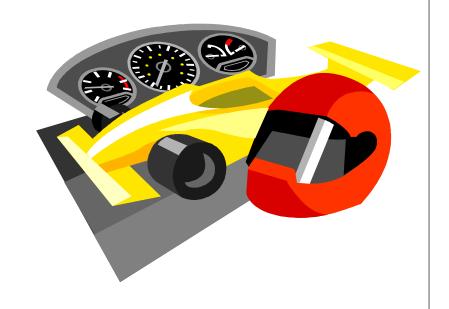
- RMR and AMR Board Members
 - ➤ VP and 2nd VP
 - > Newsletter
 - > Treasurer
- Board Committee Chairperson's
 - ➤ Chief Driving Instructor
 - > Registrar
 - ➤ Safety
 - ➤ Tech Inspection
 - ➤ Control
 - **Equipment**
 - ➤ Timing





Other Resources

- DE Committee
- Venue / Track Key Contacts
- Ambulance Services
- Tent and Equipment Rental
- Track Food Vendors
- Event Awards
- Promotional Items



General Event Guidelines

• Event Chairperson Role

Conduct a fun, successful, and financially sound event.



Board Requirements

- 2nd VP is Primarily Responsible to Board for Event
- Keep Board informed of the status and plans for the event.
- Present and work within an Approved Event Budget.
- Present a post event report. Financial and General.
- Have a fun and safe event!



Timeline and Planning Highlights

- Start Early
- Ask for Help as Needed
- Recruit and Organize Volunteers to HelpYou!
- Use Resource List
- Early Organization
 - Promote Event
 - Establish a Budget
 - Open Registration Early

RMR/AMR Event Chairperson's Guidelines 2011 Event Timeline and Checklist

RESPONSIBILITIES TIMELINE AND CHECKLIST

Timeline: The table below provides a convenient checklist of tasks associated with your event. Use it to keep track of what you need to accomplish and what you have completed. Each activity and the responsibilities of each volunteer are described in the next section of this document. A list of current volunteers for various functions and other resources are listed in the "Resources" section.

Safety: The central goal of any event is safety for the participants and their cars. If you are considering doing anything out of the ordinary, be sure to check with the safety chair.

Organization: The key to holding a successful event is to be organized. Use the materials below to help with that aspect of your event. Do not hesitate to ask for help. RMR is blessed with a strong base of experienced members who have chaired events and are willing to share their knowledge with you. Just ask! If you cannot identify an appropriate resource, ask the 2nd Vice President.

Event Chair Responsibilities: Your primary job is to recruit and organize the volunteers. Once you have them lined up, let them do their jobs. It is however, "a trust but verify" situation. Find out if your volunteers are "get it all done early" or "put it off to the last minute" sort. And, watch for one of the former stalled waiting for one of the latter.

At the track, your job is to handle upsets and exceptions. They will occur. Most are simply a breakdown in communication easily handled by getting the right parties together. Occasionally a more serious upset pops up. You may not make a decision on your own; contact the Safety Chair, the Chief Driving Instructor or a member of the Board to help. They all have many years of experience and have probably encountered your problem before.

You do have a small number of functions on track day. These are included in the timeline table

501 Event Timeline and Checklist 2011

501 - 1

Event Budgeting

- Establish a Budget
- Fixed
 - Event Income (Budget)
 - Event Venue Rental
 - Car Fees
 - Ambulance Rate
 - Corner and Gate Workers
 - Insurance
 - On-line Registration.
 - Registration Fee Structure

- Discretionary
 - Refreshments / Food
 - Give-Away or Promotional Items
 - Unique Equipment for Event
 - Sponsorships

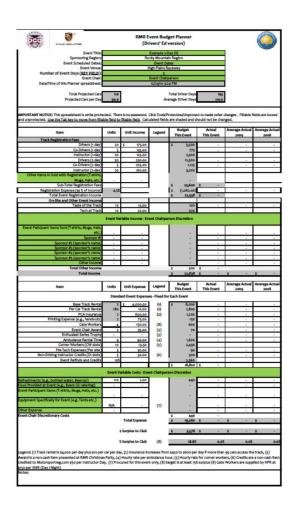


Example DE Budget Form

- 1-Day and 2-Day HPR DE
- Budget Income based upon Typical and Historical Event Participation
- Number of Participants based upon several factors.
 - Date and Time of Year
 - Weather
 - Event Cost

Promotion of Event and Early Registration will Get More Participants to Your Event and is in Your Control.

• Event Chair Manual 2011\601A RMR HPR Event Budget Planner DE-2011.xls



Event Budget Income

- RMR HPR DE
- 2-Day DE \$22,500 (110 Driver Days, 90 cars)
 - ❖20 Drivers, 5 Co-Drivers, 20 Instructors (1-day)
 - ❖50 Drivers, 5 Co-Drivers, 20 Instructors (2-day)
- 1-Day DE \$10,800 (70 Driver Days, 60 Cars)
 - ❖45 Drivers, 10 Co-Drivers, 15 instructors





Event Budget Income

- Eiskhana \$600
 - *\$20 per Driver, 30 Drivers
- Spring Tour \$900
 - *\$30 per Car, 30 Cars)
- Autocross School \$1,575
 - ♦ \$45 Per Driver, 35 drivers
- Autocross \$1,575
 - *\$35 Per Driver, 45 Drivers
- Holiday Party \$3,300
 - *\$55 per person, 60 Persons



Event Promotion

- Newsletter Article
- Should 1st run 3-months prior to Event Date.
- Brief / limited details about Event as known.
- Newsletter Deadlines are the 10th of the month Prior to Publication.
- Newsletter Published the 1st of the Month

Titty Titty Bang Bang! ing! You'll also want to plan on attending beer:thirty (in keeping with OctoberFast) for beer and brats, oomph and all. For information or to volunteer please contact co-chairs Gary & Luann Dodge Gary: dodge914@earthlink.net, Luann: racingprincess@earthlink.net





Event Promotion

- Use Previous Event Articles as Templates.
- Establish a Catchy Name for Event
- It is better to get in the Newsletter and Begin Promoting Your Event, than to Delay and Find that No One has Signed Up!
- Should run a more detailed articles in the 2nd and 3rd (final) months prior to Event Date.
- Plan to Publish and e-Mail Blast to further Promote Event and Communicate Details for Participants.
- These are all very effective in promoting your event.



Note: This is the final DE event this year to offer timed runs on Sunday afternoon. Timed laps will help you to assess your performance compared to others with similar cars on the track.

Come join all of your wonderful PCA friends at High Plains Raceway for the last Driver Education event of the summer season. Technically, this September DE is to be held four days before the fall equinox (September 23); therefore, it is still summertime! With

the cooler weather, this is usually the best time of the year to be out at the track. So bring your Porsche out to High Plains Raceway and do some high-speed touring!

Taming the Track is a difficult proposition for all drivers. At this event, we would like to provide everyone with practical tips from some of the experienced drivers and our RMR-PCA driving instructors on how to improve your driving skills. We all need to exchange our ideas and help each other to survive the ferocious man-eating beasts lurking at every corner of High Plains Raceway!

Here are some points to remember about the event:

Who: Anyone, age 18 or older, with a valid license and a sports car (no trucks!) can participate. Porsches have priority in the registration process. Club spectators and their guests are welcome at the track, with some common sense paddock rules and a signed waiver.

When: Gates open at 6 AM; mandatory drivers' meeting will commence at 8 AM; first-time DE drivers' meeting (including first-time DE drivers at HPR) will be held at 8:30

Where: High Plains Raceway, 17 ml east of Byers, CO on US 36 (see www.highplainsraceway.com).

Why: Learn to drive your Porsche quickly and safely on the track. RMR driving instructors will

provide students with assistance to develop their driving skills. RMR members enjoy getting our Kicks at the track (not on Route 661) and being able to socialize with each other at Beer:30 each day after the track is cold. How: Log on at pcarockymtn.motorsportreg.com. It's easy. Plan ahead. Sign up early, and remember: RMR-PCA DE's usually sell out before the deadline! How Much: Fees are as follows:

Either Day: \$175 / Co-Driver (same car): add \$150 Both Days: \$250 / Co-Driver (same car): add \$225

Event Chair: Alan Fritze, Email: afritze22@yahoo.com or Home: 303.697.8101

Registrar: Kristie Widrig, Email: widrigkl@aol.com or Home: 303 655 7495

Pre-Tech will be Wednes	day, September 8th un	til 7 PM at these	locations:
DART Automotive	4801 Monaco St.	303.296.1188	at 5:30
Eurosport Automotive	5615 Lamar St.	303.423.3715	at 5:30
Porsche of Boulder	3150 28th St.	303.385.1000	at 6:00
Poudre Sports Car	5806 S College Ave.	970 229 0990	at 5:30

Event Registration

- Plan to Open Event Registration 2-months prior to the event.
- Contact the Registrar for Your Event Early.
- A Registrar has been pre-assigned for all events.
- On-Line Event Registration will be handled by MotorsportsReg.com
- Details to Open Registration Include:
 - Newsletter Article (or Standard Text)
 - Event Type and Name of Event.
 - Event Date, Location, and Time of Start (if known)
 - Event Fees (Standard unless approved by Board)
 - Event Special Features that Require Registration
 - Meals, Charity, T-Shirt s Price and /or Sizes, etc...



Dashb

Tame the Track DE

PCA - Rocky Mountain

Saturday Sep 18 - Sunday Sep 19 High Plains Raceway, Byers, CO

Registration Closed: Sat Sep 11, 2010 11:59P (Mountain time)

Tame the Track!

Note: This is the final DE event this year with timed runs on Sunday afternoon.

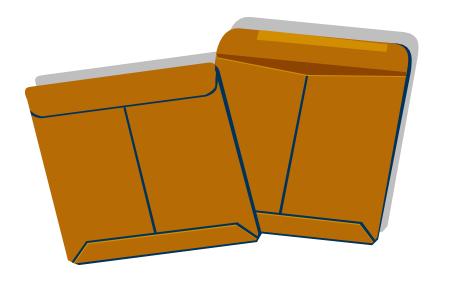
Come join all of your wonderful PCA friends at High Plains Raceway for the last <u>Summer</u> Drivers Education event of the season (not the last DE of the year). Technically this September DE is to be held four days before the fall equinox, therefore it is still Summertime! With the cooler weather, this is usually the best time of the year to be at the track. So bring your Porsche out to High Plains Raceway to do some high speed touring!

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www.pcarockymtn.motorsportreg.com

Event Registration Packet

- Event Schedule
- Run Group Assignments
- Top Tech and Run Group Stickers
- Track / Course Map
- Rally/Tour Instructions
- Special Announcements
- Volunteer Acknowledgement



<u>Equipment Chair</u>

- *Coordinates equipment required for the event.
- Someone may need to charge radio batteries overnight.
- ❖ Volunteers will be needed to assist with set-up and take down.

Registrar

- * Registers event participants using MotorsportsReg.com and handles participant registration questions.
- *Coordinates run groups and instructor assignments with CDI.
- Prepares Event Packets prior to the event.
- ❖ On-Site Distributes Event Registration Packets to participants, ensures registration and tech inspection is complete, handles on-site registration and changes with CDI.
- ❖ May be 2-3 on-site registrars at event.

Chief Driving Instructor

- *Coordinates Instructor and Student Assignments for Event.
- ❖ In Charge of Track Related Decisions for:
 - ✓ Run Groups, Sizes, Schedule, Student Assignments, and Driver Discipline.
 - ✓ Approve / sign-off on Taste of the Track rides and assigned instructors
 - ✓ Parade Laps / Lunch time rides CDI will approve lead and sweep drivers and brief these drivers of the procedures for parade laps.
- *Coordinate and Communicate Track Decisions with Control, Safety,
 Track Manager, and Event Chair as needed to ensure on track activities
 run safely and smoothly.
- Conduct Novice Training Meeting at Track
- ❖ Participate in Drivers' Meeting to Announce Instructor / Student Assignments and General Track Rules (2-spin rule, 4 wheels −off, etc.)

Tech Inspection

- *Coordinates Pre-Tech Inspection Locations and Times for Region Events.
 - * Provides Volunteer Tech Inspectors to Inspect Cars at Pre-Tech Inspection Sites.
 - * Ensures Insurance and Waivers are completed and returned to Treasurer.
- ❖ Arranges for Tech Inspection at the Track
 - * Recruits Volunteer Tech Inspectors to staff on-site Tech Inspection.
 - * Sets-up Equipment for the on-site Tech Inspection location at the venue.
- *Coordinates Top-Tech for the Event to Top-Tech Cars as the 1st run group is staged.

• <u>Safety</u>

- * Tours the Track / Course to observe track conditions before the event begins and will work to resolve any unsafe track or paddock conditions prior to the event.
- Any question of safety due to weather or entrant conduct should be referred to him/her.
- * Communicate with the Ambulance to ensure they have an event schedule, radio, and are familiar with access and procedures to enter the track during an emergency.
- * Communicates with CDI and Control to jointly resolve and make aware of any safety issues.

<u>Timing (Timed Events Only)</u>

- * Timing will arrange to have the timing equipment at the event, and will identify the timing personnel for your event.
- * Timing will require a location providing shelter, proximity to the track, and power to set-up in.
- * Timing will reconcile the participants list with the registrar and prepare the official timing/event results report. Copies will be forwarded to both RMR and AMR newsletters and websites and to the Event Chair.

Control

- * Will Recruit and Provide Trained Volunteers for Event to Assist with Control, Corner Working, Start, and Grid.
- * Controls and Communicates with Start, Corner Workers, and Grid actions on the track to provide communication and safety for participants on the Track / Course.
- * Manages the Event Schedule in terms of the Managing Announcements for the Drivers' Meeting, Cars to Grid, and the Start and Stop time of run sessions.
- * Constant Communication with the CDI, Start, and Corner Workers for the Event.
- * Will stop an event or order an Ambulance on-course when immediate response is required. Prior to a restart, Control will work with CDI and Safety to ensure a restart is appropriate.
- * Maintains a log of cars on track for each run session, spin log, and any track issues during the event.

Volunteers You Need to Find

• Photographer

* Provide digital images of the event for the newsletter after the event. Can be an event participant.

Observer

- * Responsible for Observing the event and completing the Observer report to be submitted to PCA National.
- **...** Use someone impartial to the running of the event.
- Prepare the form with standard information and give to the Observer.

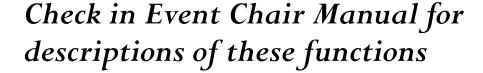
Refreshments

- ❖ This person arranges for Beer 30 food and refreshments.
- Purchases good classy beer and maybe wine, pop, bottle-water, sport drinks, ice, etc. using budget provided by Event Chair.
- Stages drinks and ices them down for in coolers.
- May need to recruit other volunteers to keep an eye on water and hydrating refreshments during the track event.
- Set-up any food or snack at the end of the day.
- Clean up and store unused refreshments.

Volunteers You Need to Find

Others Volunteers You May Need

- Gate (Non HPR Events)
- Corner Worker Chair (Non HPR Events)
- Rally Check Points
- Rally Course Timing
- Autocross Course Designer





Event Schedules

- DE Schedule is Developed by CDI based upon Facility Use Contracts and Event Participation.
 - ❖ 4 and 5 run Group schedules.
 - ❖ Timed DE Events (RMR June and September Only)
 - ❖ Track Use Contract Hours
 - Facility Use Hours
- Other Events (Social Events, Autocross, Tours, Rally, etc.)
 - *The General Event Schedule is by the Event Chair based upon the facility availability, event duration, seasonal considerations, etc.
 - *Prior Event Schedules should be reviewed / considered.
 - ❖ The CDI will be involved in the development of the Detailed Schedule along with the Registrar for AutoCross/School events.

High Plains Raceway

HPR Contract (included in Event Manual)

- ✓ Track Fee \$4,100 per day plus \$10 per car on track.
- ✓ 10 corner workers contracted at \$13.50 per hour
- ✓ Gate Saturday and Sunday at \$150 per Shift
- ✓ Overnight on Friday and Saturday at \$150 per day
- ✓ Track Use Contract Hours (8 am 6 pm)
- ✓ Facility Use Hours (6 am − 8 pm)
- ✓ Ambulance Service provided under RMR contract with American Medical Response.



Event Day Responsibilities

- Relax.
- Your Planning and Organization Work is Complete.
- Main Job Stay Out of the Way and let the Volunteers Perform their Functions.
- Check and Verify they have what they need.
- Work with the CDI, Control, Safety, and Track Management to make sure the event runs smoothly.
- Remember the CDI, Control, and Safety are in charge of the on-track activity.
- The Event Chair is responsible for completing and submitting PCA Incident reports for the event.

Drivers' Meeting

- The Event Chair starts the meeting and allows the others on the event team to make their brief statements.
- Keep the Drivers' Meeting short and only cover the essential items.
- 1. Welcome and Thank You's!
- 2. Safety / No Drugs or Alcohol
- 3. Track Set-up and Condition
- 4. General Event Schedule and Control
- 5. Run Groups / Instructor Assignments
- 6. Special Announcements / Closing



15-20 Minutes Maximum

Post Event

- Have Volunteers and Participants help to clean up and stow equipment etc.
- Collect Documents to provide to Treasurer and CDI.
 - Original Event Waivers
 - Car Counts Each Day (to Treasurer within 2 days for Track Payment)
 - Control Logs
 - At Track Registration, Taste of Track Cash and Checks.
 - Invoices.

All Final Documents should be transferred to the Treasurer within 7 days of the event for final event accounting.



Post Event

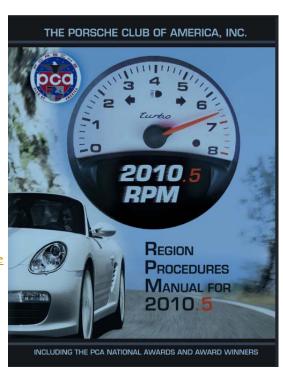
- Prepare a Follow-up Article for the Newsletter with Photos, Thank You's, and Event Results.
- Contact the Treasurer and obtain actual Financial Results for your event.
- Provide a brief report of your event to the 2nd VP to present at the next AMR/RMR Board Meeting.
- Sign-up to Volunteer Again!



Regional and National Procedures

- RPM includes Minimum Event Standards
- PCA Forms
 - > Waivers
 - ➤ Insurance Applications
 - ➤ Observer Reports
- PCA Website
 - http://www.pca.org/Regions/FormsDocuments.aspx#eventmanageme





DE Committee Organization

- Consists of Event Chairs, and representatives from CDI,
 Control, and Equipment and other volunteers
- Event Chairs should have ready pool of persons to rely on.
- Divide up responsibilities
- Meetings?
- How coordinate?
- Rolling chairmanship next Event Chair?

Questions?





