

Porsche Club of America

Treffen North America

Region's Tasks

Purpose: The purpose of the Treffen North America (Treffen) event is to provide a non-competitive PCA event located in a four- or five-star hotel, with interesting and exciting driving roads. Treffens should emphasize the social activities in a smaller, more intimate, surrounding than is usually found at a Porsche Parade. The host hotel should offer exceptional amenities conducive to social gatherings and fine food. Treffens will be conducted on Wednesday through Saturdays in the Spring and Fall of each year and be geographically dispersed from the annual Porsche Parade. Attendance at a Treffen will generally be around 150 – 200 cars and 270 – 360 people. Driving tours are conducted on Thursday and Saturday and Friday will be a Navigator's Day Off (NDO) to allow for chartered bus tours to local destinations of interest. PCA will work with the host Region to deconflict the driving tour destinations from the NDO activities. (Special considerations may dictate that the driving tours be on Thursday and Friday with the NDO day being Saturday.)

The PCA Treffens are managed by a team chaired by the PCA Treffen North America Chair (TC), and also including the Treffen Registrar, PCA National Staff Event's Coordinator, Treffen Region's Liaison and a representative from Conference Direct (a PCA-contracted company engaged to identify potential locations and sites for hosting a Treffen). The TC and team will work closely with the host Region(s) to identify and resolve any issues. We will strive to maintain an open line of communication throughout the planning and execution process.

The TC will engage the respective potential PCA Zone Representative and host Region's President(s) to inquire about their ability and desire to host the Treffen to determine their agreement to proceed.

PCA Treffen events cannot be conducted without the significant contributions of the host PCA Region(s). These contributions consist of:

1. Registration Team
2. Information Desk Staff
3. Tour Departure Assistants and
4. Tourmeister and Tour Drive Teams
5. Car wash station

Each of these Region's tasks will be outlined below. While it is desirable to designate one PCA Region as the host, there is no problem with including members from other Regions, who may want to assist in planning and executing the Treffen. As PCA continues to conduct Treffens, lessons-learned will be incorporated into these tasks and those performed by all members of the Treffen team.

Registration Team (RT): The RT will be responsible for assisting in the packing of the Treffen participants' Goodie Bags on Tuesday (all day) and Wednesday morning and early afternoon. On Wednesday afternoon, the RT will assist the Treffen Registrar and PCA staff in registering the Treffen participants from 3 – 7 pm. Approximately four personnel are required for the RT. The RT will work with the Treffen Registrar to accomplish this task on Tuesday and Wednesday of the Treffen week.

Information Desk Staff (IDS): The IDS will staff an information desk, usually located near the lobby of the host hotel, from 3 – 7 pm on Wednesday and then from 7 am – 4 pm on Wednesday through Saturday. The information desk is staffed with two people at all times that it is open. The IDS will prepare two binders of material containing local information on nearby restaurants, car repair facilities, emergency services, etc. They will also maintain a listing of all Treffen participants' names, Regions, tours scheduled, NDO activities, etc. (provided by the Treffen Registrar). The Treffen Region's Liaison will provide the Region(s) with a list of materials that should be available at the information desk, but it is the responsibility of the host Region(s) to collect and compile this locally-specific information.

Tour Departure Assistants (TDAs): TDAs will assist in directing arriving participants at the tour departure area to get in their correct lane for their scheduled tour. Approximately 5 – 8 TDAs may be required depending on the number of guided tours actually scheduled for Thursday and Saturday. After the final tour for the

day leaves, the TDAs will collect signage, cones and other items used at the site. Signage is provided by PCA and will be used for future Treffens.

Tourmeister and Tour Drive Teams (TDTs): The Treffen Tourmeister is a member of the local Region who has the overall responsibility for the development of all guided and self-guided tours (and assisted by the Treffen Region's Liaison) including:

1. Designation of destinations of local interest.
2. Inquiries to local state or county highway departments to ascertain if any significant roadway work is imminent during the planned Treffen dates.
3. Adherence to the PCA Minimum Driving Tour Standards:
(<https://web.pca.org/includes/formsAndDocs/107/Driving%20Tour%20Standards%202.10.18.pdf>).
4. Securing a sufficiently large area for tour start staging relatively close to the host hotel. The area should be approximately 500' x 100' to allow for a line of ~25 cars and wide enough for about 8 tours. If necessary, written permission to use the area must be obtained (PCA insurance to cover the use of this area and adding the landowner as an additional insured is available). The tour departure area should be located as close to the host hotel as possible and only one tour departure area should be used to avoid confusion for the Treffen participants.
5. The number of tours offered will depend on the number of expected Treffen participants and may be limited by destination/restaurant capacity. The objective is to be able to offer tours to all Treffen registrants. However, over the first five Treffens, we have seen that ~20% of the registrants may not elect to go on a guided tour on any given tour day.
6. In general, tours should be scheduled to depart around 8:30 – 10:00 am and return to the host hotel by 4:00 pm. This provides sufficient time for the participants to have breakfast in the morning and return in time to prepare for the evening's dinner.
7. Production of turn-by-turn written driving instructions and their printing. Tour routes should take advantage of great driving roads and include sufficient locations and time for bio-breaks.
8. Recruitment of volunteers to serve on TDTs as Leads, Mids and Sweeps.

- a. TDT drivers must be PCA members. Their co-occupant does not have to be a PCA member. All TDT members must sign the PCA insurance waiver if they have not registered for the Treffen (and signed the PCA waiver during registration on Wednesday afternoon).
 - b. TDT members should have FRS radios if available, and, at a minimum, cell phones' numbers to share with the tour participants. It is understood that radios and/or cell phones might not always work in mountainous or otherwise obstructed locations. Therefore, the turn-by-turn written directions are critical for a safe and enjoyable tour.
 - i. Per PCA Guidelines, the Lead car should have a Navigator on board to handle the radio/cell phone duties. The Mids and Sweeps do not have to have a Navigator on board. (If absolutely necessary, Mids and Sweeps may be recruited from the Treffen registrants' list recognizing that they may not have had an opportunity to test drive the tour route.)
 - c. Tour Participant "Check Off" - TDT members will use Tour Lists (provided by the Treffen Registrar) to "check off" participants (confirm registered for tour and in correct tour lane). TDT members should be at the tour departure site at least 45 minutes prior to their tour "meet" time.
 - d. Tour Package Distribution - TDT members will hand out Tour Packages (drive instructions, maps and any other important information) during or immediately after "check off" process.
 - e. Safety/Route Briefing – The Tour Leader or designated briefer will conduct a Safety/Route briefing approximately 10-15 minutes prior to scheduled departure (Sample Briefing/Template available).
9. Traffic Control – The Tourmeister will coordinate with local Law Enforcement Organization (LEO) if traffic control is needed during the tour launch window (well in advance of event).
- a. Any necessary LEO activity necessary to direct traffic that requires compensation must be arranged for and contracts approved by the TC and PCA. All contracts are only signed by the PCA Executive Director.
10. Tour Times/Schedule – Determine tour "meet" times and provide to the Treffen Chair for printing in the Treffen Events' Schedule. Assume the tour

departure time to be at least 30 minutes after scheduled meet time.
Publish “meet” times to minimize late arrivals.

11. Negotiations with selected restaurants for lunches (to include price of lunch, plus tip, taxes, credit card fees [3%] and sufficient extra to cover the costs of the TDT members) and also any additional costs for museums, boat rides, etc., again to include all appropriate fees. Each tour Lead, Mid and Sweep may bring along one other person in their vehicle at the expense of the Treffen, i.e., their tour costs for venue entrance and/or lunch will be covered by the Treffen. No more than 6 (six) tour drive team members may be paid for each tour by the Treffen. Region(s) should avoid having others join the TDT members other than the driver and one other person. We do not want any other special arrangements being made to pay for other extra persons on the day.
 - a. Once the Region has determined the costs of the tour including the costs associated with the (up to six) TDT members that number will be provided to the TC and PCA Event’s Coordinator for inclusion on the Treffen website for registration purposes.
 - b. The Tourmeister should provide specific contact information to the PCA Event’s Coordinator so that arrangements can be made for payments. It is desirable that all payments for venues and or lunches be made ON THE DAY of the tour based on the exact number of people participating, including the TDT members. Host Region(s) should avoid, if at all possible, any contracts that dictate payments in advance, as our numbers may change (cancellations) in the weeks preceding the Treffen resulting in our paying for participants who then do not show up. Host Regions should keep the TC and PCA Events Coordinator fully apprised of these arrangements as planning proceeds leading up to the Treffen. Again, it is the responsibility of the host Regions to make these arrangements but any necessary contracts will be signed by PCA Executive Director and will be paid for by PCA directly to the venue.
12. Multiple tours may be run to the same location and time-separated as necessary to accommodate restaurant and/or destination capacity.
13. Test runs of the tour routes should be conducted by the Region(s) including as many cars as possible (replicating what may be expected during the

Treffen) to more realistically mirror what will happen on the actual touring days.

- a. The Tourmeister should check with local and state authorities for any road closures that may affect tour routing as close as possible to the actual tour dates (e.g., the night before an actual Treffen tour departs).
14. Wrist bands for the participants to wear during their tours will be provided by PCA. These are used to identify the participants who have properly registered for the Treffen.
 15. Preparation of written tour driving instructions to be read by the tour leader at the start of each guided tour.
 - a. The Region(s) should also prepare a few self-guided tours, with turn-by-turn instructions, to areas of interest and suggestions for lunch for those Treffen participants who may want to conduct their own tours.
 16. If the tour departure area does not have restrooms nearby (perhaps a local service station or fast-food restaurant might be close), then arrangements must be made for portable restrooms to be delivered to the area. That contract would be handled by the PCA Event's Director with assistance on identification of a local company by the host Region(s).
 17. Submission to PCA for the PCA insurance certificate for the driving tours. All tours may be combined on to one insurance request submission, but all tours must be thoroughly defined, including starting point and end point. The lunch restaurant should be used as the ending point for PCA insurance purposes, i.e., no further destinations should be defined for a tour after the lunch stop. That way, participants may have whatever they want to drink at lunch and not worry about not being covered by PCA insurance. They can also define their own route back to the host hotel with intermediate stops if they wish. The Region(s) should have their TDT return to the hotel after lunch so that those who do want to follow the TDT can do so.

Car wash station: A car wash station will be identified at the host hotel and car wash supplies maintained by the host Region.

It is recommended that once a Region(s) decides to act as the Treffen Host Region that they form a Region(s) Treffen Planning Committee to address each of the above areas of interest. The TC, and his/her team, will work closely with the host

Region(s) to answer any questions and help as necessary. The Region(s) Treffen Planning Committee should conduct regularly scheduled meetings to identify areas of concern and review the status of plans, especially with regards to tour planning and identification of volunteers for all positions.

PCA (and Conference Direct) will conduct all negotiations with the host hotel including facility capabilities to properly host a Treffen, including food and beverage contracts, minimum lodging requirements, a/v equipment that may be needed, dining venues, and NDO activities. The TPT and PCA will work closely with the host Region(s) and conduct several visits on site to maintain a good line of communication and strive for identification and resolution of any issues. We will also conduct teleconference call with all parties to continue this communication process. If there is a nearby Porsche dealership, we would like for the Region(s) to engage with them and see if they want to park some new cars at the host hotel during the event with their signage and recognition as a sponsor. PCA will handle all Treffen website development and registration activities and provide daily counts on the number of registrants and what activities they have signed up for. This information will be shared with the host Region(s) on a daily basis. However, we will need for the Region(s) hosting the Treffen to provide tour descriptions and appropriate photos for use on the website.

PCA will provide the host Region(s) Treffen Planning Committee polo shirts in a color they desire embroidered with the Treffen logo and something to the effect that they are part of the planning committee. PCA will also provide volunteer t-shirts to those volunteers identified by the host Region planning team. These t-shirts may be short or long sleeve and, again, in a color specified by the host Region(s). PCA will also host a social with drink coupons and light hors d'oeuvres for the host Region(s) volunteers (and one guest) during the Treffen. And, we hope to be able to have Conference Direct to make arrangements for a block of rooms at nearby hotels (not the host hotel) for those volunteers who need to spend a night (or two) near the host hotel and are not registered for the Treffen. We understand that the costs for just volunteering may be substantial and we are doing everything we can to try and minimize those costs to the volunteers.

PCA will provide signage to be used at the host hotel and the tour departure area. The host Region(s) should not procure any additional signage without specific approval from the Treffen Chair.

A Treffen host Region(s) will receive a stipend of \$5000.00 following the completion of the Treffen. The \$5000.00 stipend from PCA may be used by the host Region in any manner they desire.

In addition, any approved expenses incurred by the Region (printing of tour directions, etc.) will be reimbursed by PCA. All such procurements must be approved by the Treffen Chair prior to their purchase.

Prepared by Harry Season, PCA Treffen North America Chair

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