

Porsche Club of America

Treffen North America

Initial Overview of 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 120 – 150 cars and 200 – 300 people. Driving tours are normally conducted on Thursday and Saturday with Friday being 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 de-conflict driving tour destinations from the NDO activities. (Special considerations may dictate that the driving tour days be on Thursday and Friday with the NDO day being Saturday.)

PCA Treffens are managed by a National Team chaired by the PCA Treffen North America Chair (TC – volunteer), team members include the Treffen Registrar (volunteer), PCA National Event Manager (PCA Professional Staff member), Treffen Liaison & Treffen Administrator (volunteers) and a representative from Conference Direct (a PCA-contracted company engaged to identify potential locations and sites for hosting a Treffen). The TC and National 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, preparation, and execution processes.

At the onset of each Treffen destination exploration phase, the TC will engage the respective potential PCA Zone Representative(s) and Region's President(s) to inquire about their ability and interest to host the Treffen event. The National Team will proceed with site selection based on responses from each region. Upon a region's agreement to host an event, PCA requests the Host Region to not reveal their involvement and event location until PCA makes the official announcement at an upcoming Porsche Parade or Treffen event. The Host Region shall appoint one member to act as Region Chair, who shall be responsible for the coordination with the National Team, and the planning and execution of the Treffen event.

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

1. Event Check-in Team
2. Information Desk Staff
3. Tour Staging/Departure Assistants
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 event. As PCA continues to conduct Treffens, lessons-learned and changes will be incorporated into these tasks and those performed by all members of the Treffen team. A comprehensive Host Region Event Preparation Guide will be provided.

Event Check-in Team (ECT): The ECT will be responsible for assisting in the packing of the Treffen participants' Goodie Bags on Tuesday afternoon during the week of the event, and if necessary, continue on Wednesday morning. On Wednesday afternoon, the ECT will receive training and assist the Treffen Registrar check in Treffen participants from 3 – 7 pm. Preferably, the volunteers should be the same people on both days for continuity. Approximately six volunteers are required for the ECT. The Treffen Registrar is responsible for late check-in on Thursday morning, no volunteers required.

Information Desk Staff (IDS): The IDS will staff the Treffen 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 Thursday through Saturday. The information desk is staffed by two volunteers at all times when it is open. The IDS will prepare two binders of material containing local information on nearby restaurants, car repair facilities, emergency services, EV charging stations, 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 Administrator 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 the locally specific information. The Information Desk binders may contain Personally Identifiable Information and, as such, will be collected by a member of the National team for safekeeping at the end of the day and be brought back the next day when the Information Desk opens. Be advised that the Information Desk may involve hours inactivity but we require this function be staffed for the duration nonetheless.

Tour Staging Assistants (TSAs): TSAs will assist in directing arriving participants at the tour staging/departure area to get in their correct lane for their scheduled tour. TSAs are not responsible for checking in tour participants or handing out wristbands. Approximately 5-8 TSAs may be required depending on the number of guided tours scheduled for Thursday and Saturday. After the final tour for the day departs, the TSAs 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 tours (and assisted by the Treffen Liaison and/or TC). The region(s) shall appoint only **one** Tourmeister regardless of the number of regions participating. The Tourmeister responsibilities include:

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. Region adherence to the PCA Minimum Driving Tour Standards.
4. Work with the Treffen team in 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 6 tours. If necessary, written permission (or contract) 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 guided 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 if possible.
6. In general, tours should be scheduled to depart between 8:00 – 9:30 am and return to the host hotel by 4:00 pm (approximately 6-7 hours total time from departure to guests arriving back at hotel). This provides sufficient time for the participants to have breakfast in the morning and time to prepare for the evening's social and dinner.
7. Production of turn-by-turn written driving instructions and their printing [reimbursable]. Tour routes should take advantage of great driving roads and include sufficient locations and time for re-grouping and bio-breaks (at least one stop about one hour after departure and each 90-minute driving segment thereafter).
8. Recruitment of volunteers to serve on TDTs as Tour Leaders, Group Leaders 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 (via Speedwaiver) if they have not registered for the Treffen.
 - b. TDT members should have, at a minimum, cell phone 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 for TDTs. Therefore, the turn-by-turn written directions are critical for a safe and enjoyable tour.
 - Per the 2020 PCA Minimum Driving Tour Standards, the Tour Leader, Group Leader, and Sweep cars need to each have 2 occupants primarily for the purpose of safely navigating the route and conducting safe/legal communications. (If absolutely necessary, Group Leaders 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 one hour prior to their tour departure time.

- d. Tour Package Distribution - TDT members will hand out Tour Packages (drive instructions, maps, wristbands, 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 25-20 minutes prior to scheduled departure (a Standard Tour Safety Briefing is available from TC).
9. Traffic Control – The Tourmeister and/or Treffen Liaison 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 must be coordinated thru the PCA Event Manager and signed by the PCA Executive Director.
 10. Tour Times/Schedule – The region will determine the tour departure times and provide to the Treffen Team. The team will then give a meeting time that is approximately 30 minutes prior to the departure time to the participants in order to minimize late arrivals.
 11. Negotiations with selected restaurants for lunches at the tour destination (to include price of lunch, plus tip, taxes, credit card fees [3%] and sufficient extra to cover the meal costs of the 6 (six) TDT members) and also any additional costs for museums, boat rides, etc., again to include the 6 TDT members and all appropriate fees. No more than 6 TDT team members may be paid for each tour by the Treffen. Region(s) should avoid having others join the designated TDT members. 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 6 TDT members, that number will be provided to the TC and PCA Event Manager for inclusion on the Treffen website for registration purposes.
 - b. The Tourmeister should provide specific contact information to the PCA Event Manager 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 and resulting in our paying for participants who then do not show up. Host Region should keep the TC and PCA Event Manager 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. Make sure all alcoholic beverages are charged separately from the PCA bill.
 - c. In addition to payments, the Tourmeister and/or the tour leaders are responsible for coordinating with tour and lunch venues for headcounts and lunch menu selections, and that they are ready to receive the tours during Treffen. Once the region obtains the menu choices from the lunch venue, the Tourmeister shall provide those choices

- to the National Team. The National Team will provide the region with a headcount for each tour after registration closes.
12. Multiple tours may be run to the same location and with time separation 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 and/or tour leaders 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. Wristbands 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 correct tour and for admittance into the lunch venue.
 15. Preparation of written turn-by-turn driving instructions and safety briefing to be read by the tour leader before the start of each guided tour.
 - a. Submit to the Treffen Registrar a set of printed driving instructions from the hotel to the tour staging area prior to goodie bag packing on Tuesday of the event.
 - b. The turn-by-turn tour driving instruction must specify the specific dates of the tour in the title/heading. If the instruction is more than one page, then the first and each subsequent page must be numbered sequentially.
 - c. The Region(s) should submit electronic copies of all finalized driving instructions to the Treffen National Team prior to the start of the event.
 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. The PCA Event Manager would handle any contract with assistance from the Host Region on bids/costs from local companies.
 17. Submission to PCA for the Certificates of Insurance for the driving tours. There should be one insurance submission for each touring day (as requested by PCA); each tour must be thoroughly defined, including addresses for the starting point and end point. The lunch restaurant should be the tour 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 a member from their TDT return to the hotel after lunch via a direct route for participants who wish to follow. This member should also bring back the lunch payment receipt to the National Event Manager.

Carwash station: A carwash station will be identified at the host hotel and basic car wash supplies (nothing expensive like Griots) are purchased [reimbursable] and maintained by the host Region. The station open hours vary depending on location and need not be staffed the entire time.

It is recommended that once a Region decide to accept the role as the Treffen Host Region that they form a Treffen Planning Committee to address each of the above areas of interest. At a minimum, the committee should have a Region Chair, who will act as the single point-of-contact for the National Team, one Tourmeister, and a number of leads as determined by the Region(s). The TC and the National Team will work closely with the host Region(s) to answer any questions and help as necessary. The 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. Once a host hotel/resort and event dates have been approved by the PCA Executive Council, the Treffen Chair will supply the Region with a timeline and deliverables schedule.

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, socials & dining venues, carwash station, and NDO activities. PCA will also negotiate a location for the tour staging/departure area (recommendations from the Region is welcomed). The National Team 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/Zoom 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, registration activities, and provide daily counts on the number of registrants and what activities they have signed up for. 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 Treffen Planning Committee polo shirts (Region will pick from a color palette offered by PCA) 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 will also be in the same color picked by the Host Region. PCA will also host a social with a drink coupon and light hors d'oeuvres for the Host Region volunteers (and one guest) during the Treffen. All volunteers are also invited to the Welcome Reception on Wednesday. In turn, the National Team will require the Region Chair to submit a headcount for both events along with a list of names, e-mail addresses, and phone numbers for all volunteers and guests. All volunteers must wear their polo or t-shirt in order to receive a drink coupon. 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 [not reimbursable] 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.

The Treffen Host Region will receive a stipend of \$5000.00 following the completion of the Treffen (it may be shared for a multi-region supported event). 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. The Treffen Chair must approve all procurements **in advance** without exception. The Region Chair must submit all receipts to the Treffen Chair for reimbursement by the conclusion of the event.

Revised by Alex Ching, PCA Treffen North America Chair
November 2, 2021