

Annual Meeting FEB 19, 2025



Hill Country Region PCA

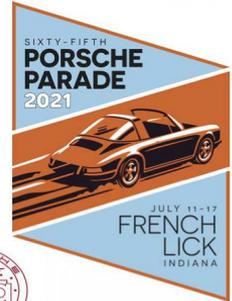
Porsche Club of America

- There are more than 700 Porsche clubs worldwide in 85 countries, with 235,000+ members
- At 165,000+ 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
- PCA and it's Regions host 4,000+ events/year
- PCA emerged from 2024:
 - With positive growth in membership (162,754 members)
 - Financially sound

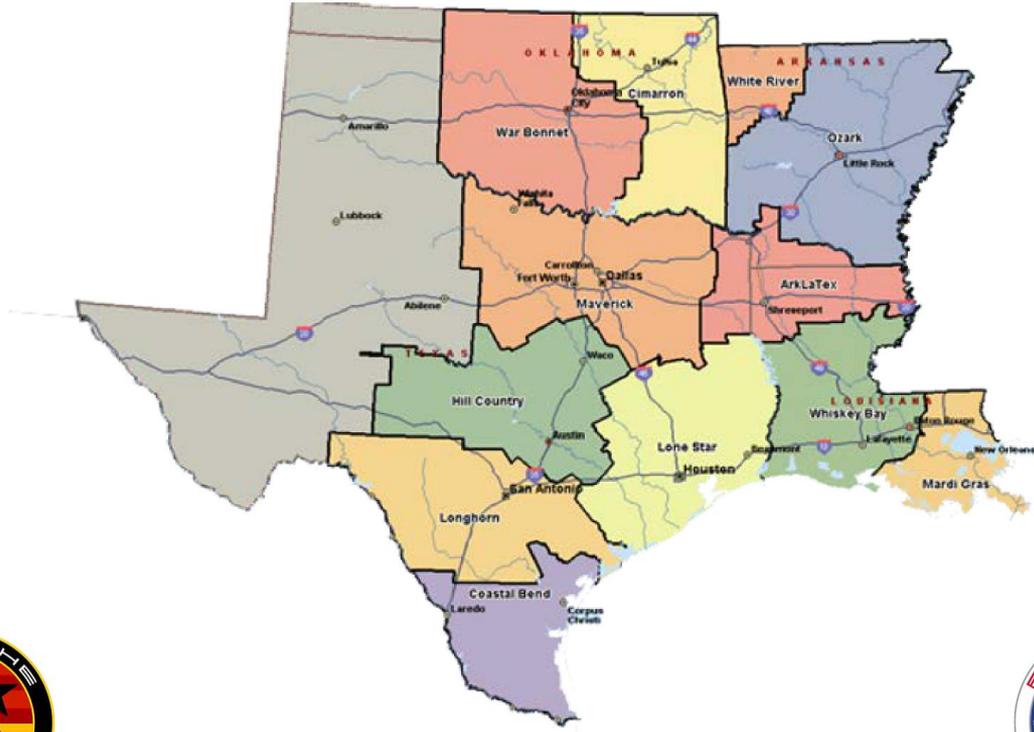


National Events

- 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 - Wendy Shoffit Zone Rep



HCR: THE LONG-STANDING HISTORY

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

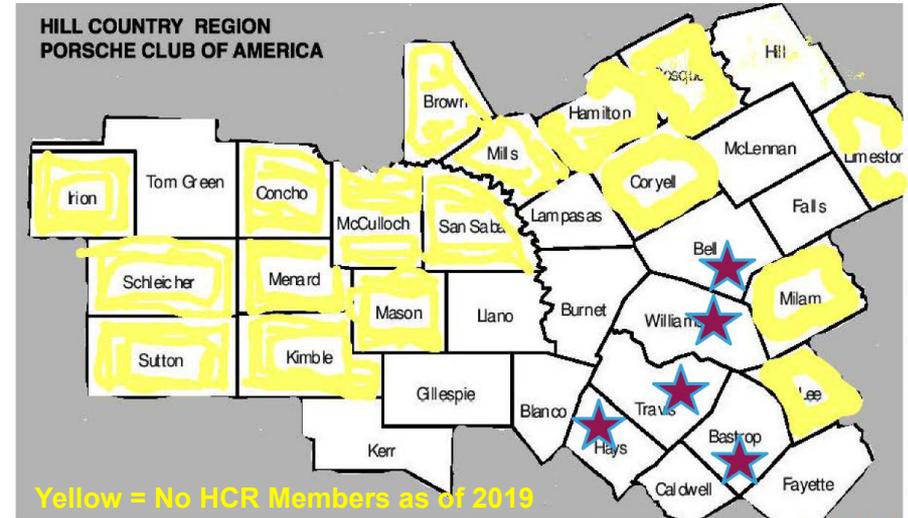
HCR Membership



- HCR was one of the fastest growing PCA Regions
YE 2024: 2,189 (4% growth rate)

- 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** - Crystal Zarpas
- **Vice President** - Kent Ketterman
- **Secretary** - Gordie Robbins
- **Treasurer** - Andrew Garcia
- **Past President** - Carl Rossi
- **Member at Large** - Ken Kalin

· Committee Chairs

- **Driving** - Ken Kalin
- **Social** - Bill Foster
- **Membership** - Pauline Brown
- **Information Technology** - Max Silvestri
- **Communications** - Open
- **Safety** - Mike Seningen
- **Historian** - Open
- **Dealer Liaison** - Jeff Moore

HCR: EVENT COORDINATORS

Membership

- **Membership Support** - Open

Information Technology

- **Webmaster** - Edward Doan

Communications

- **Horizons**
 - **Editor** - Joe Cunningham
 - **Associate Editor** - Open
 - **Staff Writers**
 - Amber Ashy, Jeff Moore,
 - Steven Tellman, Don Stevens,
 - Gloria Hughes, Beans Brown,
 - Jessica Wyatt
 - **Social Media** - Arsh Khaira
 - **Intern/Photos** - Rico Garcia
 - **Advertising** - Don Dominick

Other

- **Community Service** - Kayla Williams-Dinardo
- **Public Relations** Tom Emr
- **Event Logistics** - Sharon Znilek

Driving

- **Autocross** - Alfred Freudenberger
- **A/X Team** - Steven Tellman, Tom Pruett
- **Drivers Education** - David Gross
- **DE Operations** - Tim Strehl
- **Chief Driving Instructor** - Jacy Legault
- **DE Registrars** - Patti Liles, Tim Strehl
- **Tour Coordinator** - Open
 - **Tours** - Mike Butler, Tom Pruett
- **Concours** - John Brindley
- **Tech Sessions** - Bruce Mason
- **Street Survival** - Lenny Zwick
- **Rallyes** - Open

Social

- **Happy Hour** - Kim Foster
- **Brewery Night** - Stef Schrader
- **Ladies' Lunch** - Michelle Freudenberger
- **Lunch Bunch** - Bob Hieronymus
- **Special Events** - Amber Ashy
- **Informal Sunday GTG's** - Bill Foster
- **Holiday Party**
 - Alfred Freudenberger
 - Amber Ashy
 - Bill Foster
 - Kent Ketterman
- **Distinguished Speaker Series** - Open

HCR: 2024 PROFIT / LOSS



Income

Driving Events	\$42,556
Rebates (PCA)	\$29,967
Advertising	\$24,326
Social Events	\$18,823
Sponsorship	\$13,999
Charity Donation	\$7,614
Tech Events	\$1,860
Total Income	\$143,526

Reserve Account

Ending Balance 12-31-24*	\$180,781
Beginning Balance	\$175,611

Expenses

Driving Events	\$43,270
Horizons	\$38,355
Social Events	\$28,863
Administration	\$15,260
Charity	\$8,308
Equipment/Supplies	\$2,236
Nametags	\$1,389
Misc	\$675
Total Expense	\$138,356
Net Ordinary Income	\$5,170

* Ending balance includes checking \$54,327.; Certificate of Deposit \$126,454

HCR: SOME 2024 ACCOMPLISHMENTS



- **Hosted 155+ informal & formal events**
 - 5 Driving Events: Club Race, 2 AutoX, 2 Schnell Fests
 - 2nd Annual “Pick Yer Tour” Weekend (now has national recognition)
 - 13 Tech Sessions
 - Recurring monthly events (Ladies Lunch, Lunch Bunch, GTG's, Happy Hour, etc)
 - Special Events - New Member Social, Holiday Party
- **Successful election of new Officers for 2025-2026 term**
 - Added new EC members
- **Horizons Reboot**
 - New Editor Joe Cunningham
 - New writing & production staff, photographers & advertising coordinator
- **Continued Community Support:**
 - Tire Rack Teen Survival, Owen’s Garage, Austin Police Blue Santa, Texas Burn
 - Survivors Society & Build A Ramp Project
- **A Social Media explosion: 2200 FB followers & 1800 Instagram followers**
- **Finances:**
 - Increase in advertising revenue & collections
 - Formal Budget developed & finance tracking software implemented
- **New Volunteer Positions Filled**
 - Horizons, Advertising, Social Media, etc & new volunteers stepped up

HCR: 2024 Events!



Ladies Lunch - Autocross - Intro to DE - Happy Hour - Mozart's Tours - Brewery Night - Pick Yer Tour - Schnell Fest - Informal GTG's - Cobb Tuning - Pick Yer Tour - Cars & Coffee - Tech Sessions - Wine Socials - New Member Social - Street Survival - Build A Ramp - Sips n Sticks



HCR: 2024 COMMUNITY SERVICE

- Texas Burn Survivors Society-HCR raised \$3000 from HPDE Parade laps & Holiday Party
- Owen's Garage Mentors for at risk youth- HCR donated \$5,000
- Austin PD Blue Santa-members donated over 100 toys at the Holiday Party
- The Texas Ramps Project Construction of ramps for local disabled/ limited mobility residents



HCR WINS 2023 PCA AWARDS!



**HCR announced as
2023's 1st Place Winner of
Newsletter cover photograph**



**HCR website announced
as 2023 2nd Place
Winner in Class V (large regions)**

HCR Annual Volunteer Member Awards - 2024

THE TUFFY VON BRIESEN PRESIDENT'S AWARD



KENT KETTERMAN stepped up to take on Tech Sessions, the Calendar, Community Service, Pick-Yer-Tour duties and position of Vice President in 2025-2026.

KIM FOSTER enthusiastically became HCR's FB correspondent and chronicler of HCR events. She has brought a new level of awareness to our members through Facebook.

DON DOMINICK took on the challenge of Horizons advertising. Don has not only increased the advertising revenue received by 250%, he has begun solidifying relationships with our Advertiser/Sponsors that create value for HCR & its members

KEN KALIN facilitated a review of the PCA Driving Standards and implemented the changes, played a major role in planning and execution of all the technical tours during the Pick-Yer-Tour weekend, assumed the role of Driving Chair and serves as a Member-At-Large on the EC.

Sponsors and Advertisers THANK YOU!



- Porsche Austin
- XPEL Austin
- GT International
- Authentic Details
- Petrol Lounge
- Werks 11
- Al Autoworks
- Black's Barbeque
- Caliber Collision
- Frog Pad Appliances
- Humana Medicare
- TPWS
- Kent Black's BBQ
- Buddy Estrella / Capra & Cavelli
- Podium Body Works
- Renewal by Anderson
- German Auto Center
- Arsh Khaira
- Austin Film Solutions
- Blue Ocean Spa
- Cobb Tuning
- ProReflection
- HD Motorsports
- Driven By Design
- DentStar
- Casa de Montecristo



HCR: SOME 2025 OBJECTIVES

Focus on acknowledging & recognizing HCR's crew of Volunteers

Continue to deliver safe and fun events based on member interest

Promote the highest standards of safety & courtesy on the roads

Continue to improve Communications with the members using different platforms

HCR: UPCOMING ACTIVITIES



All upcoming activities are on the HCR calendar:

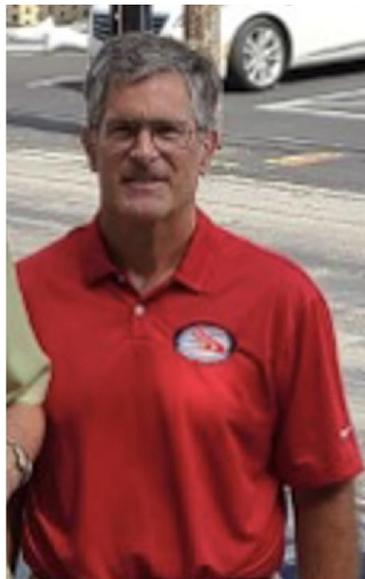
<https://hcrpca.org/events/>



Happy Holidays from HCR PCA!



VOLUNTEERS FUEL HCR





QUESTIONS?