

Redwood Region – Porsche Club of America
May 27, 2025 Meeting
Board Report

ATTENDANCE

Executive Council (EC):

Present

x	President	Sharon Neidel
x	Vice President	Patrick Burke
x	Secretary	Eileen Gaines
x	Treasurer	Don Magdanz
x	Past President	Ben Davoren

Committees:

Present

	AX Director Co-Chair	
x	AX Director Co-Chair/Communications Director	Stacy O'Connell
x	Concours Director	Essy Fariab
x	der Riesenbaum Editor	David Bunch
	Events & Social media Director	Kurt Fischer
	Membership Director	Brad Williams
x	Rally Director	Jerry Wachtel
x	Safety Director	Craig Steele
x	Sponsorship Co- Director	Mike LaFrenais
x	Sponsorship Co- Director	Jeff Hall
	WebMaster	Chip Witt

Guests: Joe Burroughs, Lisa Davoren, Paige Gaines

CALL TO ORDER: on at (7:01 pm) by Sharon Neidel via Zoom Video Communications and at Torches, Petaluma.

APPROVAL OF MINUTES: A motion to approve the minutes from the April 29, 2025 Board meeting was introduced by Eileen Gaines, seconded by David Bunch. Motion approved.

President's Report (Sharon Neidel)

- Porsche has been named the official car of Laguna Seca. Porsche will have an increased presence at the facility including a Porsche Driving Experience to start in 2026. I think we can all assume Rennsport VIII will remain at Laguna Seca whenever it occurs, likely not until 2028. I attended two events at the track this month, Trans-AM and Imsa and there is already a significant increase in Porsche branding from renaming the start finish bridge to Porsche Pace cars. More to come.

PCA National

Phase II Registration is open for Parade OKC. Phase I is re-open with available entries if you are still interested in attending.

Werks Reunion Monterey Registration is Open and selling out fast

Treffen at Sea Registration is open

New Event Treffen Stuttgart/Leipzig is open.

Region

Attended the Hi-Tec tech session which was excellent. Good turn out and very well planned and presented talk by Greg Maissen. We had 2 test drive attendees. One had to leave early but the board member in attendance took one to lunch. I also completed the Post Event Report as neither organizer was in attendance.

Attended the quarterly webinar on HPDE.

Operation Motorsport - Sim Racing for Charity sponsored by Redwood. Spoke to Chip about the results. They raised \$12,000 but their goal was \$25,000. They hope to do it again next year with a longer runway for planning and promotion.

Reached out to Yosemite President, Jeff Rosenthal, for an intro to Jeff Hall on possible participation during the Murphy's tour. No response yet. Ironstone has announced the featured marque is the Porsche 356 which may increase interest from other zone regions.

Reached out to Chip Witt regarding the Website. Chip confirmed he wants to continue as the Webmaster. He is open to discussions on any requested changes to the appearance or content.

- Items for discussion:
 - Chip filed a report as Webmaster. He is open to further dialogue on the Web appearance & content. He wants to continue in the job.
 - Jeff confirmed there is room on the Murphy's weekend at the Friday dinner and in the corral. Given the announcement of the marque being the Porsche 356 we can expect more interest if we offer the corral or limited participation Friday night to other Zone members.
 - Re-order of region glassware
- Next Steps:
 - Need to order the table & cloth for Membership - (sorry I forgot)

Submitted by Sharon Neidel (5/26/25)

Vice President's Report (Pat Burke)

Ordered several Insurance Certificates for upcoming events

Attended Coffee, Shine and Drive. Great event. Very easy and fun drive.

Made several MSR pages.

- Item for discussion: \$10 MSR charge for events. Actually charges the member \$12. Wondering why for drives with no value to the attendee? If the event is at a cost then a fee should be charged. If it's not then why?
 - After a discussion the board agreed to not charge a nominal fee for events that are of no expense to the tour attendees.
- New Challenge Coins, New design, GGR Included if used for anniversary event?
 - Redwood will not include GGR in the region's Challenge Coin planning for the 70th anniversary.
- MSR school needed for new event planners.

- Submitted by Pat Burke

Treasurer's Report (Don Magdanz)

FINANCE REPORT

Reports sent to Directors on 5/25/25.

Created RedPCA IRS and PCA National Compliance Report; sent EM to Executive Committee and Jerry Gladstone with Report.

Created Multiple Computers and Backup; sent EM to Executive Committee.

- Items for discussion:
- Next Steps: In addition to having back up processes we should consider having some of the region's key information (financial, passwords etc) on PCA's GloveBox.

Submitted by Don Magdanzi ()

Secretary's Report (Eileen Gaines)

- Items for discussion: Nothing to report
 - Next Steps: Nothing to report
- Submitted by Eileen Gaines (May 25, 2025)

Past President's Report (Ben Davoren)

No new information related to our charitable organization activities, although CASA will be hosting their second annual charity golf tournament at the Windsor Golf Course on August 22nd. Registration link for interested parties in the last dR.

Martorana Winery Tour, Tasting & Lunch event this coming weekend June 1st has sold out. Budget document to be sent to the Treasurer..

- Items for discussion: None
- Next Steps: None

Submitted by Ben Davoren (5/27/25)

Autocross Director's Report (Stacy O'Connell)

Attended the Mother's Day ESCA event - wrote up an article for the dR. Planning for Redwood's TH event will begin in the early fall.

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- Items for discussion: None
- Next Steps:

Submitted by Stacy O'Connell (5/27/25)

Communications Director's Report (Stacy O'Connell)

- Revised Porsches on the Plaza flyer for Kurt since we only had a jpg, revised Poker flyer as it didn't follow our style guide.
- All flyers are on Dropbox.
- Updated new/transferring member data to Constant Contact.
- I'd like to create a doc with proposals for what needs to change on our website now that Chip is fully involved in it again. Does anyone want to add to it?

- Items for discussion
 - [Event checklist](#) ready to distribute?

- Next Steps:
 - Create website doc and distribute to board
 - Post event checklist on dropbox.
 - Look at the contents of dropbox to see if some can be removed to free up space. Ben will look into purging some items.
 - Stacy recommends a Web committee to discuss managing changes on the website. Ben, Pat and Stacy volunteered to assist in this management with Chip.

Submitted by Stacy O'Connell (5.27.25)

Concours Director's Report (Essy Fariab)

- Nothing new to report

Submitted by Rosa Fariab, May 26, 2025

der Riesenbaum Editor's Report (David Bunch)

- Report:
 - A. On /10/2025, emailed 1123 Newsletters.
803 were opened.
6 emails bounced.
 - B. On 5/13/2025, emailed 337 Newsletters to Non-Openers.
102 were opened.
2 emails bounced.
 - C. Click-Through Distribution Total Clicks - 75 Clicks
Martorana Tour - 21 Clicks
Hi-Tec Event - 20 Clicks
Auto Sport Event - 20 Clicks
Charity Adventure - 12 Clicks
Salmon BBQ Tour - 7 Clicks
- Next Steps: David read a summary from Rick Duste re: the Tech Hlgh's competition at Nationals. The team did very well in this competition.
Submitted by David Bunch (May 27, 2025)

Event's Coordinator's Report (Kurt Fischer)

- Items for discussion:
- Next Steps:
Submitted by Kurt Fischer ()

All events are up to date.. But waiting for a number of flyers to be created!

I WILL NOT be there tonight nor will I be on the zoom call!

Membership Director's Report (Brad Williams)

MEMBERSHIP REPORT

- Items for discussion:

This membership report is updated as of May 27. At the end of April our Redwood Region had a total of 1,148 active Members/Co-members, 9 active Associate members and 12 active Test Drive participants. We had 30 of our Redwood Region members celebrate their five year, or more, PCA membership anniversaries in April.

So far, in May we have added the following members to the Redwood Region's roster:

- Jonathan Owen of Sausalito; 2018 911 GT3
- Denis Smith of Petaluma; 2025 Cayenne S
- Arvind Nagpal of Petaluma; 2012 911 Black Edition
- Sean Plummer of Belvedere; 2017 911 Turbo
- Lynde Selden of Mill Valley; 2007 911 Carrera S Cabriolet
- Cameron Crebs of Saint Helena; 2010 911 Carrera S Cabriolet

We continue to reach out at the many automotive events that occur in our region. There are plenty of Porsche owners out there that are not currently members of PCA. If you see a Porsche that doesn't have a PCA membership sticker somewhere on the car.....

We had two Test Drive members take us up on the offer of lunch for the recent HiTec event. Thank you to Jeff and Sharon for engaging with them in my absence. I am sure that they gained a wealth of information as they search for their first Porsche.

- Next Steps:

The Porsches on the Plaza event will be coming up on Saturday, June 21. This is always a great event to reach out to non-PCA member Porsche owners and the general public who are always present to check out the PCars on display. A PCARR stand, as always, will be present.

Submitted by Brad Williams

Rally Director's Report (Jerry Wachtel)

- Items for discussion
 - Status of Poker Picnic Rally - June 28th (Jeff will update)
 - Status of Napa Valley Rally - July 26th. This will be a Gimmick and Monte Carlo Rally.
 - Request to change date of Devil's Gulch 3 Rally from Oct. 4 to Oct. 11, this is a pure Monte Carlo Rally.
- Next Steps:
 - Finalize and distribute forms needed for Poker Rally
 - The date for the Devil's Gulch rally was changed to October 11, 2025.
 - Prizes for the top 3 poker hands and 1 prize for the best picnic presentation. The budget should allow the event to break even and if we get 20 cars we'll

make money. We will need someone to buy parking passes at the park the morning of June 28, 2025. Volunteers perhaps to hand out the poker cards. Volunteers will then pull their own cards at the park for the poker hand. The prizes will be from Adobe Road Winery.

Submitted by Jerry Wachtel (5/27/25)

Safety Director's Report (Craig Steele)

- Safety report from April 29 to May 27:
 - Designed and tested Auto Sports Detailing RWGPS tour.
 - Test drove Martorana Winery RWGPS tour.
 - Drove Sweep 2 for Auto Sport Detailing route plus provided radios.
 - Working on Ft. Bragg RWGPS tour with Joe Burrows.
 - Will be Mid 2 or Sweep 2 for Martorana drive and providing radios.
 - My Toyota RAV4's color is un-officially designated as 'Stutgard Red' by fellow board members..
- Pre-OKC Porsche Parade:
 - Get EC approval of budget, flyer, use MSR registration tool and PCA insurance.
 - Have no interested drivers yet...
 - Still plan to do this trip even solo on July 2.

Submitted by Craig Steele (5/26/2025)

Social Media Report (Kurt Fischer):

- Items for discussion:
 - Facebook is up to date with all events and pics posted
- Next Steps:

Submitted by Kurt Fischer ()

Sponsorship Director's Report (Mike LaFrenais and Jeff Hall)

SPONSORSHIP Update

- Hi-Tec Buy/Sell event was a great success, large turnout with favorable responses to the event
- Auto Sport Detailing - in spite of a few hiccups the event turned out to be very enjoyable for all. Several PCA members were engaging Quinn for potential follow up work on their Porsches. Quinn was very pleased with the response from PCA members.
- Next Steps: complete article for der Riesenbaum, event report, and observer report.

Submitted by Mike LaFrenais (May 26, 2025)

Auto Sport Detailing Event - Coffee, Shine & Drive

- Hiccups in detail
- Tour hugely popular and successful 31 members at event / 22 cars on tour / 26 at lunch
- Lunch met with rave reviews for food & service

Ironstone Concours Update

- Victoria Inn full - outlying hotel rooms still available
- Goal is completed flyer by May dR
- Waiting to hear regarding other Regions' participation
- Will discuss Kelly Telfer BBQ in July / Aug timeframe
- Paige and Eileen to review proposed routes in July
- Will be requesting a subsidy to offset food price increases for BBQ at Murphys Hotel

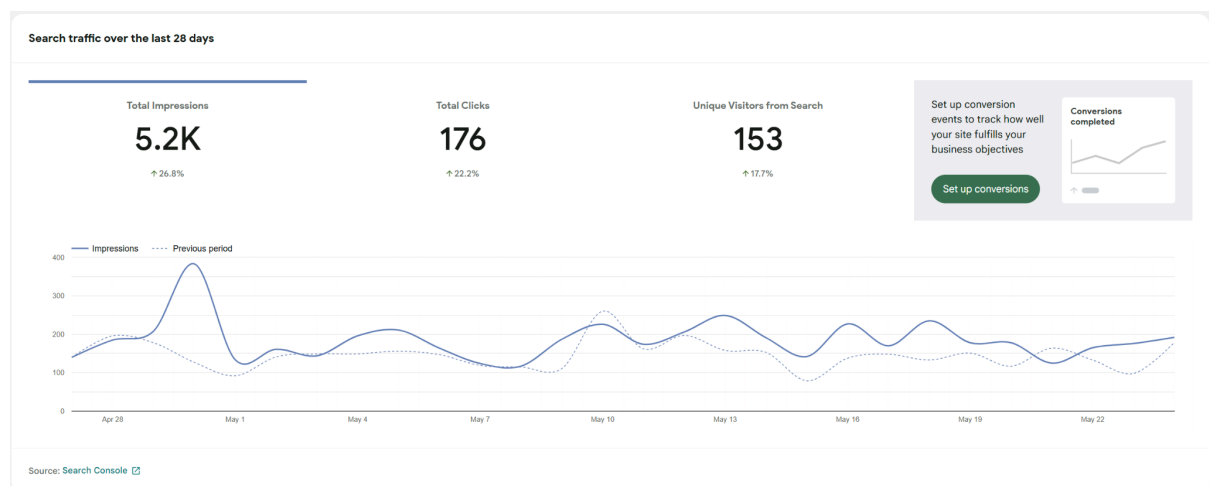
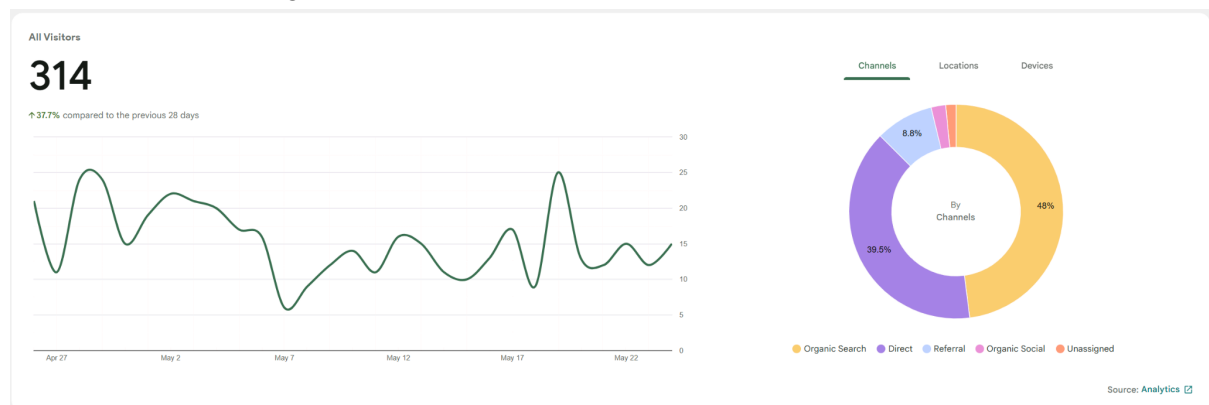
Items for discussion:

- Working with Porsche Marin and Maxville Winery on PM sponsored event
- Looking for a date that works for everyone - weather is a consideration
- Maxville public spaces have been redone
- Met with chef to design menu
- PM will spend \$4K on event (lunch)
- Wine will be NO HOST and available by the glass(\$18) or by the bottle
- Next Steps: Jeff updated the board on the preparations for the Rally June 28. The route is being worked on and details are coming together. There will be a competition for the best display of the picnic items procured from businesses along the route. There will be prizes awarded for the top 3 presentations.

Submitted by Jeff Hall (May 29, 2025)

Webmaster's Report (Chip Witt)

- I am unable to attend the May 27th meeting due to a work conflict.
- Posted May der Riesenbaum link and updated President's Message.
- Rotated outdated May event flyers out of circulation.
- Corrected Membership Services page to send new badge request to Brad Williams.
- Updated site WordPress to 6.8.1 and all plugins and themes (with full recovery backups)
- Website stats for last 28 days remain consistent with those of the prior month and the YoY average:



Top search queries for your site	Clicks	Impressions
1. pca redwood region	19	156
2. redwood pca	2	13
3. porsche car show near me	1	3
4. porsche events near me	1	64
5. redwood region	1	27
6. alex eldemir	0	1
7. auto cross	0	2
8. auto cross latest	0	6
9. auto sport detailing santa rosa	0	2
10. autobahn automotive	0	1

Top content over the last 28 days				
Title	Pageviews	Sessions	Engagement Rate	Session Duration
1. Home - Welcome to the Redwood Region! /	428	430	38.84%	1m 51s
2. Membership Services - Welcome to the Redwood Region! /membership-services/	59	58	29.31%	24s
3. Board - Welcome to the Redwood Region! /about/board/	29	27	74.07%	2m 37s
4. Autocross - Welcome to the Redwood Region! /autocross/	28	22	86.36%	3m 10s
5. About - Welcome to the Redwood Region! /about/	22	19	47.37%	22s
6. der Marktplatz - Welcome to the Redwood Region! /der-marktplatz/	13	14	85.71%	2m 41s
7. Tour Archives - Welcome to the Redwood Region! /category/tour/	11	12	83.33%	1m 39s
8. Events Journal Archives - Welcome to the Redwood Region! /category/events/	10	11	90.91%	4m 20s
9. Time Remains in the 2024 Autocross Season - Welcome to the Redwood Region! /2024/05/11/time-remains-in-the-2024-autocross-season/	7	6	100%	4m 47s
10. May 2025 President's Message - Welcome to the Redwood Region! /2025/05/10/may-2025-presidents-message/	7	7	100%	56s

- Monthly website security summary (slight up-tick in “Complex” attack attempts over prior months, though defenses have been up to the task):

Top IPs Blocked

24 Hours

7 Days

30 Days

IP	Country		Block Count
144.172.91.206	United States		10
91.151.95.70	Turkey		5
172.174.160.52	United States		4
85.237.194.146	United States		4
93.166.103.102	Denmark		3
37.187.153.161	France		3
34.200.238.26	United States		3
144.172.110.36	United States		3
176.126.200.33	Romania		3
181.215.65.26	United States		3

Show more

Firewall Summary: Attacks Blocked for redwoodpca.org

Block Type	Complex	Brute Force	Total
Today	0	1	1
Week	20	37	57
Month	124	206	330



How are these categorized?

Top Countries by Number of Attacks - Last 7 Days

Country		Block Count
United States		32
France		4
Germany		4
Singapore		3
Iraq		2
United Kingdom		2
Unknown	?	2
Poland		1
Sweden		1
Switzerland		1

Definitions

Brute Force Attacks: These attacks rely on automated tools that test various combinations of usernames and passwords until they find a valid combination. They often target accounts with weak passwords, making them easier to crack. The web application firewall (WAF) that records these events is only one defense our site leverages to defend against them.

Complex Attacks: These attacks represent various types of malicious activity beyond just login guessing, such as exploits, vulnerabilities, and other web application attacks. The web application firewall (WAF) is leveraged here to protect us against “zero-day” attacks and in the intervening time between when a vulnerability/exploit is known and when a software patch is available.

- As of May 26, 5 targeted phishing attempts against board members were blocked.

Notes: While I discussed finding a replacement webmaster with Ben Davoren in 2022, and later spoke with Vern Rogers in 2023 about challenges with potential candidates I vetted, I have continued to fulfill the responsibilities of the role. Since then, circumstances have changed, and my previous request to step down is no longer relevant. When Sharon Neidel became President, she and I revisited the position and confirmed my ongoing interest in the appointment.

To avoid any confusion: I no longer consider myself the “Interim Webmaster.” I am the current volunteer appointee and am happy to continue serving the region in this capacity for as long as I am able. I am passionate about the Redwood Region and, in time, hope to return to a position on the Executive Committee. Until then, this is the best way I can contribute to the club.

Submitted by Chip Witt (May 26, 2025)

NEW BUSINESS:

A motion was introduced to adjourn the meeting by Essy Fariab, seconded by David Bunch. Motion passed, meeting adjourned 8:57 pm.

Meeting adjourned at (8:57 pm) pm by President Sharon Neidel

