

HEART O' DIXIE REGION
PORSCHE CLUB OF AMERICA, INC.
POLICY MEMORANDUM #P6
Implemented October 22, 2019

Enthusiast of the Year Program

Background

Porsche of Huntsville opened for business in October 2005 and hosted the Club's Annual Business Meeting (ABM) in December. For the next ten years (2005 to 2014), the dealership funded a \$500 gift certificate for the ABM Grand Door Prize. In 2014, after reviewing the recipients of the previous \$500 gift certificates, dealer leadership was unhappy with the random selection of the Grand Door Prize winners. They thought most of those winners were not very active in Club events, nor did they purchase their Porsches or even parts or service from the dealership.

Accordingly, in 2015 the Club developed the Enthusiast of the Year (EOTY) program dividing the \$500 among the Club's most active members. The Club placed a walnut plaque in the dealership customer lounge with individual nameplates recognizing each year's most active enthusiast and their Porsche model. The enthusiast also received an 8X10" walnut plaque with engraved plate recognizing their achievement.

Enthusiast Program Policy, Rules, and Guidelines

- In December 2018, in recognition of retiring Club President Jim Cambron's unparalleled service to the Club, completing his eleventh year as President of the Heart O' Dixie Region, the Enthusiast of the Year (EOTY) program was renamed the Jim Cambron Enthusiast Award.
- The Enthusiast competition is conducted on an annual basis; January 1st to November 30th and the winners announced at the ABM, usually the first weekend in December.
- The Club Secretary is responsible for executing the Enthusiast program by maintaining an annual spreadsheet of the Club events, participating members, and points accumulated by each member.
- All Club primary and affiliate members are eligible to participate in the competition, excluding the Club President, Secretary, and any other Club officers who withdraw from the competition. Other club members desiring to withdraw from the competition can also notify the Club Secretary.
- Club members earn one point for each event attended (such as the Pit Stop Breakfast, Monthly Membership Dinner Meeting, Tech Sessions, Driving Tours, receptions, complementary lunches, and dealership events open to the entire club, etc.). Members also earn points for participation in other Region's activities such as Multi-Region Events, High Performance Driver's Education events (volunteers, students, and instructors), Zone 3 events, PCA National events (Porsche Parades, Treffens, etc.), and the Trissl Sports Car Uber Region Festival. Club officers modify this list by directing the Secretary to include additional unforecasted events.
- Leaders of events requiring extensive preparation (Tours, Garage Tech Sessions, etc.) earn two points per event.
- The Club Historian archives the EOTY records.

EOTY Distribution of the Gift Certificates

- The Club Secretary is responsible for computing the distribution of the dealership Gift Certificates among the top ten leaders in the Enthusiast competition. The Secretary presents the recommended distribution to the Club Officers for review, modification, and approval. Only Club Officers withdrawn from competition participate in this review and approval.

- The Secretary ranks the top 10 members by accumulated points and fits the \$500 in gift certificates to this ranking. The member with the most points is the “Enthusiast of the Year” and receives a \$140 gift certificate. The second ranked member receives a \$100 certificate, with each subsequently ranked member receiving a gift certificates reduced by \$20 per position: third place receives \$80, fourth place \$60, fifth place \$40, and the sixth through ninth place members each receiving the minimum amount \$20 certificates).
- Positional Gift Certificates:
 - 1st Place \$140.00
 - 2nd Place \$100.00
 - 3rd Place \$ 80.00
 - 4th Place \$ 60.00
 - 5th Place \$ 40.00
 - 6th-9th Place \$ 20.00
- Members frequently tie for ranked positions. There is a special tie-breaking procedure for first place. For ties among lesser positions, the total value of the ranked positions for the number of tied members is divided equally among the tied members. For example:
 - **Special Procedure for First Place Tie** - When members tie for first place, the Secretary reviews the quality of the points awarded based on the following formula: 1st priority to event leadership, 2nd priority to attendance of PCA National Events, and 3rd priority to attendance of other Region or Zone 3 events.
 - **Other Position Ties** – In the case of two members tied for 2nd place, the distribution of certificates is the 1st place member receives the normal \$140 and the two members tied for 2nd place receive \$90 each (the \$100 2nd place value plus the \$80 3rd place value totals \$180 divided by two equals \$90 each). The remaining positions receive the normal amounts.
In case of a three-way tie for 2nd place: the \$100 2nd place value, plus the \$80 3rd place value, plus the \$60 4th place value totals \$240 divided by three equals \$80 for each member. The remaining positions receive the normal amounts
 - In case of two members tied for third place, the distribution of certificates is the 1st place member receives the normal \$140, the 2nd place member receives the normal \$100, and the two members tied for 3rd place receive \$70 each (\$80 3rd place value plus the \$60 4th place value totals \$140 divided by two equals \$70 each). The remaining positions receive the standard amounts.
 - Obviously the 6th thru 9th place positions receive the same amounts of \$20 each, regardless of them being ranked 6th through 9th place or tied for those positions,
- After approval of the Secretary’s EOTY program rankings and recommended gift certificate totals, the Club Dealer Liaison (usually the Club President) provides the list of names and gift certificate totals to Mr. George Jones, Porsche of Huntsville General Manager, to have gift certificates printed in the names and amounts listed for award at the ABM

Implementation of the Policy Memorandum by the Club Officers

- After the Club Officers approve the Secretary’s EOTY recommendations, the Secretary purchases an 8X10” walnut plaque with nameplate (Attachment 1) for award at the ABM recognizing the EOTY.
The Secretary also purchases the small nameplate (Attachment 2) with the enthusiast’s name and Porsche model and mounts the plate on the EOTY Club walnut plaque in the Dealer Customer Lounge, also revealed at the ABM.

Electronically signed XXXXXXOct2019
David Schroetter
President

Electronically signed 221330Oct19
James D. Cambron
Vice President, Membership

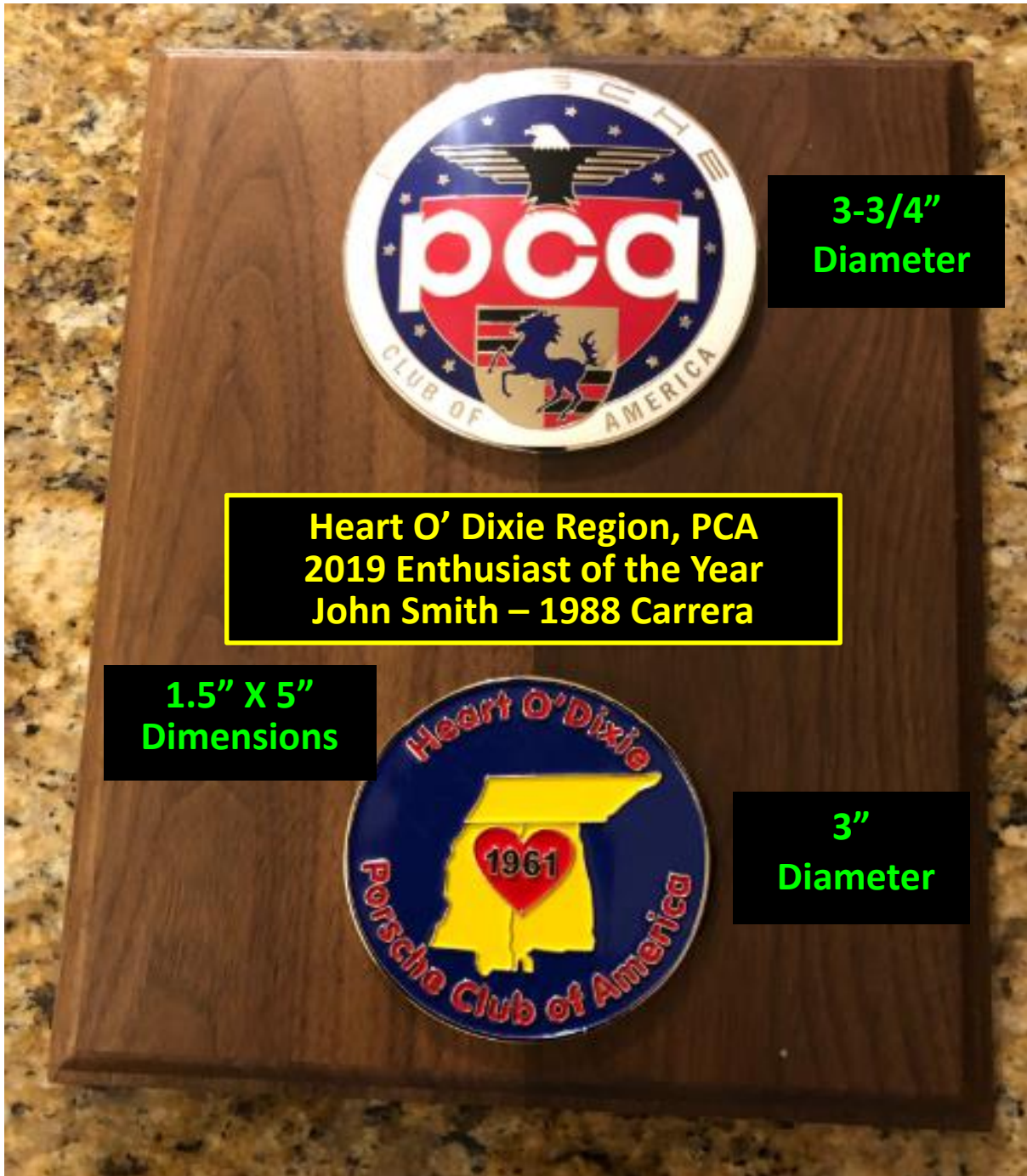
Electronically signed XXXXXXOct2019
Richard Corbeille
Secretary

Electronically signed XXXXXXOct2019
Ted Sendak
Executive Vice President

Electronically signed XXXXXXOct2019
Kim Hensley
Treasurer

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Enthusiast of the Year Program
Attachment #1



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Enthusiast of the Year Program
Attachment #2

**EOTY Club Plaque
Nameplate**

