

Heart O' Dixie Club History

By Jim Cambron

The Heart O' Dixie Region of the Porsche Club of America was originally chartered on March 28, 1961, in Birmingham, with membership territory encompassing the states of Alabama, Mississippi, and all of Tennessee with the exception of Chattanooga and its immediate counties. There was a lapse of Club activity as interest dissipated. Frederic Smith, the Club President, sold his Porsche, resigned his office, and returned the treasury balance of \$42.98 to the PCA National Executive Secretary.

New Year's Day, 1967, Bill Stephens met with a group of Huntsville Porsche enthusiasts to organize an ad hoc Porsche-oriented Club called the Porsche Pushers. Their primary purpose was to enlist the 15 Primary members necessary to reapply for PCA membership. The Porsche Pushers developed a draft Constitution in November 1967, using the Niagara Region Constitution provided by PCA as a template, and worked to enlist members and formulate their own Club documents leading to the Heart O' Dixie Region's re-charter on June 19, 1968, with the same geographic membership area. The Club had *23 primary and 38 total members*, 17 in Huntsville, 7 in Birmingham, 4 in Dothan, 3 in Montgomery, and a total of 7 members in Auburn, Selma, and Eufaula.

Highlights from the Club minutes over the last 60 years

1961-66 - *First Club archive Dark Ages* – limited archives; *26 primary members* by year's end 1962; *20 members by year's end 1963*; Club lapsed during 1964; Huntsville Porsche dealer closed in 1967; the Club disbanded and PCA listed it as inactive (not disbanded) through 1968.

1969 - The first HOD logo; Tri-state design with the “heart” centered in Dixie, “1961” founding year inside the heart. Activities included an Economy Run to Shiloh, MS and a Covered Bridges Tour. Club members went to Sebring as a group and the membership peaked at *50 Primary members*.

1970 - *Alabama Region chartered in Birmingham*; splits from the Heart O' Dixie Region, encompassing Alabama south of Cullman and the southern 65 counties in Mississippi.

1971 - Leonard Turner appointed as PCA's first Zone Rep, holding the position for 24 years. Club sponsored by Hollytree Automotive with activities including a Hound & Hare Rally.

1972 - All Club Officers transferred by the Boeing Company to Seattle; a new slate of officers was elected three months early, including local author Homer Hickam as President with *31 Primary members*. PCA prevents HOD from joining the Tennessee Council of Automotive Clubs. The Club held three TSD Rallies.

1973 - Ivester Porsche-Audi of Nashville announced plans to open a dealership in Huntsville. In August the dealer diverts to Jackson, MS. The Club held the second Economy Run to Shiloh. PCA declares the 914 is a Porsche and eligible to participate in PCA activities. *29 Primary members*.

1974 - President Marvin Martin schedules events on 29 weekends, invites the 95 owners of Porsches among 160,000 vehicle Madison County registrations to join the Club. When none did, he resigned and moved back to New Mexico. HOD vows to never attend another Can-Am race since they banned the 917. The *Smoky Mountain Region chartered in Knoxville*, splits from the Heart O' Dixie Region, encompassing eastern Tennessee north of Chattanooga. *34 Primary members remain in HOD*.

1975 - VW of America rejects the Club President's suggestion to open a Porsche Service Center in Huntsville. Only 13 of the *24 Primary members* attended the Annual Business Meeting (ABM).

1976-81 - *Second Club archive Dark Ages* – First *Der Wanderer* Newsletter published in '78, PCA lists the Region as inactive (not disbanded).

1982 – *Musik-Stadt Region chartered in Nashville*, splits from the Heart O' Dixie Region, encompassing middle and western Tennessee; HOD Club President Jim Williams resurrects the Club and creates a Fuchs wheel-based logo. *29 Primary members.*

1985 - Ken Haynes elected President and vows to double the membership from *36 Primary and 58 total members.* Carriage Motor Company starts business as the local Porsche dealer; annual Oktoberfest and Zone 3 Autocross initiated. 14 Standing Committees organized. *Mid-South Region chartered in Memphis*, splits from the Heart O' Dixie Region, encompassing western Tennessee.

1986 - HOD placed third in the Zone 3 Autocross series behind the Carolinas and Tennessee, ahead of Peachstate, Palmetto, and The Wilderness Trail. *94 total members.*

1987 - *Magnolia Region chartered in Jackson*, splits from the Heart O' Dixie Region, encompassing the entire State of Mississippi.

1988-92 - *Third Club archive Dark Ages* – the Club is relatively inactive (not disbanded).

1993-2003 - Active Club with eleven Dixie Tech Multi-Region Events, held but no minutes or records archived.

2004 - *175 total members* with three attending the Ft. Worth Parade. The Club held five tours, one rally, and the first High Performance Driver's Education (HPDE) at the Talladega Gran Prix Raceway (TGPR). The Club adopts a new stylized Porsche Club Logo.

2005 - *183 total members* with ten attending the PCA 50th Parade in Hershey. Second TGPR HPDE.

2006 - Initiated Pit Stop Breakfasts. Held the third TGPR HPDE with 14 students, 8 DIs, and 7 volunteers. *189 total members*.

2007 - *195 total members*; held the fourth TGPR HPDE with 39 students, 10 DIs, and 21 volunteers. The President and wife attended the San Diego Parade and two members attended the PCA Potomac Escape.

2008 - *216 total members*; held fifth TGPR HPDE with 40 students, 10 DIs, and 15 volunteers. Sixteen members attended the Charlotte Parade and four members attended the PCA Albuquerque Escape. The Club hosted the PCA 914 Registry Rocket City Ramble.

2009 - *232 total members*; held the sixth TGPR HPDE with 30 students and hosted the Peachstate Region's PCA HPDE Driving Instructor (DI) School, graduating nine DIs. Six members attended the Keystone Parade.

2010 - *237 total members*; donated \$2,500 to the Florence North Alabama Children's Home and held the seventh TGPR HPDE with 42 in attendance, including the Peachstate Instructor Certification Program. Seven members attended the St. Charles Parade.

2011 - *250 total members*; held the 50th Anniversary Gala with 192 members for lunch at the Cedars, 105 parading Porsches, and 138 for dinner, including two PCA National Presidents. All six Zone 3 Reps spoke, eight of the 26 HOD Past Presidents attended, and 11 Regions in attendance with distribution of the two historic logo badges (The 1961 Tri-state design and the 1982 Fuchs logo badge) and a Golden Anniversary logo badge. Held the eighth TGPR HPDE with 70 in attendance. Six members attended the Savannah Parade and the President and his wife attended the PCA Flagstaff Escape. The Club conducted nine tours and one tech session.

2012 - *284 total members*; held the ninth HPDE with 68 in attendance generating a profit of \$3,412. Four members attended the Salt Lake City Parade, and ten

members attended the PCA Eureka Springs Escape. The Club conducted 11 tours (two overnight to Fontana Village & Helen, Georgia) with a combined attendance of 265 members, and one tech session with 31 members attending.

2013 - *177 Primary and 309 total members*; held the tenth HPDE with 76 in attendance, generating a profit of \$3,047; trained 18 Novices for a total of 136 Novices over ten years and 12 new DIs for a total of 42. Four members attended the Traverse City Parade and the Club conducted ten tours with a total attendance of 235 members attending, and two tech sessions with 68 members attending. Held a New Member Reception at the dealer followed by 18 with dinner at Wintzell's for 43 members.

2014 - *183 Primary and 311 total members*; held the eleventh HPDE with nine Novices included in 27 students, 15 DIs, and 15 volunteers. Six Club members attended the Monterey Parade, 23 members attended Zone 3 events (Winterfest, Spring Thing, Sommerfest, and Rennfest), and the Club conducted eight tours with a combined attendance of 168 members. The Club held two tech sessions with 83 in attendance and there were 11 Pit Stops for 199 members and 12 dinners for 293 members. The Club held a summer picnic for 65 members and a New Member Reception/Dinner for 19. Eighty members attended the ABM followed by 101 members at the Christmas Dinner at Athens State University.

2015 - *186 Primary and 318 total members*; cancelled the twelfth HPDE with the sale of TGPR. Ten members attended the French Lick Parade. Sixty-two members attended Zone 3 events (Spring Thing, Ultra Region Fest, and Rennfest). The Club conducted ten tours with eight in Alabama and Tennessee State Parks (Wheeler, Natchez Trace, Cumberland, Guntersville, Fall Creek Falls, Desoto, Pickwick Landing, and Montgomery Bell) and one tour to the Porsche Experience Center in Atlanta with a combined attendance of 216 members. The Club held two tech sessions with 95 in attendance and a car show with 38 Porsches. The Club held 12 Pit Stops for 217 members, 12 dinners with 314 members, and a New Member Reception/Dinner for 33 members. Ninety-six members attended the ABM and 90 attended the Christmas Dinner at Terranova's.

2016 - *195 Primary and 335 total members*; held the 55th Anniversary celebration with 135 members showing 116 Porsches in the car show and serving 167 members for lunch at a cost of \$9,052 for the car show and \$1,655 for lunch. Minted the three historic Club logos as badges (1961 Tri-states logo, 1976 Cotton Bail logo, and the 1982 Fuchs Wheel logo) as well as a 55th Anniversary badge for all attendees. Four members attended the Jay Peak Parade. The Club conducted nine tours with a combined attendance of 168 members, held four tech sessions with 99 attendees, and a car show with 38 Porsches. Held 12 Pit Stops for 217 members and 12 dinners for 314 members. Held a New Member Reception/Dinner for 19 members and a Providence Commons display with 22 Porsches. Seventy-five members attended the ABM and 71 were at the Christmas Dinner at Terranova's.

2017 - *211 Primary and 353 total members*; conducted nine tours with a combined attendance of 264 members, including a joint tour with the Birmingham Mercedes Club. Held one tech session for 39 members. Twenty members attended four Zone 3 Region events; two members attended the Spokane Parade. Held 11 Pit Stops for 225 members and 12 dinners for 292 members. Held a New Member Reception/Dinner for 31. Seventy members attended the ABM and 60 were at the Christmas Dinner at Terranova's.

2018 - *216 Primary and 362 total members*; conducted ten tours with a combined attendance of 255 members and three tech sessions for 78 members. Supported the dealer Sports Car Day with 59 Porsches. Twenty members attended four Zone 3 Region events (Winterfest, Spring Thing, Ultra Region Fest, and Rennfest) and six members attended the Lake of the Ozarks Parade. Held 12 Pit Stops for 211 members and 12 dinners for 271 members. Held a New Member Reception/Dinner for 20 members. Fifty-eight members attended the ABM and 42 were at the Terranova's Christmas Dinner.

2019 - *232 Primary and 389 total members*; conducted nine tours with a combined attendance of 208 members, including an overnight tour to Fontana

Village. Held two tech sessions for 46 members. Twelve members attended four Zone 3 Region events and ten members attended the Boca Raton Parade. Held 12 Pit Stops for 298 members and 11 dinners for 293 members. Held a New Member Reception/Dinner for ten and a Car Show and Charity Auction at Martin's Barn with 56 members, raising more than \$5,000 for the Kids to Love/KTECH foundation. Held the first Lady's Luncheon with 13 ladies attending, and 42 members attended Joe Still's Toy Barn display. Sixty-six members attended the ABM and 49 were at the Christmas Dinner at Terranova's.

2020 - *259 Primary and 425 total members*; held three Pit Stops for 76 members, three dinners for 82 members, two tech sessions for 69 members, one tour for 26 members, and one Ladies Quarterly Luncheon for 12 ladies before the COVID-19 outbreak mid-March. After the outbreak, the Club held six Pit Stops with 98 members, held three Drive-by Food Donations with 64 members, three Cars & Coffees with 61 members, conducted four tours with a combined attendance of 105 members, and 40 members visited Joe Still's Toy Barn. The Club held another Charity Auction at Martin's Barn raising \$3,500 for KTECH Scholarships and displayed 25 Porsches on the Providence Commons. The Porsche Parade scheduled for Palm Springs was postponed until 2023. Forty-two members attended the ABM at the dealer's breezeway, all other activities cancelled this year.

2021 - *260 Primary and 435 total members*; mostly back to normal after the COVID-19 outbreak. Held 11 Pit Stops for 205 members and after cancelling the dinners the first five months, held the last seven dinners for 115 members. Fourteen Club members attended the French Lick Parade. Conducted eight tours with a combined attendance of 200 members, including an overnight tour to Fontana/Tail of the Dragon with 32 members. Held two tech sessions for 35 members. Seventy-one members attended the ABM and 63 were at the Providence Grille on Main Christmas Dinner.