

NORD STERN



SEPTEMBER 2008



Car #43, Clint Sawinski and #84, Scott Robertson
at the BIR Club Race
Photo by Dave Ingraham

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Nord Stern is the official monthly publication of the Nord Stern Region, PCA Inc. Articles herein are those of the author's and do not necessarily represent the official position of PCA, the Nord Stern Region, or their members.

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Front cover:

Thundering down the front straight toward Turn 1 at Brainerd International Raceway during this past summer's Annual Club Race is a packed field of very high horsepower! Photo by Dave Ingraham.

Address changes

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It is the waning days of summer and hard to believe another set of lovely, lazy days has come and gone. Not that there still aren't a significant number of club events on the calendar awaiting our participation before the deep freeze of our usual Minnesota winters. Be sure to take a look and see what fits into your schedule and interest. All of them are fun (the Boeders have been particularly fond of the annual Fall North Shore Color Tour plus touring! And I guess we certainly can't ignore BIR with DE since we such a track addicted family, too!).

This issue is a bit shortened in the interest of getting it to the printer and in the mail in a reasonable time frame. Too much stuff going on at home and back to work for me but more on that later.

There are some pictures from the Club Race this past July and I plan on featuring selections from the official event photographer, Dave Ingraham, in the upcoming months. And of course several other very talented photographer club members have sent me some fun shots. Check out President Pam Viau's (and Bob's) grandson Wyatt who already has the look of a driver. The Boeders missed the event this year due to a family conflict. It was a first for us and we truly missed being on hand for all the fun and excitement of the auction, the lake tour (yes, Ron I would have driven it!), the drivers, the pits, the racing and most of all, of course, the people. It is so about the people and both our local region members and the National Staff who were on hand put together a wonderful, very successful event. I can tell, the proof is in the pictures!

I included an interesting article in this issue about print media, electronic media and some of the industry changes affecting PCA regions and their newsletters. While it's probably most germane to me, as editor, it's an element of a lot of clubs as they struggle with who best to efficiently, economically

and expediently preserve the all important communications ties between all members. Would love to hear comments from anyone - next month is a follow on what PCA sees as the 'future' of club communication efforts.



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1/4 pg.	\$46	\$39	\$30
1/8 pg.	N/A	\$30	\$20
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Back cover	N/A	N/A	\$95
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1/8 page:	8" wide by 1.3" high; 4" wide by 2.625" high
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Welcome

Welcome . . . New Members

(and returning members!)

We hope to see you at upcoming events!



Robert & Erika Allen

Apple Valley MN
1986 911

Robert & Deborah Hoenie

Anoka MN
1978 911SC

Brian & Wendy Oldendorf

Bloomington MN
1982 911

John O'Keefe

Lakeville MN
2008 C4S Cab

Roger W. Reinsch

Eau Claire WI
2001 Boxster S

Mark Staubly

St Bonifacius MN
1981 911 SC

So, Just What Do We Do In Nord Stern??!

A brief synopsis of activities and events offered by your club, Nord Stern, and/or PCA or, just enough info to pique your interest??!

Autocross: A low-speed driving event, teaching one how to maneuver one's car around a set course of pylons on a closed circuit. Instruction is available, drivers compete against the clock. No modifications to one's car are necessary. Some safety equipment needed (helmet).

Concours: A setting where Porsches are displayed for general viewing and/or inspection competition. Experienced judges evaluate the various models based upon cleanliness, overall condition and authenticity.

Driver Training: A driving course designed to teach and enhance high speed driving skill and technique on an actual race course. Training includes classroom sessions, on-track 'exercises' plus supervised lapping sessions. A Pre-Requisite for Driver Ed participation and NOT to be confused with Driver Education events. Driver Training includes both Novice and Intermediate level options. Check with DT Chair for additional options.

Driver Education: High speed driving event on a closed-course racetrack (Brainerd, Blackhawk Farms, Road America) where drivers are grouped according to prior lap times. Prior Driver Training participation is required. Performance enhancements are frequently made (but not required!).

Time Trials: On course timed lap with controlled starts and exiting.

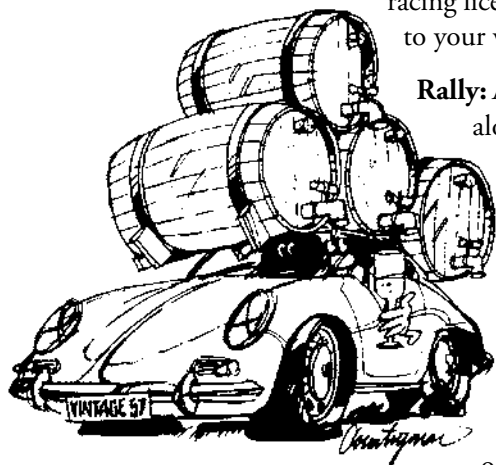
PCA Club Racing: Wheel-to-wheel competition between drivers who hold PCA club racing licenses. There is a race class for every model Porsche. Safety modifications to your vehicle required.

Rally: An event wherein a driver and co-driver complete a predetermined route along open roads following a specific set of navigational instructions. Can be a TDS (time-distance-speed) or a 'fun' rally.

Social: Organized gatherings of club members, affiliates and family member to meet, eat and drink beverages! See our motto on pg. 3!

Tech Session: Casual educational session that span a wide range of topics, from general maintenance, through Concours prep, performance enhancements and general car/mechanical knowledge!

ClubTalk/TechTalk: E-mail listservs for member subscribers focusing on car issues and discussions as well as a place to ask questions, get recommendations and comments. Get last minute breaking news on upcoming events and activities. See Nord Stern's website for directions on how to subscribe.



The Prez Sez . . .

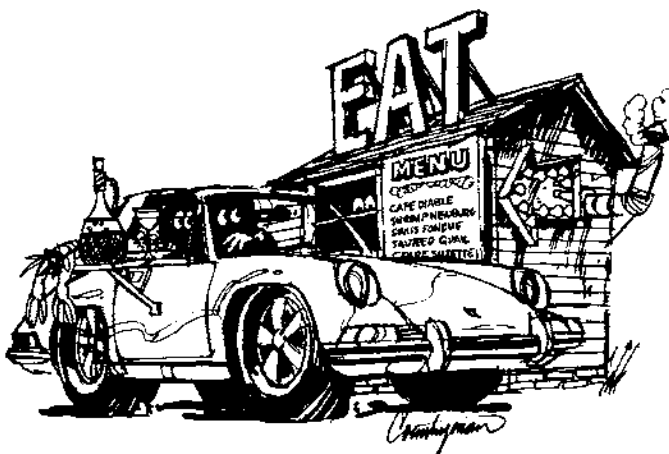
by Pam Viau

Well, August is over and we are into September. Both Spring and Fall are my favorite times of year to get out and drive. Spring because I'm anxious to get my car out, Fall because of the change of colors can be spectacular.

Thank you need to go to Roger Johnson and all the volunteers for another great Club Race. I am always amazed by the buzz surrounding the event, so many people put so much time into making this event run so smoothly every year. I also would like to pass along Kudos to Dale Trippler for putting together the "Get on Down the Road Rally".

September will give some of us a chance to check out the short course at BIR either by attending the 40th anniversary weekend put on by the track or our Tuesday, Sept 16th event. We will also have our last Driver Training at the end of the month. If you are like I am and enjoy the Fall for the colors, you need to attend the Fall Color Tour set up by John Dixon. I had the opportunity to attend this event a couple of times and had a wonderful time.

It is a great way to see some absolutely wonderful scenery and socialize with some great people.



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Tire Marks

What's the best product for removing those black tire marks you get at the track?

—Glen Larson, '87 944 - White

Iused to use Body Scrub by McGuire's but it is no longer available, at least I could not find it. After attending a session at The Complete Garage with my track car and a recent set of black tire boogers (white car) fresh on the paint, I challenged the Griot's guys to fix it. Polish #3 worked like a champ and I know Doug Arndt's shop stocks it. No affiliation except I know and trust Doug (hey, maybe I can get a freebie!) ;-). Seriously, the stuff works great and doesn't damage the paint. Of course, it will remove the wax but that is expected with anything you use to clean that kind of thing.

—Jon Beatty

There are a few comments on the NordStern Tech line describing how to remove rubber marks from paint. One suggestion (from Beatty) is Griot Polish 3. The information is that the polish removes the wax. Is this true. Is there a product that either does not remove the wax or will add wax as one element of the product.

Thanks -- Paul Termin

Ithink it would be very difficult to remove the rubber with anything that didn't also remove the wax. One thought I did have and I will try it on some cars at the next DE is to use Griot's Bug Off on the front of the car, after washing and waxing, but before getting the car dirty or exposing to flying rubber or bugs. I've used the Bug Off and it works as advertised. Bug splatter wipes off easily (with Speed Shine, of course!) and doesn't remove the wax. I suspect it will work with the rubber too.

We also sell the 3M adhesive cleaner that has been suggested in lieu of the recommended #3 Machine Polish and wax. The 3M product is very effective, but contains some hazardous solvents that should not be inhaled or come in contact with bare skin. All Griot's products are water based and are easier on people and the environment.

—Doug Arndt

911 Rear Window Replacement

Iam replacing the outer rubber seal on the rear quarter windows of my '71 911. I removed the windows and the old rubber came off easily. The new rubber does not want to go on as easily. Does anyone have a trick, tool, advice on how to install the rear quarter window seal? Thanks for your help.

—John Phillips

Well I don't know if this will help as my car is an '84 Carrera but I think they are similar. I am also assuming you are asking about installing the window and seal back into the car (you have seated the new seal on the glass already) but maybe I read the question wrong.

You'll need a can of silicone spray and a strong piece of string (like 30 lb rating, avoid weak twine). Place the string in a ziploc bag and saturate the string with silicone spray. Now wrap the string about the perimeter of the rubber seal groove where it would seat into frame of the car, the string should overlap at the back corner of the glass. Place the front of the window in first and have an assistant throw some weight against the glass from the outside. While inside pull the strings to gently fold the rubber seal inboard as you work it around the perimeter of the window. Wear gloves. Use caution not to tear into the headliner as you work around the top of the window. It may take you a try or two, but once you figure it out it's not as awful as the glass guys make it out to be.

Incidentally you use almost the exact same approach to install the windshield and rear glass.

—Brian Gale



Left: David Grant (2008 PCA Enthusiast of the Year Recipient) of Red River Region in his 917 bodied replica



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PCA Zone 10 Calendar . . .

Be sure to check out events at neighboring regions -
All PCA members are welcome at any of these events

Courtesy Doug Pierce, Zone 10 Rep

SEPTEMBER

13	Crown Valley Winery tour	St. Louis
14	Havelock Car Show	Great Plains
18-20	PCA Escape to the Land of Enchantment, Albuquerque, NM	
19-21	RVBOWWOW4 (tour Lake Pepin area of Mississippi River in MN/WI)	Dakota
19-21	Annual North Shore Fall Color Tour	Nord Stern
23	Sienna Car Show	Wichita
26-28	Last Fling Driver Training and DE/BIR	Nord Stern
26	Porsche Night on the Town, Dubuque	Central Iowa
27-28	Fall Carrera Classic Drivers Ed – Gateway	St. Louis
27	Fun Drive to Lawrence	Kansas City

OCTOBER

2	Croctoberfest 2008, Atlanta, Georgia	Cayman Registry
11	Anniversary Car Show Autocross	St. Louis
11	Westboro Fun Run	Great Plains
12	Porsche Only Car Show	St. Louis
12	German car show at Hawthorn Plaza	Kansas City
12	Fall Leaf Tour	Central Iowa
18	Breakfast at Tiffany's (Sweetest Day) Hosted by Forrette	Dakota
18	Fun Drive to Topeka	Kansas City
17-19	Drivers Education, Heartland Park, Topeka	Kansas City
25	Fall Colors Tour	St. Louis

NOVEMBER

7-9	PCA Palooza, Eureka Springs, Arkansas	
15	Casino Night	Kansas City

DECEMBER

1	Holiday Party	St. Louis
12	Christmas Gathering hosted by he Eide's	Dakota
17	Board Meeting – Changing of the Guard	St. Louis
18	Holiday Party	Central Iowa

JANUARY 2009

17	Region 50th Anniversary Party	Nord Stern
24	Region 50th Anniversary Party	St. Louis
31	Changing of the Guard dinner	Kansas City

For detailed information about listed events, see the respective Region's website or the PCA National website at <http://www.pca.org>.

Central Iowa Region: www.ciapca.org

Ozark Lakes Region: www.olk.pca.org/

Dakotas Region: www.dak.pca.org

Red River Region: rev.pca.org/

Great Plains Region: porsche.ellipse.net/

Schönesland Region: www.shonesland.org

Kansas City Region: www.kcrpca.org

St. Louis Region: www.stlpca.org/

Nord Stern Region: www.nordstern.org

Wichita Region: www.pca.org/wic

Nord Stern's New Logo to Honor 50th Year!

Christie Boeder

Thanks to members Mike Jekot and Ken McNeill, our region has an updated 'new' logo for our use in publications, merchandise, and wherever else we can put it on display. It's retains the spirit of the original logo created by Hank Godfredson while updating the look plus acknowledging the years. Nicely done, Ken and Mike! Your efforts are greatly appreciated!



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Explaining Your Vin Number . . .

by Doug Pierce, Zone 10 Rep

That 17-digit Vehicle Identification Number (VIN) affixed to your 911 has a major amount of information coded into it concerning the car to which it is attached. The challenge is figuring out what all of these numbers and letters mean. And then when you think you've got it figured out, there will be an anomaly for no apparent reason, or the whole system will change without notice.

A bit of history. In 1979 and 1980, the International Organization for Standardization, otherwise known as the ISO, adopted standards (ISO 3779 in 1979 and ISO 3780 in 1980) to address the plethora of divergent automobile numbering and identification systems employed by the world's vehicle manufacturers. A standard ISO-compliant VIN number comprised of 17 alphanumeric characters was adopted by the vast majority of manufacturers, including Porsche, with the first full year of use in the 1981 model year.

This article addresses Porsche 911s in the 1981-forward time frame. 911 VIN protocol prior to 1981 was revised numerous times, sometimes changing from year to year, and is another whole subject unto itself. Maybe for another day in the future to tackle that one. A typical VIN is broken into several sections. I'll use an example of a typical Porsche 911 VIN (obtained randomly from an eBay Motors listing for a car recently up for auction) of WP0AB0916JS120515. As noted above, the VIN contains 17 alphanumeric characters. The letters I, O, and Q will never be used in a valid VIN basically because the I looks too much like a 1 (one) with the O and Q easily mistaken for a 0 (zero).

The first three characters of any VIN represent the World Manufacturer Identifier (WMI in ISO speak). The first character is the initial of the manufacturer's country, second, the initial of the manufacturer name, and third, is the manufacturer's vehicle type or manufacturing division and is usually, but not always, a number. In our example, the first character is W for West Germany (a hold-over from before the East/West Germany reunification), the second character is P for Porsche (no tricks here), the third is 0. Up until the introduction of the Cayenne, this character was always 0, and still is for everything other than the Cayenne which is a 1.

The next block of six characters, positions four through nine, is the Vehicle Descriptor Section (VDS). The VDS sequence is used to identify things such as vehicle type, model, body style, passenger restraints, etc. and varies from manufacturer to manufacturer, and even model to model from a single manufacturer. For the Porsche 911, the first three characters in this group designate whether the car is a US model or Rest of the World (ROW) model. ROW model VDSs are ZZZ. So, if you find a 911 with ZZZ in the VIN you immediately know that it was originally sold somewhere other than the United States.

Assuming you are looking at a US model 911, as is our example, the A in the fourth position of the VDS indicates body style; A = coupe, B = targa (although sometimes an E in earlier cars), C = cabriolet (although again sometimes an E in earlier cars). In the fifth position is an indication that the engine version is for the US market and is typically an A or B, sometimes a C. The reason for this letter variation, I could not determine. The sixth position designates US passenger restraint systems and is always a number; 0 for seat belts only, 2 for airbags. The next two characters, in the seventh and eighth positions, designate the Porsche model code, which are the first two numerals of the vehicle's model number, in our example 91 for 911. There is some overlap in later model years with 96 = 964 and 99 = 993, 996 and 997. Early 911 turbos were 93 (for 930), but not later turbos when the 930 numbering was dropped in the 964 program.

The function of the last character in the VDS sequence, the Check Digit, occupying the ninth position, is mandatory in North America, and is also used in many other parts of the world. Its purpose is to verify the accuracy of the VIN through a precise computation to determine the validity of the previous digits in the VIN so as to minimize fraud. The calculation includes transliteration of the alpha characters to numerical equivalents with the resulting numbers run through a mathematical algorithm. The resulting sum of the numbers is divided by 11 with the remainder being the Check Digit. If the remainder is 10, it is replaced with an X. This is one of the things the Department of Motor Vehicles (DMV) looks at when a car is registered. In addition to determining if the car has been stolen, they verify that the VIN is valid and not something you made up and slapped on the car just before you came in. Some DMVs have trouble with Rest of the World cars in that the ZZZ in the VIN can screw up their Check Digit calculation, thus telling them that the VIN is invalid. Many DMV personnel apparently do not realize that cars are built for other parts of the world and occasionally show up in the US. Their world is very small. Sometimes no bigger than the desk they occupy. So, be aware when registering a ROW car. Take additional documentation concerning VIN validity with you to avoid potential problems, just in case.

From here on out in the VIN sequence, manufacturers have wide latitude as to the significance of the characters and their location in the string. The tenth character of a 911 VIN is the vehicle's model year. It can either be a letter or a number. In our example, J indicates that this is a 1988 model. At Porsche, the 1980 model year was designated A (even though they didn't start using the new 17 character VIN system until the 1981 model year), 1981 - B, 1982 - C, and on through the alphabet (eliminating I, O, and Q

Continued on page 14



photos on page 12 and 13 by Jim Anderson; www.jimracing.com

A Few Scenes From The 2008 BIR Club Race



Dave Roberts, Bob Youngdahl, Roger Johnson, Ken McNeill



Off track the socializing is in full swing!



Sprint Race winner Jerry Greene, Mike Hoke and Mike Courtney



Left: Harv Robideau, Dave and Kathy Parker up from Iowa



Zone Rep Doug Pierce and Race Chair Roger Johnson



Lon Tusler, Jim Benson, Lori Tusler



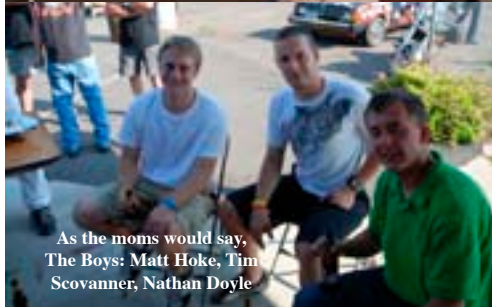
Zone 10 Rep presenting the 'Region of the Year' cup



Rick Polk, Steward Bob Jones, Rick Moe



The Auction crowd



As the moms would say, The Boys: Matt Hoke, Tim Scovanner, Nathan Doyle



Vin Number. . .

continued from page 11

as above, and also U and Z for some unknown reason) until ending at the 2000 model year with Y. The 2001 cars were designated 1 and then continue with consecutive numbers until model year 2009 which will be 9. Then it starts through the alphabet again with A for the 2010 model. In essence, the model year sequence repeats every 30 years. Conceivably, you could have an F model year car that could be either a 1985 or a 2015. You'll probably be able to tell which year it is just by looking.

Porsche's assembly plant location occupies the 11th VIN position. This is usually the first letter of the city where the plant is located. The S in our example indicates Stuttgart, as it will be for all 911s.

The remainder of the Porsche 911 VIN characters are the vehicle's serial number. For the US market, the first two digits designate the body style (again). Prior to the 964 program started in 1989-1/2, 12 = coupe, 16 = targa and 17 = cabriolet. From the 964 program on, the body style numbers changed frequently, sometimes every year. In addition, new numbers were created to designate limited production or specialty 911s such as the RS America, Speedster, Cup, etc. You really need a chart to figure it out. Other numbers, and/or the same numbers, were used in

Rest of the World cars. The last four digits of the VIN are the sequential production numbers. Theoretically, this represents the order in which the 911s come down the production line. But, because of the wide variety of customizations offered by the Porsche factory, cars are frequently pulled off the normal line for days, weeks or sometimes months for specialty work before being completed and rolled out the door with a VIN indicating a substantially lower sequence number than those cars leaving the factory at the same time.

If you are seriously interested in various year and model variations in VINs, and the cars themselves for that matter, get a copy of Porsche 911 Red Book by Patrick Paternie. The second edition covers 911s from 1965 through 2005. However, there are some VIN misprints that I found in the book, based upon my research from a number of other sources. I can understand why. VINs are complicated and seem to strangely change patterns at the whim of some unseen, all powerful VIN guru located in a place nobody can find at the Porsche factory. So much for standardization, ISO.

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The PCA Newsletter Quandary – Print or Pixels?

*By Jill P. Beck, Porsche Club of America, National Newsletter Committee Chair;
Reprinted from Region Focus Vol. 21, Number 1*

The regional newsletter is the lifeblood of the PCA. Unlike our venerable national magazine, *Panorama*, which offers club information in broad strokes, the regional newsletter offers members detailed information about PCA activities on a local level. Articles and photos about past events, the “what, when and where” on upcoming regional or zone club events, or perhaps information about their fellow Region members and their Stuttgart steel—our regional newsletters provide all of the ingredients needed to generate participation, excitement and member retention. Newsletters also offer members an avenue for selling their cars and a place to buy regional goodie store items. While the methods for producing newsletters have changed dramatically over the last 50 years—from manual typesetting and cut and paste to computers and publishing software—printed regional newsletters have regularly arrived in members’ mail boxes serving as the tangible link between the PCA and the individual Region member.

Since the mid-1990s, the accessibility and utilization of the Internet has become more prominent in our daily lives, and the ability to distribute printed materials in an electronic format is now commonplace. Advances in digital document sharing have even sparked discussion about the imminent onset of a paperless society. However, proclamations of the impending death of magazines and newspapers have been greatly exaggerated. To the contrary, research shows there has been a rebound and recovery in the print publication industry with circulation and spending seeing their largest increases, in some cases, since 1989.

Given the realities of a volunteer organization and new options in publishing made available by advances in technology, new questions regarding PCA newsletters arise. The Regions ask: “Do we continue to print a monthly regional newsletter? Should we consider exclusively distributing our newsletter electronically? Perhaps a little of both?” PCA National asks: “What happens if our Regions go to an exclusively electronic format—will we lose members? What is the long-term effect of such a change to the health of our club?” These questions are not easily answered, but there is research and information available to guide us. *Consumer Print Publishing Trends* To provide context and to get a sense of where we’re headed with electronic distribution of print publications, it’s useful to take a look at the consumer print publication segment. Granted, comparing club newsletters to consumer magazines and newspapers is a bit like comparing apples to oranges, but the research on consumer print publications provides us with valuable insight into the trends and preferences of print media consumers.

From 2000-2003, the print publication sector experienced a downturn in sales and circulation, largely driven by the burst of the dotcom bubble and September 11th. Recovery began in 2004 as consumer magazine buying trends showed a 3% overall growth,

the largest increase since 1997. Advertising spending for that year rose 6%. Current data and research show:

- Consumer magazines continue to attract hard-copy (print) readers. Subscription-based sales account for 86% of total magazine sales. The balance is single copies sold at newsstands. Exact figures are not available for the circulation of electronic consumer magazines (PDFs), but articles suggest they are still a very small part of the market.

- Online versions of newspapers are not eroding hard-copy sales. They appear to be a supplement to the hard copy, instead of a replacement. The threat to newspaper sales is the substitution of competing media—cable television, web-based news, radio news—that tends to be free or low cost and is updated continuously.

- Newspaper readership has been linked to age and income and research indicates that there is a direct correlation between income and readership. As readers’ income increases, their propensity for hard-copy newspapers increases. (This information seems of particular value to a club dedicated to the Porsche marque.)

- Educational and professional books are expected to be the most significantly impacted by electronic distribution alternatives in the next five to ten years. This is primarily due to the portability and the ability to easily search electronic files.

On the intriguing side, research shows that electronic alternatives have not, to date, had a major impact on the circulation numbers of printed consumer magazines. Instead, electronic alternatives have provided publishers with an additional opportunity to connect with their readers and strengthen their subscriber base. The Internet is a valuable tool allowing publishers to connect with younger demographics and to offer their subscribers added value features such as online polls and the ability to submit address changes and initiate/renew subscriptions. A survey conducted by an Internet marketing company found that 41% of the top consumer and business magazines offer a supplementary electronic newsletter (e-Newsletter) for their subscribers. These complementary e-Newsletters have shown to increase demand for printed magazines.

Beyond the print publishing sector, there are a number of studies conducted that offer insight into how the transition from print to electronic newsletters is viewed by the readers. One study at a high-tech company with universal online access found that most employees preferred not to switch to a solely electronic format for their in-house newsletters. They said it was a relief to read something away from the computer screen and many said that the printed version made them feel more connected to the company’s culture. Another group study found that people, when presented with the identical story and headlines in two formats

Continued on page 32

And, lo, the voice of the turtle was heard in the land. “Slow down and drive 55, Dude!”

I was puttering with my bought-new 1974 BMW CS Coupe when the news reached me.

“Hi, Honey”. Wife/navigator Marion greeted me, coffee in hand. Nothing in her chirpy demeanor hinted at the bombshell she was about to drop in my lap. “Remember that speeding ticket you got when you were bringing this beautiful car home?”

“Sure do. It was 1974, first year of the Drive 55 law. I was toolin’ home to show off this very car.

“Toolin a bit too much. Cost us \$100 bucks.”

“You’re not still brooding over that? What’s this all about anyway?”

“About this.” she said, waving the Wall Street Journal at me. “Says they’re going to pass the 55 speed law again”.

I was speechless, wobbling somewhere between extreme profanity and unmanly sobbing.

“Believe it,” she said, “some senator swears it will save gas for all of us. Environmentalists are pushing the law too. They say it will reduce deadly greenhouse gas. Could even avoid an apocalypse.”

“Yeah, I don’t want an apocalypse or anything like that, but how can a real car guy enjoy his real cars at 55 miles an hour? It just proves again that politicians are ‘Auto Immunes’ who get to make all the rules.”

“You can’t fight it. Stop yelling before the neighbors hear you. Here, you read it yourself; I’m going in.”

She wasn’t showing me any sympathy so I buried my nose in the Journal. “Aha!, here it is. The paper says that Americans driving 55 would spend an astounding two billion extra hours on the road. While those poor devils are spending two billion hours creeping along our highways, they could have been working at some \$15 an hour or more. That translates into an output loss of \$30 billion. Every year. The Labor Department says so”.

Some saving. “But wait, there’s more” as those annoying TV ads say. If you spend twice as much time on the road don’t you also burn twice as much gas before you finally reach your destination? In other words, no “saving” at all,

Do the math!

Ken: thinkmk05@comcast.net

BIR Club Race Photos Available

by Dave Ingraham

Thanks to Roger and all the volunteers/workers for another exceptional Club Race!

I was fortunate that Roger asked me to take pictures at the event, and the Corner Workers gave me access to some great spots!

Attached is a link to my website, where I’ve posted about 90 photos from the Club Race. I have over 1000 pictures from Saturday/Sunday, so it took some time to select these few to represent the Race. To get them up in a timely manner, these have not had any post-processing yet - but I thought you might like to get a look.

If any Racers are interested in shots of their cars in action - I will have packages of digital images available for sale (with Courage Center receiving 20% of any revenue I receive). Just contact me directly, or at dave@yourtime-images.com.

Here is the link to my Home Page: <http://yourtime-images.com/-/yourtime-images/default.asp>

Here is a direct link to Action Galleries with the 2008

Club Race. It might be easiest to use the Slide Show feature to review the photos. <http://yourtime-images.com/-/yourtime-images/galleryindex.asp?c=14487>

Hope you enjoy them!



Porsche celebrates 60 years by showing the mid-engine 'Porsche No. 1' sports car that Dr. Ferry Porsche built when he could not find the car of his dreams

Atlanta, August 5, 2008 – Porsche No. 1, the one-of-a-kind, two-seat sports car Dr. Ferdinand 'Ferry' Porsche developed and built after he searched and was unable to find the car of his dreams, makes its North American Concours d'Elegance debut when it joins other notable and historic vehicles August 14th at California's famed Pebble Beach Concours d'Elegance.

This occasion is a happy one as Porsche No. 1's first North American trip, to Porsche's 50th Anniversary celebration at the Monterey Historics in 1998, was thwarted when it was damaged in Chicago on its way to California. This trip also is special as it helps commemorate Porsche's 60th anniversary. Before arriving at the Pebble Beach Golf Links®, Porsche No. 1 had a starring role in Porsche Cars North America's 60th Anniversary celebration at its Atlanta corporate headquarters.

Affectionately called Porsche No. 1 by the Porsche family and thousands of the brand's loyal followers worldwide, this legendary sports car and the lynchpin of Porsche's design philosophy began life in June 1947 as engineering project Type 356 in the Porsche design office in Gmünd, Austria. Officially known as Type 356-001, Ferry Porsche's design concept took shape through the leadership of Karl Rabe, Porsche's talented chief designer who worked alongside Ferry's father to develop the original Volkswagen (VW).

In post-war Germany and Europe where resources were few yet the desire to rebuild was strong, the Porsche team diligently started building the innovative sports car. Starting with a hand-built tubular steel frame, engineers fitted already existing VW components including the suspension, headlights, clutch, gearbox, cable-operated brakes, worm-gear steering, and various small parts. VW parts were a natural choice due to the early VW-Porsche relationship and because of VW's key role in the post-war rebuilding effort after British military officers brought VW's Wolfsburg factory back online in 1945 to fulfill car demand and to stimulate the nation's economy.

The basic Volkswagen air-cooled, 1.31-liter flat-four engine put out just 25 horsepower at 3,300 rpm, so the skilled Porsche team enlarged the bore from 70 to 75 mm, increased compression

from 5.8:1 to 7.0:1, and added slightly larger inlet valves and ports and twin carburetors, boosting output to between 35 and 40 horsepower.

The engine and transaxle were fitted into the frame in such a way that the engine ended up positioned in front of the rear axles with the transaxle trailing behind, making this a true mid-engine design. Mated to a four-speed gearbox, the drivetrain proved to be both lightweight and reliable.



Erwin Komenda, who along with Ferry Porsche and Karl Rabe formed the foundation of the fledgling car company, penned an aerodynamic and easy-to-build open roadster design. Friedrich Weber from Gmünd, one of just three of the company's body artisans, formed each of the car's aluminum body panels by hand, beating the then rare sheet metal and massaging it into shape over the wooden body buck Komenda had designed. The result was as shapely and

beautiful as it was functional, with minimal protrusions to upset the aerodynamics or its visually graceful lines.

As with every Porsche since, form followed function on Porsche No. 1. The interior featured a bench seat to accommodate a third passenger if needed, a simple dash with only a tachometer (a speedometer was added later), a locking glove box, and map pockets on the leather door panels. An ample luggage compartment and the fuel tank were placed under the front hood, and the mid-engine layout provided space for a spare wheel and tire and battery behind the engine and above the transaxle. Finally, a frameless and low twin-panel front windscreen provided wind protection while accenting the sports car's gentile lines.

The unique roadster weighed merely 1,290 pounds, and thanks to the modified engine it could reach a top speed of between 84 and 87 mph. In May 1948, Ferry Porsche himself set off on the first long road test, driving from Gmünd to Zell am See, Austria. During the rigorous test drive over some of Europe's most spectacular climbs, the rear torsion bar suspension failed but was repaired en route. Through this car's entire test period, this proved to be the

2008 Kalender . . .

September

- 7 'Pebble Beach' Wayzata Car Show**
Car Show at JJ Hills Days in Wayzata
Organizers: Ray Bentdahl and Judd Dayton
Details: TBA
- 7 5th Annual Labor Day Picnic!**
1 to 5 PM BYOBB
RSVP Jeff Boehm/BJ Peterson at jbandbj@chartermi.net or call 507 261-9407
- 9 Nord Stern Business Meeting**
2nd Tuesday of the month
Social: 6:30 pm; Meeting 7-9 pm
Location: 9 Mile Grill, 7800 Normandale Blvd, Bloom.
Eventmaster: Pam Viau 651-324-5785
- 18 Third Thursday Social at Clubhouse Jager**
10th Ave N. and Washington/Minneapolis
Meet After Work . . .
? Eric Erickson at eric.erickson@theoxfordpcg.com
- 19-21 Annual North Shore Fall Color Tour!**
BluFin Bay in Tofte, MN
Eventmaster: John Dixon, eyerack@tcq.net
- 26 Last Fling Driver Training**
Brainerd International Raceway
Eventmaster: Jon Beatty 952 449-0187 or jon@minnetonkasoftware.com
<http://www.clubregistration.net> to register
- 27-28 Last Fling Driver Education**
Brainerd International Raceway
Eventmaster: Roger Johnson & Fred Senn, rogerdjohnson@comcast.net
<http://www.clubregistration.net> to register

October

- 4 Fall Drive Tour with Lunch**
Nord Stern cars and their drivers will be heading to Western Wisconsin for a fun drive culminating at The Stone Barn (<http://www.mnstonebarn.com>) for pizza and refreshments! Details TBA but get this event on your calendar now
Eventmaster: Mike Lancial; thelancials@msn.com

2008

- 14 Nord Stern Business Meeting**
2nd Tuesday of the month
Social: 6:30 pm; Meeting 7-9 pm
Location: 9 Mile Grill, 7800 Normandale Blvd. Bloom.
Eventmaster: Pam Viau 651-324-5785
- 16 Third Thursday Social at Clubhouse Jager**
10th Ave N. and Washington/Minneapolis
Meet After Work . . .
? Eric Erickson at eric.erickson@theoxfordpcg.com

November

- 11 Nord Stern Business Meeting**
2nd Tuesday of the month
Social: 6:30 pm; Meeting 7-9 pm
Location: 9 Mile Grill, 7800 Normandale Blvd, Bloom.
Eventmaster: Pam Viau 651-324-5785
- 20 Third Thursday Social at Clubhouse Jager**
10th Ave N. and Washington/Minneapolis
Meet After Work . . .
? Eric Erickson at eric.erickson@theoxfordpcg.com

December

- 9 Nord Stern Business Meeting**
2nd Tuesday of the month
Social: 6:30 pm; Meeting 7-9 pm
Location: 9 Mile Grill, 7800 Normandale Blvd. Bloom.
Eventmaster: Pam Viau 651-324-5785
- 18 Third Thursday Holiday Social at Clubhouse Jager**
10th Ave N. and Washington/Minneapolis
Meet After Work . . .Bring a Munchie to Share!
? Eric Erickson at eric.erickson@theoxfordpcg.com

2008



2008 FALL TOUR

Saturday Oct. 4th



1:00 start time



Start: Point Douglas Park Highway 10 near Prescott Wisc.

End: The Stone Barn near Nelson Wisc. for Dinner

Register: Send an e-mail to thelancials@msn.com subject line TOUR

Please register by Sept 19th

The Stone Barn offers a variety of authentic extra thin crust Italian pizzas baked in a wood-fired brick oven.

They have an old 2 story grainery that once was used to hold oats, is now home to an antique store.



nelsonstonebarn.com

For more details please visit www.911T.org/fall.htm

PCA Emailer System

By Doug Pierce, Zone 10 Rep

You have no doubt received e-mail reminders and notices over the past few months generated through the PCA Emailer system, that is, if you have a valid e-mail address in the PCA National database and have not opted-out.

PCA National initiated their Emailer system not long ago for use in communicating with members via electronic mail. The new system has saved a ton of time, and money, and provides your Region management with another tool with which to keep you informed. Locally, the PCA Emailer system can only be accessed by your Region President and Membership Chair (and here at Nord Stern by Roger Johnson, too) so e-mail address information is well-protected and will not be abused.

The Emailer System does have some limitations and eccentricities that are interesting and/or annoying. E-mails sent through the PCA Emailer System are routed through an non-monitored alias even though a valid sender name and e-mail address is displayed on the "From" line. Also, the e-mail footnote indicates who sent it. Responding to an e-mail sent through the Emailer System by clicking your Reply button sends your correspondence into the ozone somewhere. The sender never sees your response.

If you have multiple e-mail addresses on file with PCA National, including any for your Associate or Family member

(even if the e-mail addresses are the same), you will get multiple copies of the same e-mail. The e-mailing address list is generated through the system by gathering all the e-mail addresses currently in the database. You can eliminate duplicates by editing your personal information at the PCA National website, www.pca.org, and removing e-mail addresses as you desire. Otherwise, just delete the extra emails you get.

You can also completely opt-out of the system and receive no e-mails from either PCA National or your Region. At this point, it's an all or nothing deal. You can't elect to receive e-mails from just one entity and not the other. This e-mail opt-out election can be made or edited in the same blue personal information box on the PCA National website referenced above when you are logged in.

If receiving notices and reminders by e-mail is something that you would like, make sure your e-mail address is current. If you change your Internet Service Provider (ISP) and change your e-mail address, change jobs and you receive PCA e-mails at work, or just change your e-mail address for no particular reason, be sure to edit your personal information at PCA National so that everything is correct.

Don't be left out, assuming of course that you do want to be left in!

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Porsche Enhances Warranty for its Successful Certified Pre-Owned Vehicle Program

Coverage Mirrors New Car Warranty

ATLANTA, GA/MISSISSAUGA, ONT - August 11, 2008 - Porsche has announced a significant upgrade to its Certified Pre-Owned (CPO) program that will now include an enhanced warranty for all CPO cars sold in the United States and Canada.

Since August 1, customers who purchase a Certified Pre-Owned Porsche will receive a company backed 2-year or 50,000m / 80,000km (whichever comes first) limited warranty that mirrors the new car limited warranty coverage. Additionally, for customers who buy cars with a balance of the New Car Limited Warranty Coverage, this remaining balance will be added to the new Certified Pre-owned Limited Warranty coverage.

Customers will only be responsible for normal wear and tear components such as brake pads, wiper blades and regularly scheduled maintenance. Twenty-four hour roadside assistance is also included in the pre-owned package.

"This upgrade to the CPO program will add even more value – and peace of mind - for these important customers, many of whom are just entering the brand; obviously, we want to create a very positive Porsche experience with these new customers," said Kevin Harvey, Porsche Cars North America's Manager, Pre-owned Operations. "Our goal is to make the pre-owned experience just as satisfying as the new car one."

Harvey said the CPO program at Porsche, which is now five years old, is growing in success each year, and this year he expects record results. North American Porsche dealers sold a total of 6,985 units in calendar year 2007. Sales are on pace for over 7,500 units in calendar year 2008. In the last five years, Porsche Dealer pre-owned sales penetration has grown from 16 percent of the total Porsche Pre-owned market to 33 percent. This is largely due to the on top sales volume the Certified Pre-owned Program has created for the dealer network.

Only the best used Porsches are selected as Certified Pre-Owned Porsches. Every certified used car undergoes a rigorous 111-point inspection and a detailed reconditioning process by Porsche-trained technicians whose goal is to bring the car back to new as close as possible.

Porsche Cars North America, based in Atlanta and Porsche Cars Canada Ltd., based in Mississauga, Ont., are the two separate importers of Porsche sports cars and Cayenne sport utility vehicles for the United States and Canada respectively. They are each wholly owned, indirect subsidiaries of Dr. Ing.h.c. F. Porsche AG. These two subsidiaries combined employ approximately 250 people who provide Porsche vehicles, parts, service, marketing and training for its 201 U.S. and 12 Canadian dealers. They, in turn, provide Porsche owners with best-in-class service.

Auto Body Beautiful

Although we specialize in BMW and Mercedes-Benz we also offer body repairs for other makes and models. Sears Imported Autos maintains the highest standards and specially designed equipment to properly repair today's technologically advanced vehicles. When you have your vehicle repaired at Sears, you can be rest assured that you will receive the highest quality work available in the industry today!



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Porsche Celebrates 60 . . .

continued from page 17

only mechanical failure.

Journalists tested the car on July 4, 1948, and Robert Braunschweig, editor of Switzerland's highly respected *Automobil Revue*, concluded, "This is how we imagine modern road motoring to be, where the advantages of modern springing and the resultant driving comfort are combined with the adhesion of an equally modern, low and handy sports car." On July 11, with Herbert Kaes at the wheel, Porsche No. 1 won its class in the Rund um den Hofgarten local race in Innsbruck, Austria. Just as today, testing and competition proved to be solid underpinnings for the company's commercial and motorsports success.

Soon after, Porsche ramped up production of the 356 sports car at the company's tiny factory in Gmünd, abandoning the complex steel tube frame in favor of a stamped floor pan. The engine also was repositioned behind the axles to provide more interior space and room for a rear seat. Not too much later Porsche moved its production operations in 1950 to its current home in Stuttgart-Zuffenhausen.

After passing through the hands of several owners, Porsche No. 1 was reacquired by Porsche AG and became a centerpiece in the Porsche museum. As Porsche nears completion of its new museum alongside the Porsche factory in Stuttgart-Zuffenhausen, Porsche No. 1 will be prominently displayed in a way befitting the historic car that shaped all future Porsche vehicles.

Porsche Cars North America, Inc. (PCNA), based in Atlanta, Ga., and, Porsche Cars Canada, Ltd. (PCC) in Mississauga, Ontario, are the two separate importers of Porsche sports cars and Cayenne® sport utility vehicles for the United States and Canada respectively. They are each wholly owned, indirect subsidiaries of Dr. Ing. h.c. F. Porsche AG. These two subsidiaries combined,

PCNA and PCC employ approximately 250 people who provide Porsche vehicles, parts, service, marketing and training for its 200 U.S. and 12 Canadian dealers. They, in turn, provide Porsche owners with best-in-class service.



Cayman Pit Crew! Could she be any cuter!
Photo by Ron Faust



5th ANNUAL
**ROCHESTER
PORSCHE
PICNIC**

Labor Day September 1st, 2008 from 1:00 to 5:00

This is a BYOBB (bring your own beer and brats) event and is a great way to end the summer.



Join us at:
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Byron, MN
(5 miles west of Rochester)



Call Mike Giese at 507-281-1899 if you get lost!



Contact Mike Lancial (thelancials@msn.com) for the Twin Cities Convoy

Please RSVP by email no later than August 10th.

Jeff Boehm and BJ Peterson

jbandbj@chartermi.net

507-261-9407 cell (Jeff)

After August 10th contact

Andy Mulholland

andym@findcars.com

507-251-6403

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**Grills
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Map and directions available online at www.911t.org/laborday.htm

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Where We Were – Where We Are – 50 Year of Nord Stern!



December, 1973

- The energy crisis gets going as President Al Schlegel worries in his column that the fuel crisis might limit the number of events in the coming year.
- The 1973 rally season had included five events!
- Two 912's advertised in the market place; one is \$2900 but the other one, lacking a motor is only \$425.

January, 1974

- Dave Morse becomes President; Robin Boone is Vice President.
- Energy crisis concerns are mentioned again. Speed events will have to be planned with the energy crisis in mind. Gas rationing is mentioned as a possibility.
- A four page article by Dave Morse describes how to lower your 911; the old suspension didn't ride like the new ones, but its simplicity had some advantages.



February, 1974

- The market place lists a red speedster with a newly rebuilt super engine for \$3000.

March, 1974

- A second event at Donnybrook is scheduled in June. Monthly meetings are combined with events and the number of rallies is reduced as the club's contribution to conserving gasoline.
- Regarding events, a statement is printed in vintage language: "All members, especially gals, are invited to attend."
- A prescient article on "Undercoating - For the Garage" starts with "Over the past few seasons, there has been a trend toward improving the living conditions in the anti-family room, the one where the Porsche lives". Doug Arndt, are you there yet?
- Cross-drilled rotors are offered in a Bill Yates Racing ad... 20 years before this writer thought they were invented.

April, 1974

- The newsletter editor asks people to please leave 1 ¼" margins on each side of the paper; I wonder what that was about.

May, 1974

- Jerry Hansen has purchased Donnybrook
- Another quaint, hand-drawn map shows where an upcoming rally will start near the Pine Bend Refinery (see image below)
- Our own Ken Kamstra and his bride score a strong second in another rally.

June, 1974

- Donnybrook is reserved for two weekends in exchange for Nord Stern's committing to 240 tickets for an SCCA National Race
- "Big deal" and "spectacular" are used to describe the upcoming "hi-speed" time trial at BIR. An anonymous artist has created a logo for the event with no computer assistance whatsoever; he just drew it.
- The course was to be run with only three gates, before turns 1, 2, and 7. Two chase cars with passengers will follow; the first to record toppled pylons and missed gates and report them to the tower. The purpose of the second chase car and its passenger would be to replace pylons and "in the event of an emergency, to drop off his passenger (who will render assistance) and then continue immediately around the track to report the emergency to the timing tower..." Driving chase used to actually be fun, especially if you were a novice. You could pick up a friend, borrow a helmet for him or her, and there was no pressure from better drivers chasing you around the track.
- Registration was \$15 per car, \$10 per additional driver.



Reprint above left: Hi-Speed Time trial

Reprint above: Pine Bend Map.

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Above and Left: Pam Viau and grandson Wyatt at the annual BIR Club Race this past July. The next racing generation!

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Tech Quiz . . .

compiled by Skip Carter & Greg Philips of Grand Prix Region PCA, Long Beach, CA from Parade Tech Quizzes

1. Mahle produced optional wheels for the 914/6 that were die-cast of magnesium and weighed how much less than the standard steel wheel?

- a. One third less
- b. Two thirds less
- c. Half less
- d. 10% less

Excellence, Vol. 2, page 492

2. Features of the 914's VW-made engine were:

- a. Four cams and sixteen valves
- b. Variable valve timing
- c. Electronically controlled cooling fans
- d. Compact cooling-air ducting and fuel injection

Excl, Vol. 2, page 493

3. Porsche and VW established sales and spare-parts facilities for their joint sports car program at Ludwigsburg, north of Stuttgart.

True or False

Excellence, Vol. 2, page 499

4. Bodies for the 914/6 were made by Karmann and trucked to _____ for assembly.

- a. BMW
- b. Zuffenhausen
- c. Valmet
- d. None of the above

Excellence, Vol. 2, page 500

5. How was the engine-transmission assembly installed in the 914/6 at Porsche?

- a. Lowered into car from the top
- b. Placed from the rear before completing that section of the car
- c. Lifted up from below the car
- d. None of the above

Excellence, Vol. 2, page 500

6. The 914/6GT finished remarkably in sixth-place at which race in 1970?

- a. Sebring
- b. Targa Florio
- c. Road Atlanta
- d. Le Mans

Excellence, Vol. 2, page 509

7. Wider headlights and air inlet identified the 908-powered 914.

True or False

Excellence, Vol. 2, page 510

8. For the 914, Porsche did not use the strut-type front suspension, with its longitudinal torsion bars from the 911.

True or False

Excellence, 1st Ed., page 558

9. What was the front/rear weight distribution of the early 4-cylinder 914?

- a. 75/25
- b. 50/50
- c. 46/54
- d. 30/70

Excellence, 1st Ed., page 558

10. A feature the 914/6 had that the 914/4 did not was:

- a. ABS brakes
- b. Pneumatic suspension
- c. Central locking
- d. Hand throttle

Excellence, 1st Ed., page 564

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Answers:
1. c
2. d
3. T
4. b
5. c
6. d
7. F
8. F
9. b
10. a

TWIN CITIES EVENTS/AUTOCROSS CALENDAR 2008



UPDATED 03/01/2008

DATE	EVENT	SPONSOR	LOCATION
APRIL 26 (SAT)	DRIVER'S SCHOOL CLASSROOM	MAC	DUNWOODY INSTITUTE
APRIL 27	NOVICE DRIVER'S SCHOOL	MAC	MIDWAY STADIUM
MAY 3 (SAT)	AUTOCROSS [MOWOG I]	MAC	VALLEYFAIR
MAY 4	AUTOCROSS [MOWOG II]	MAC	VALLEYFAIR
MAY 18	AUTOCROSS	PCA & COM	DCTC
MAY 30-31/JUNE 1	CORVETTES & FRIENDS DO BIR	SCCM	BRAINERD RACEWAY
JUNE 1	AUTOCROSS [MOWOG III]	MAC	DCTC
JUNE 8	AUTOCROSS	CVSCC	CVTC
JUNE 14	DRIVER'S SCHOOL CLASSROOM	MAC	DUNWOODY INSTITUTE
JUNE 15	NOVICE DRIVER'S SCHOOL	MAC	MIDWAY STADIUM
JUNE 21 (SAT)	EVOLUTION CHALLENGE SCHOOL	CVSCC & MAC	CVTC (TENTATIVE)
JUNE 22	EVOLUTION PHASE 1 SCHOOL	CVSCC & MAC	CVTC (TENTATIVE)
JUNE 29	AUTOCROSS [MOWOG IV]	MAC	DCTC
JULY 13	TEST & TUNE	MAC	DCTC
AUGUST 3	AUTOCROSS [MOWOG V]	MAC	DCTC
AUGUST 9	CARS UNDER STARS (CAR SHOW)	SCCM	GROSSMAN CHEVROLET
AUG 23 (SAT)	AUTOCROSS [MOWOG VI]	MAC	MIDWAY STADIUM
AUGUST 24	AUTOCROSS (NCCC SUPER SUNDAY)	COM {NCCC}	DCTC
SEPTEMBER 7	TEST & TUNE	MAC	DCTC
SEPTEMBER 28	AUTOCROSS	CVSCC	CVTC
OCTOBER 4 (SAT)	AUTOCROSS [MOWOG VII]	MAC	CANTERBURY PARK
OCTOBER 5	AUTOCROSS [MOWOG VIII]	MAC	CANTERBURY PARK
OCTOBER 19	AUTOCROSS [MOWOG IX]	MAC	MIDWAY STADIUM

PCA DRIVER'S TRAINING @ BRAINERD RACEWAY: APR 27 & SEP 28

SCCM PRACTICE DAYS @ BRAINERD RACEWAY: JUL 14, SEPT 15

MET COUNCIL AUTOX SERIES (MCAS) EVENTS: MAY 4, MAY 18, JUNE 8, AUG 3, AUG 24, SEP 28, OCT 5

COM = CORVETTES OF MINNESOTA--www.corvettesofmn.com--CONTACT: WALLY MAHLUM 952-431-0630

CVSCC = CHIPPEWA VALLEY SPORTS CAR CLUB--www.cvsc.org--CONTACT: BOB DRUSCHEL 715-552-0266

MAC = MINNESOTA AUTOSPORTS CLUB--www.mnautox.com--CONTACT: STEVE GARNJOBST 651-778-0585

NCCC = NATIONAL COUNCIL OF CORVETTE CLUBS

PCA = PORSCHE CLUB OF AMERICA, NORD STERN REGION--www.nordstern.org--CONTACT: BOB KOSKY 952-938-6887

SCCA (LOL)= SPORTS CAR CLUB of AMERICA, LAND O LAKES REGION--www.scca-lol.org--CONTACT: JOHN PARIZEK 952-496-1919

SCCM = SUBURBAN CORVETTE CLUB of MINNESOTA--www.suburbancorvettesofminnesota.com--CONTACT: LAURIE STONE 612-619-8615

VOLKSPORT = VOLKSPORT--www.volkspport.org--CONTACT: AARON JONGBLOEDT 952-270-3349

BRAINERD RACEWAY = BRAINERD INTERNATIONAL RACEWAY, BRAINERD MN

DCTC = DAKOTA COUNTY TECHNICAL COLLEGE, ROSEMOUNT, MN

CVTC = CHIPPEWA VALLEY TECHNICAL COLLEGE, EAU CLAIRE, WI

VALLEYFAIR = VALLEYFAIR AMUSEMENT PARK, SHAKOPEE, MN

MIDWAY = MIDWAY STADIUM PARKING LOT, ST. PAUL MN

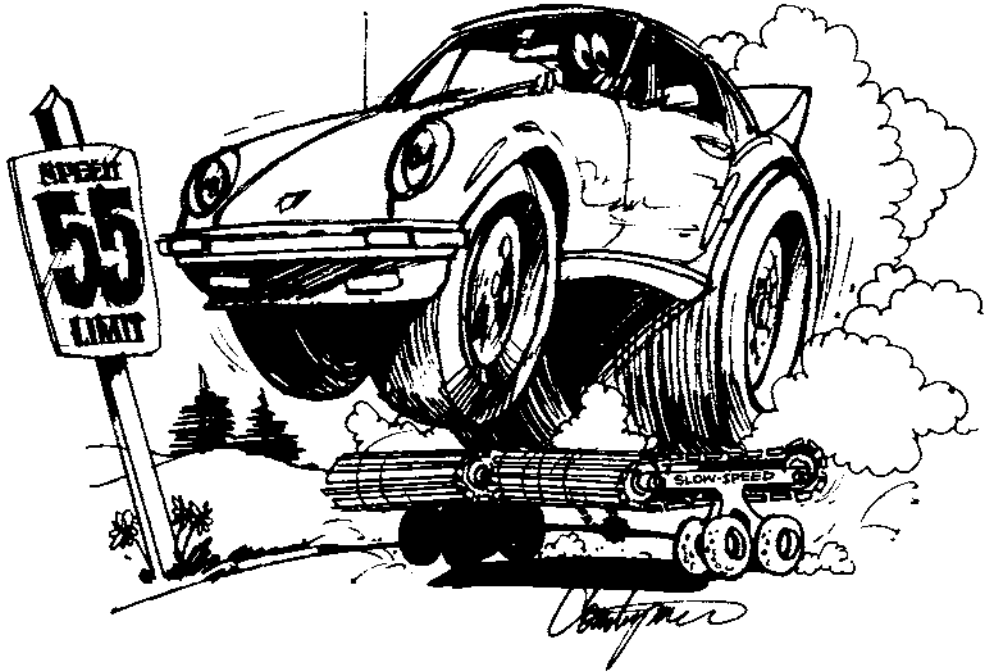
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Print or Pixels . . .

continued from page 15

(one print, one electronic), tended to read more stories, and on a broader variety of topics, when they read the information laid out in print.

Advantages and Disadvantages

We are all familiar with the traditional printed newsletter. Electronic newsletters, on the other hand, are available in two basic forms—PDF and e-Newsletter. The PDF newsletter is essentially

an electronic form of a printed newsletter, it is created in the same fashion and looks identical to your printed regional newsletter—but it arrives in an electronic PDF format. The PDF file can be e-mailed or downloaded from your Region's web site. A majority of PCA Regions currently offer a PDF version of their newsletter in addition to the printed version.

An e-Newsletter is an e-mail-based document. It can be either HTML or text format or a combination of both. It looks a lot like a regular e-mail, just longer with some basic formatting. It typically is delivered directly to your inbox although copies can be made available on the Region web site. An e-Newsletter is typically

less formatted than your average newsletter, contains fewer photos (included photos will be lower resolution) and it may have web links to additional content or photos. The following chart provides an outline of the pros and cons of each of the three newsletter format options:

PRINTED NEWSLETTER	
PROS <ul style="list-style-type: none"> • Arrives at your home or business • No hardware needed to read • Can be read away from the computer • Easily shared with others • Can be displayed at region events and function as regional marketing piece • Can be distributed via local Porsche dealership for recruiting purposes • Perceived value – print newsletter is something members can touch and feel • Has sense of permanence - can sit on someone's desk or coffee table for days • Many find it more comfortable to read print on paper than on a computer screen 	CONS <ul style="list-style-type: none"> • Cost - expensive to print and mail • Can't be updated as quickly or as often • Typically B&W only; budget often doesn't allow for color printing • Production times can be lengthy - varies based on newsletter size, editor experience
ELECTRONIC PDF NEWSLETTER – DOWNLOAD FROM WEB SITE	
PROS <ul style="list-style-type: none"> • Can update frequently for little or no expense • Can include unlimited color • Length is not an issue • Format matches region's print newsletter; appearance familiar to members 	CONS <ul style="list-style-type: none"> • Not everyone uses the Internet • Connection speed impacts amount of time spent online downloading file • User must make the effort to go get the document from region web site • Doesn't save much on production time (when compared to print version) • Needs to be printed to be read away from the computer • Lacks sense of permanence
E-NEWSLETTER – DELIVERED TO EMAIL INBOX	
PROS <ul style="list-style-type: none"> • Little or no cost to distribute • Can update frequently for little or no cost • Can include unlimited color • Length is not an issue • Can send frequently for little or no cost • Production time can be shorter vs. producing a print or PDF newsletter • Can contain live links to region web site 	CONS <ul style="list-style-type: none"> • Not everyone has email access • May not have email addresses for all members • What is the process for members without email addresses? • Have to contend with software or network spam filters • Challenging to get through the clutter of email in recipient's inbox • If text only, may be considered boring • Less easily read away from the computer • Emails are easily deleted – lacks sense of permanence • Has little perceived value – particularly to older generation

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Club Race 'Tour of the Lakes'

photo by Ron Faust

Saturday of the Club Race weekend featured a 'Tour of the Lakes' put together by Ron Faust and assisted by Ken McNeill (see pdf file below!). The tour featured historical tidbits along the route laid out by Ron - the lakes area is beautiful and we are fortunate the Brainerd is not far from the Twin Cities. There is much to see and appreciate in this land of the Loons! Right are: Dwight Charles and Ed Ressler with Ken McNeill.



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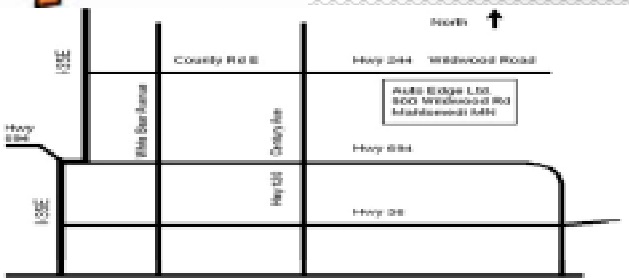
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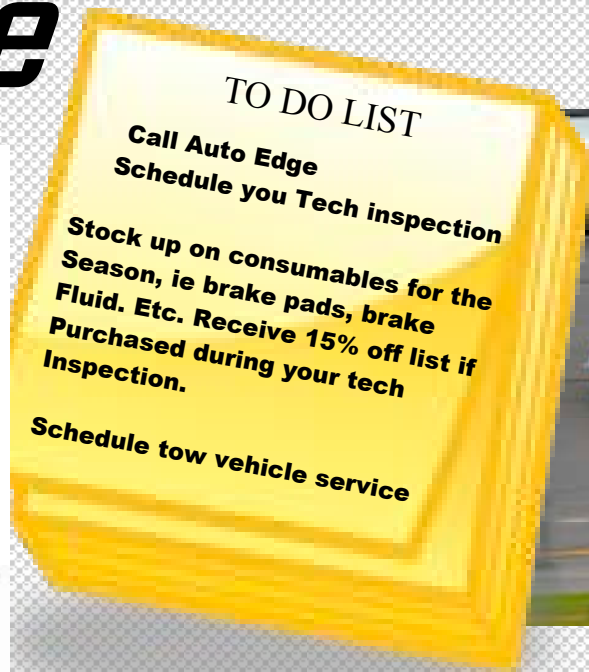
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