

# THE DVD

## A NEWCOMER'S VIDEO INSPIRES OUR ENTRY

Nord Stern's entry this year will be unusual, but very unusual circumstances have led up to this entry.

Late in 2006, a relatively new member, Ken McNeill, was impressed with the events and the people he had met at Nord Stern events. He tells a humorous story of not knowing what the various events were and what went on. He was pretty sure he knew what a race was, but puzzled by the terms Concours, Autocross, DE, etc. Ken, being a freelance video photographer, decided to do a project and capture every single event Nord Stern does in a year. The goal was to make new members feel at ease with what our events are like before they first attend one. Ken spent the year everywhere with his camera. He shot many hours of video. His biggest challenge was editing it down to the dozen or so 5-6 minute video clips you see here. They play on your PC in high definition from the interactive DVD-ROM included with this document.



Ken McNeill and his trusty camera



The result is spectacular. The beauty and camaraderie of the Fall Color Tour, the sounds of a Carrera GT on the racetrack, the excitement of racing in a 996 Cup, and the beauty of the cars themselves are uniquely captured.

In the process, Nord Stern got a great documentary of our 2007 season. His work made us reflect on what an outstanding year 2007 was for Nord Stern and inspired this entry.

The club is producing a large number of copies. The DVDs will be given out to current and prospective new members through the local dealerships and independent shops or anywhere else Porsche owners may gather. We think it very dramatically shows how PCA involvement is the way to have fun with your Porsche.

## THE REGION

Nord Sterner's like to joke that we are "geographically challenged". Our cars are put away the end of October and usually don't come out again until April. This means we need to pack as much driving pleasure into our relatively short season as we can. As this is being written, our "First Fling" Driver Education is snowed out due to 10 inches of snow in Brainerd, location of our 'home track.'



First Fling DE at BIR April 26, 2008

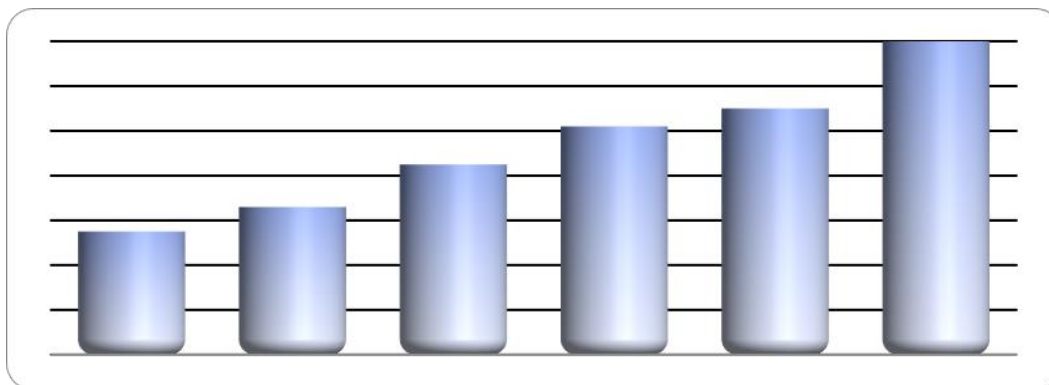
Because the Region's geographic boundaries are large and it is not physically close to other active Regions, our members tend to travel. Members attend other Region's events - particularly Club Races and DEs.

Nord Stern aims to enhance the Porsche experience for its members and other nearby regions by organizing and scheduling interesting activities and by promoting relationships between people interested in their cars.

## REGION MANAGEMENT

### 48 YEAR TRACK RECORD OF GOOD GOVERNANCE LEADS TO STEADY MEMBERSHIP GROWTH

Nord Stern has been blessed with exceptional Region leadership and management over the years. 2007 represents Nord Stern's 48<sup>th</sup> year since being chartered. The club's long history of growth in both membership and well-attended and popular programs is primarily due to its long history of excellent leadership. Plans are in place to celebrate our 50<sup>th</sup> anniversary next year.



Steady membership growth

We have a formal process of quietly testing prospective officers by requiring event chair responsibilities. All members are encouraged to volunteer in whatever capacity may interest them. The club's structure makes volunteering more attractive by utilizing an 'assistant' chair to provide training for the committee chair position.

Being an officer in Nord Stern is a five-year commitment. Officers spend a year as Vice President, a year as President, and three years on the Board. While we don't specifically have term limits, but it is a significant commitment and no one has wanted to start the five-year cycle a second time. Ex-board members take an "emeritus" status providing advice and perspective whenever requested; a system which works quite well. It means fresh ideas and enthusiastic members maintaining the high standards and variety of programming members have come to expect.

## DEALER RELATIONS ARE ROCK SOLID



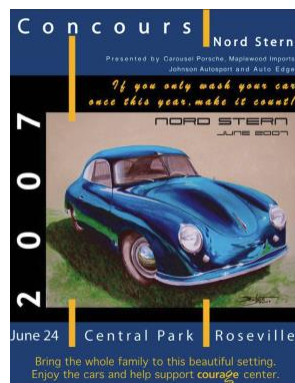
Car show at Carousell Porsche

In 2001 the Region embarked on a project to improve its relationship with the local Porsche dealers. By simply opening up channels of communication with a consistent and more formal relationship, we now enjoy excellent and fruitful relationships with our dealers. They are very willing to work with us at any time and provide financial support. A side benefit of this effort has also been improved relationships between the dealers and the independent shops. The dealers realized they really didn't want to work on the older cars and the independents don't want to work on the newer cars. Nord Stern facilitated that conversation.

## MEMBER COMMUNICATIONS

### AWARD WINNING TOOLS KEEP MEMBERS INFORMED

Two of our primary tools to keep members informed won National awards at the 2007 Porsche Parade in San Diego. Bret Bailey, Webmaster, completely re-designed NordStern.org for 2007 and was rewarded with winning First Place in Class Four in the Website Competition. Christie Boeder, Editor, continued her decade-long streak of National awards with a Runner-up finish in the Newsletter Competition.



Nord Stern – the region's multiple award winning newsletter



NordStern.org wins the 2007 Website Competition

The Region was also a pioneer in using email for members to communicate. “ClubTalk” and “TechTalk” email lists have been in active use for over 10 years and are very popular with well over 250 subscribers. Rarely does a question from a member to the email list go even an hour without an answer. Posts are not anonymous, so even the most lively email discussion stays respectful.

## NORD STERN AT PCA

### NORD STERNERS ACTIVELY SERVE AT THE NATIONAL LEVEL

#### PCA National Staff

Bruce Boeder	Club Racing Chairman
Roger Johnson	Website Chairman

#### PCA Website Committee

Bret Bailey	Club Racing Webmaster
Mike Selner	Website Committee
Roger Johnson	Committee Chair

#### PCA Website Competition Judges

Christie Boeder	Website Competition Judge
Mike Selner	Website Competition Judge
Roger Johnson	Website Competition Judge

#### PCA Club Racing Volunteers

Scott Kuhne	Club Race Scrutineer
Cal Townsend	Club Race Scrutineer
Ray Newman	Club Race Scrutineer
Jon Beatty	Club Racing Timing Tech
Mike Hoke	Steward
Bruce Boeder	Steward
Roger Johnson	Club Racing Advisory Board

## 2007 NOTEWORTHY EVENTS

### WINTER PARTY

The year kicks off with Nord Stern's annual Winter Party. This gala event, held at the elegant Edina Country Club, marks the passing of the gavel as the new officers are formally installed. The out-going officers are thanked and good-heartedly roasted. The new officers are encouraged as they begin their year. We usually have a speaker at this event. Past speakers have included Derek Bell, David Hobbs, Vic Elford to name just a few. 2007's speaker was Chris Economaki who regaled us with a history of auto racing in the US and the role of the Minnesota State Fair auto race, an event he covered for many years. A memorable evening, indeed!



Chris Economaki and Nord Stern President Cal Townsend

### TECH SESSIONS



Jim Breakey and his new 997 Cup with IMSA GT-3 Cup driver, Pat Kelly also a Nord Stern member.

During the winter and spring we have monthly tech sessions scheduled to keep members engaged. Average attendance is 45 to 50 members. Some of these sessions are geared toward new members. Car care and maintenance is always a popular topic. Some are geared toward getting ready for track events. As interesting new Porsches are introduced, Tech sessions are held at a dealership and feature a PCNA trained technician highlighting the characteristics of the new model. Most noteworthy in 2007 was the new 2008 GT3 RS and the Cayenne GTS. Our tech sessions are extremely popular and well-attended since many of our cars are 'garaged' at this time of year.



## DRIVER TRAINING AND EDUCATION

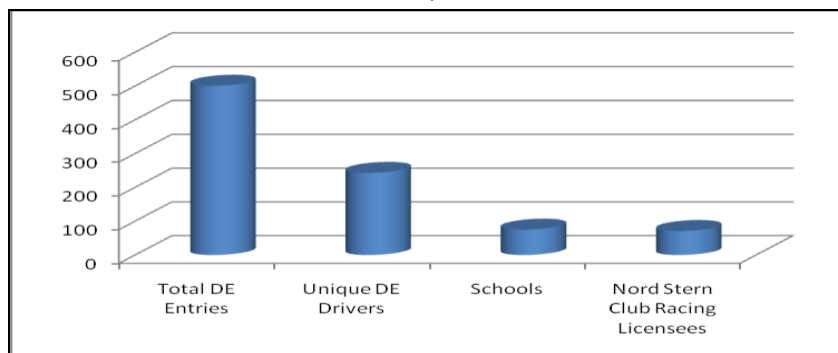


A "follow-the-leader" exercise during the First Fling School

Nord Stern is known as a Region of drivers. We have been holding extremely well-organized schools at Brainerd International Raceway for 25 years and Driver Education events for almost 40 years. This has led to a very high level of participation in Club Racing. We have six members who have, or currently are participating in IMSA GT3 Cup pro racing, all of which progressed through the school, DE, Club Racing, and now pro racing. Currently Nord Stern has the highest percentage of licensed Club Racers to overall membership in all of PCA. One in ten Nord Stern members has a Club Racing license.

In 2007, Nord Stern held two schools at BIR and both were oversold. Four DE events were held at BIR and an additional one at Road America. Because of all the experience we have in putting these on, we receive many compliments from out-of-region participants regarding the organization of the events.

Participation



Total DE Entries	501
Unique DE Drivers	243
Schools	75
Nord Stern Club Racing Licensees	71

At the final DE event of the year, our "Last Fling", a fun, new component was added which we called "Team Loonacy" playing off the branding of the Loonacy Club Race. We used a bracket-racing format where teams of four drivers had to predict their lap-times with the closest total prediction publicly roasted for their effort. Ten teams of 4 drivers were entered, and this event increased time trial participation by 40%.

Nord Stern also hosts a multi-Region DE at Road America in Elkhart Lake, WI. This is a Monday – Tuesday event drawing participants from a very wide area. Fifteen Regions were represented this year, including Central Indiana, Central Wisconsin, Chicago, Dakotas, Eastern Buckeye, Fox Valley, Great Plains, Kansas City, Kentucky, Michiana, Milwaukee, Nord Stern, Ozark Lakes, Southeast Michigan and Western Michigan.



Father and son Team Loonacy Winners  
Steve Sherf, Jeff Sherf, Dave Galey, Elliot Galey

## NORD STERN'S LOONACY CLUB RACE



This was Nord Stern's 15<sup>th</sup> Club Race. The first was held in June of 1993 and was Club Racing's 8<sup>th</sup> race ever. A race has been held each year since. Understanding that Brainerd is not an insignificant tow for out-of-region participants, much effort is put into promoting the event across PCA and then making sure those that come feel very welcome and have a great time. We have had attendees come from as far as San Diego, Seattle, Florida, and New York. It is a low-pressure event where socializing and enjoying the company of the fellow drivers and spectators is just as important as what happens on the track.

The stated goal for this event is:

1. Provide an outstanding event for our:
  - Racers
  - DE drivers
  - Spectators
  - Sponsors
2. Provide an event of national prominence for our Region.
3. Raise funds for Courage Center, our charity partner.



For 2007, a relationship was formed with the local vintage racing group to offset some expenses as well as add an interesting new element to the weekend. The Club Race weekend is the region's largest event and in 2007 roughly 950 people signed the waiver and came through the gate. Considerable effort is put into making it a great spectator event for all members, not just those that race.



IMSA GT3 Cup driver and Club Racing Steward Mike Hoke in his 997 Cup at BIR

A key part of the event for both drivers and spectators is the silent and live auctions on Saturday afternoon and early evening on behalf of Courage Center. That activity is detailed on page 11.

Nord Stern racers or Club Racing Volunteer staff participated in 15 of the 26 club races plus Rennsport Reunion III in 2007:

Sebring	Road Atlanta
Texas World Speedway	Road America
Heartland Park	Daytona
MidOhio	Putnam
Watkins Glen	Mosport
Rose Cup	Roebling Roads
Hastings	Rennsport Reunion III
Gingerman	
Brainerd	



Nord Sterner Steve Beddor holds his own with a 962 at Rennsport Reunion III



## CONCOURS



For 2007 the annual Concours saw a major re-organization. The event was moved to a wonderful site in Roseville and became part of that city's Rose Festival. A solid promotional effort was put forth and there was a spectacular turnout of fantastic cars, ranging from a 1952 356 to a Carrera GT, from stock class PCA racers to a Mille Miglia winner. While there was no way to count spectators, it was easily double the number who attended the previous years' Concours. This event was another key element in our year-long effort to raise money for Courage Center (see Philanthropy on page 11.)



## FALL COLOR TOUR



Split Rock Lighthouse



Sunrise over Lake Superior

Only one word can be used to describe Nord Stern's Fall Color Tour, spectacular! John and Susan Dixon have been organizing this event for the past 17 years and it gets better every year. It draws club members from not just Minnesota, but also out-of-region PCAers, who take in the beauty of the north shore of Lake Superior as well as far northern Minnesota. John organizes a variety of activities and includes destination drives, hikes, a Friday evening meet and greet, a lunch with door prizes and Saturday evening dinner options.

The highlight, however, is his "sunrise over the lake" hike of unparalleled natural beauty making it well worth the 5 AM departure. The size of the event is limited by the availability of hotel rooms. This makes for a concise group of 80-90 people yet includes numerous opportunities to socialize in smaller groups and meet other members. Certainly our cars are a significant part of the event, but this is one weekend where it's truly about the people and getting to know each other in a spectacular setting.

## NORD STERN GIVES BACK

### IN OUR TEN YEAR RELATIONSHIP NORD STERN HAS RAISED \$250,000 FOR COURAGE CENTER



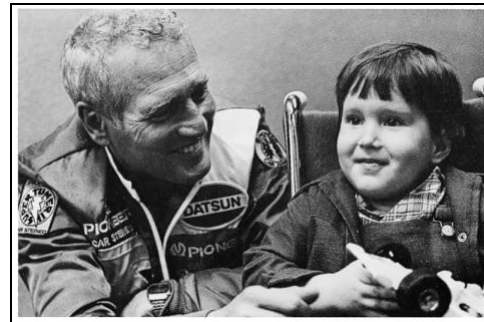
The 2000 press release photo.

#### What is Courage Center? In their own words:

*Since 1928, Minneapolis-based Courage Center, a nonprofit rehabilitation and resource center, has had a legacy of advancing the lives of people experiencing barriers to health and independence. Our continuum of care includes rehabilitation therapies, transitional rehabilitation, pain management, vocational and community-based services, and camping and sports and recreation programs for people of all ages and abilities. Courage Center offers comprehensive rehab services for people of all ages and abilities.*

In 2007, Courage Center served 10,982 clients and Nord Stern is very proud to support that effort.

During the year, Nord Stern celebrated its 10<sup>th</sup> year of support for Courage Center. Our involvement started with support of Camp Courage, literally funding kids with disabilities going to summer camp, and has grown from there. Support of Courage Center is a very important part of what the Nord Stern does.



A driver of some note, Paul Newman, with a "Courage Kid" in the late 1970's at BIR

Nord Stern has several activities over the course of the year benefiting Courage Center. The highlight being silent and live auctions on the Saturday afternoon of the Loonacy Club Race weekend. Keith Jones organizes it and does a herculean job of acquiring fabulous auction items. Target-Ganassi Racing is just one noteworthy supporter of the effort. They annually provide us with items such as driver's helmets and suits. One interesting item that sold for a very large price was a rear wheel from an IRL car. We have original art, car related products, gear, tools and much more available for bid.

The 2007 auction continued after the weekend with an impromptu email challenge on ClubTalk, our region's email list. An additional \$3,000 was raised via the email challenge pushing the total for the event over \$18,000. Since Nord Stern started its association with Courage Center, well over \$250,000 has been raised to-date and we expect that number to continue to climb.



Auctioneer Bruce Border selling a jacket from Target-Ganassi Racing





Through our relationship with Carmichael-Lynch, three of our members and their cars were featured in Porsche's 2004 ad campaign celebrating the 40<sup>th</sup> anniversary of the 911. We continue to sell autographed copies of the poster with the proceeds going to Courage Center.

## **WHY NORD STERN SHOULD BE REGION OF THE YEAR FOR 2007**



1964 911 and Carrera GT at The Loonacy Club Race

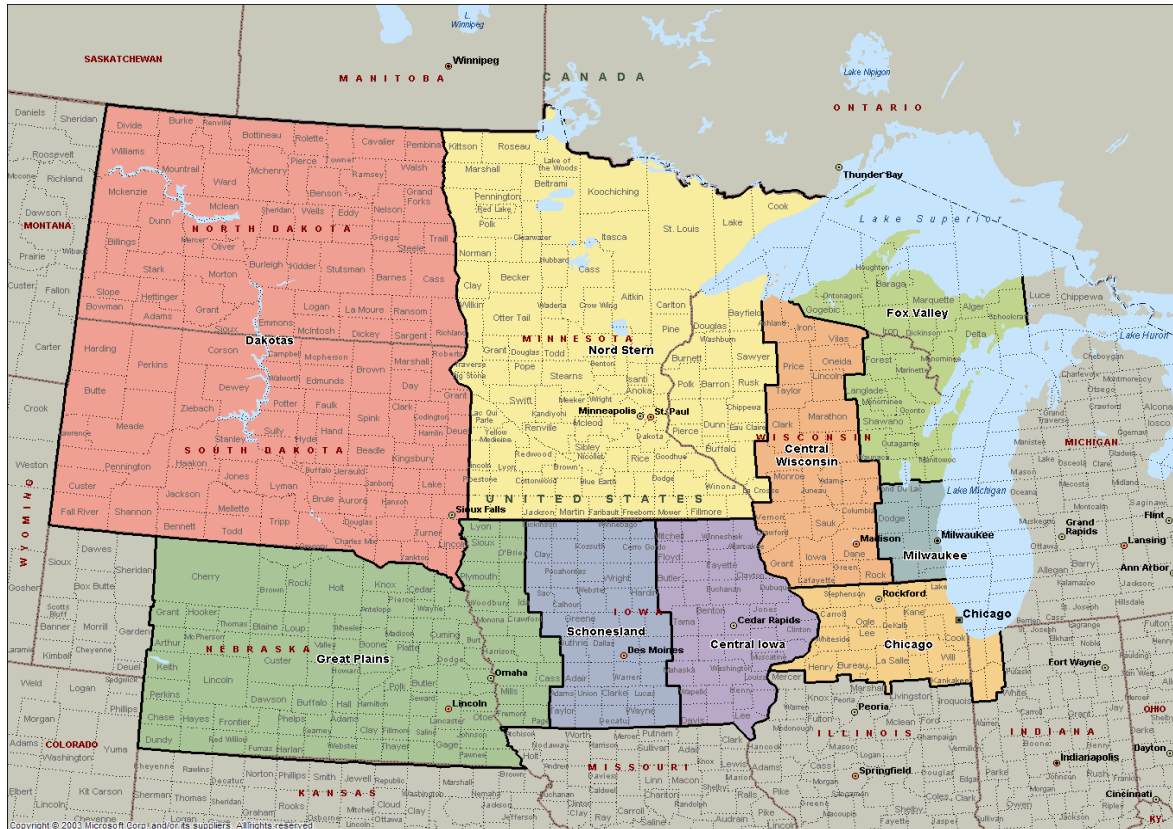
2007 was a banner year for Nord Stern. We strive to develop this broad range of activities and camaraderie every year. Nord Stern's history of good governance and a decade of solid membership growth led to the highest number of events in its history with a record level of participation at almost every event. The region's participation in events around the country has led to member's taking on additional responsibilities at the National level. All this was accomplished with the friendly and welcoming atmosphere Nord Stern is nationally known for.

Respectfully submitted,

*The members of the Nord Stern Region*

# MEMBERSHIP

## NORD STERN LEADS REGION IN MEMBERSHIP



Nord Stern  
 Red River  
 Schonesland  
 Central Iowa  
 Dakotas  
 Great Plains  
 Central Wisconsin  
 Fox Valley

2006	2007
690	720
54	60
63	65
91	87
63	70
238	221
131	124
135	133



## 2007 EVENTS AND ATTENDANCE

Event Name	Event Type	Location	Start Date	Event Description	EventMaster	Attendees
Business Meeting	Meeting	Axel's - Roseville	1/9/2007	Business Meeting	Cal Townsend, President	23
Intro to DE and Club Racing	Tech	AutoEdge	1/13/2007	How to get started doing track events, emphasis on safety equipment.	Bob Viau	45
Third Thursday Social	Social	Clubhouse Jager	1/18/2007	This recurring social hour started by our members with interests in Porsche 356's.	Phil Hancock	20
Winter Party featuring Chris Economaki	Social	Edina Country Club	1/19/2007	Annual winter formal party. This year the featured speaker is motorsports legend Chris Economaki.	Kim Fritzie	105
Nurburgring Open House	Tech Session	Nurburgring	2/10/2007	Restoring Vintage Porsches	Rick Moe	55
Business Meeting	Meeting	Axel's - Roseville	2/13/2007	Business Meeting	Cal Townsend, President	20
Yesterday's Auto Open House	Social	Yesterday's Auto	2/24/2007	Vintage Mercedes shop	Greg Thompson	40
New member Social	Social	Green Mill	3/7/2007	Annual event to introduce the Club to new members and other interested parties.	Steve Sherf, Membership Chairman	65
Business Meeting	Meeting	Axel's - Roseville	3/13/2007	Business Meeting	Cal Townsend, President	20
Third Thursday Social	Social	Clubhouse Jager	3/15/2007	This recurring social hour started by our members with interests in Porsche 356's.	Phil Hancock	15
Swap Meet	Charity	Carousel Porsche	3/24/2007	Swap Meet to benefit Courage Center	Keith Jones	150
Novice DE Information	Tech Session	Johnson Autosport	4/7/2007	Info session prior to first track event.	Ron Johnson	40
Business Meeting	Meeting	Axel's - Roseville	4/10/2007	Business Meeting	Cal Townsend, President	20
Third Thursday Social	Social	Clubhouse Jager	4/19/2007	This recurring social hour started by our members with interests in Porsche 356's.	Phil Hancock	20
First Fling Driver Training	Driver Training	BIR	4/27/2007	Nord Stern's highly regarding driving school.	Jon Beatty	100
First Fling DE	Driver Education	BIR	4/28/2007	Time to get the cars out of storage and back on the track.	Bret Bailey, Lon Tusler	300
Maplewood Autofair	Concours	Maplewood Imports	5/6/2007	Maplewood Porsche's annual Car show	George Andweg	175
Spring Drive and Lunch Tour	Touring	Pickle Factory, Lake Pepin, WI	5/12/2007	Casual spring drive on great Wisconsin roads and a fine lunch at The Pickle Factory in Pepin, WI.	Sarah Delong & Mike Lancial	200
Third Thursday Social	Social	Clubhouse Jager	5/18/2007	This recurring social hour started by our members with interests in Porsche 356's.	Phil Hancock	25
Spring Autocross	Autocross	Dakota County	5/20/2007	Autocross at the Dakota County Highway Safety Center.	Harvey Robideau	200
Inter-Marque Spring Kickoff	Concours	Radisson Plymouth	5/20/2007	The famous spring kick-off show returns to the walking path around the Radisson in Plymouth.	Andy Lindbergh	80
Instructor Training	Driver Training	BIR	6/8/2007	PCA National Instructor Training program uses class room and on track exercises to help our Nord Stern Driver's Training instructors improve our skills and get PCA certified.	Jon Beatty	65
Fast Fling	Driver Education	BIR	6/10/2007	Get your mid-summer fix at BIR or just tune up for the Loonacy Club Race.	Joel Pfister & Teresa Vickery	250

Dent Draft PDR Open House	Tech Session	12809 Industrial Blvd. Plymouth	6/16/2007	20% discount on all dent removal appointments scheduled the day of the show.	Don Kavanagh	35
Third Thursday Social	Social	Clubhouse Jager	6/21/2007	This recurring social hour started by our members with interests in Porsche 356's.	Phil Hancock	25
Road America DE	Driver Education	Road America	7/16/2007	Road America at Elkhart Lake, WI	Dave Anderson	350
Third Thursday Social	Social	Clubhouse Jager	7/20/2007	This recurring social hour started by our members with interests in Porsche 356's.	Phil Hancock	30
Loonacy Club Race	Club Race	BIR	8/3/2007	PCA Club Racing at the fastest track in North America - BIR.	Roger Johnson & Team	950
Club Race DE	Driver Education	BIR	8/3/2007	Driver Education will accompany the Loonacy Club Race.	Roger Johnson & Team	950
Club Race Silent and Live Auction	Charity	BIR	8/4/2007	Auctions to benefit Courage Center.	Keith Jones	500
Third Thursday Social	Social	Clubhouse Jager	8/16/2007	This recurring social hour started by our members with interests in Porsche 356's.	Phil Hancock	25
Rochester Labor Day BBQ & Picnic	Social	Rochester	9/3/2007	This is just a fun day to enjoy friends and Porsches.	Jeff Boehm & BJ Peterson	45
Fall Autocross	Autocross	Dakota County	9/9/2007	Great autocross event at the Dakota County Training Center.	Harvey Robideau	180
Fall Drive & Brewery Tour	Touring	Schell Brewery	9/15/2007	Fall drive towards New Ulm with one stop along the way. The event ends after the Schell's Brewery tour (\$2.00 tour fee)	Sarah Delong & Mike Lancial	200
Third Thursday Social	Social	Clubhouse Jager	9/20/2007	This recurring social hour started by our members with interests in Porsche 356's.	Phil Hancock	20
Last Fling Driver Training	Driver Training	BIR	9/28/2007	Final BIR school of the year.	Jon Beatty	90
Last Fling DE	Driver Education	BIR	9/29/2007	Make sure you enjoy the fall colors at BIR before you put your car away for the winter!	Roger Johnson & Fred Senn	250
Run for the Bun Rally	Rally	Southwest Metro	10/6/2007	Fun Rally	Lon & Lorry Tusler	25
Third Thursday Social	Social	Clubhouse Jager	10/19/2007	This recurring social hour started by our members with interests in Porsche 356's.	Phil Hancock	20
Rennsport Reunion III gathering	Social	Daytona	11/2/2007	Gathering of Nord Sterners at RR3. Two were racing.		14
Third Thursday Social	Social	Clubhouse Jager	11/15/2007	This recurring social hour started by our members with interests in Porsche 356's.	Phil Hancock	25
Nord Stern Awards Dinner	Social	Edina Country Club	11/16/2007	Annual Awards dinner and social.	Kim Fritze	105
GT3-RS tech	Tech	Maplewood Porsche	12/1/2007	Introducing the GT3-RS	George Andweg	40
Rennsport Reunion III	Social	Motorplex, Chanhassen	12/16/2007	SpeedTV is airing their coverage of Rennsport Reunion III next Sunday, December 16th at 3PM.	Roger Johnson	85
Third Thursday Social	Social	Clubhouse Jager	12/20/2007	Holiday pot luck.	Phil Hancock	50
					Total	6047

# A SEASON OF NORD STERN

**BY KEN McNEILL**

An interactive DVD- ROM for your PC.

If your PC is set-up to automatically play disks when you put them in your DVD disk drive, just put the disk in the drive and let it play. You may have to click on the file “NordStern.exe” to make it play. Sorry, but it won’t play on a Mac.

In the center of the 911 dashboard, yes, where the radio is on the real thing, is the navigation for the sections of the disk. Just click on the blue arrow to move ahead or back. Then click on the oval icons for each event in the section.



Disk goes here.