

Treffen Asheville Committee Meeting  
5/13/17  
Porsche Asheville/Harmony Motors

Chairman Bob Herrmann called the meeting to order at 10 a.m.

Members in attendance included Bob Herrmann, Joe Esposito, Broadus Brannon, Keith Antal, Larry Koupal, MW Dietzel, Rick Steele, Doug McKee, Howard La Plante, Robert Vernelle, George Bauernfeind, Michael Chee, Tim Gallagher, Mario de Francisco, Don Grainger, Charles Hickey, Peter Graham, Bob Poe, Don Oakes, Jim Peterson and special guests David and Ginny O'Neal. Robert Brill of Hickory Area - CR also attended.

David O'Neal – North America Chairman of Treffen updated the group:

- Website is in final stages - Treffen Asheville should go on line by end of next week.
- Registration for Treffen Asheville opens on line at 3 p.m. eastern daylight time on 5/24. A record response is predicted for the fastest PCA event sellout.
- Limited to 250 cars. Registration fee of \$395 per person anticipated.
- At event on Wednesday 9/20, registration is open 3-7, reception is 4-7. Dinner on your own.
- Registration also open from 7 to noon on Thursday.
- Breakfast 7-8:30 Thursday and Saturday, 7:30-9 on Friday.
- AI- David recommended considering (just) two staging sites for all drives: Asheville Outlet Mall and Biltmore Baptist Church. Selection of staging sites is up to the Appalachian Region-PCA. Note: Treffen National will pay for traffic control/police coverage to cover problem areas/intersections.
- OGPI golf course parking lot will be available for Tail Of The Dragon staging Friday morning for 30 cars.
- AI- Drives need to shoot for a return to OGPI by 4 p.m.
- Thursday evening event has been changed from Biltmore Estate Deerpark to Downtown Dine Around – buses leave at 6 p.m. to 8 downtown Asheville restaurants that have reserved

blocks of space for TA registrants. You select your restaurant for Thursday evening in/during the registration process.

- NDO activities will be posted on website. Choice of 6 options, all include bus transportation.
- Friday night – Tapas and wine (beer?) social at OGPI.
- Saturday afternoon social at OGPI 3:30 - 5 pm. Ice tea, ice cream, vendors. Harmony can have table there as well.
- Closing night social at the OGPI golf club-beer wall, spoon lady – indigenous/local/mountain theme.
- AI- Space is available at OGPI front drive for 3-4 new Porsches for display during the event. Also additional 2 spaces for special cars (race or special cars.)
- Volunteers on drives are covered for lunch.
- Treffen Asheville takes the “Disney approach” to registration. You pay a flat fee that allows you to participate in all events (extra charge for drives). No event by event pricing is available.
- AI- Price is coming on OGPI box lunches. We are encouraged to find local sources that normally offer better food/value.
- Working on getting rental Porsches available through Hertz.
- AI- Treffen will protect (for registration purposes) slots for the names of the TA committee members that Bob Herrmann has. Members still need to register on line for Treffen.
- No car show.
- AI- Need to work out a provision to allow local registrant to register spouse (sign waiver) without them having to make the trip to registration if spouse not attending drives and many of the events and not staying at OGPI (to avoid having to have both members there at registration-to get badges, etc.) Peter Graham indicated he would follow (waiver sheet signing.)
- Treffen will provide TA vests for drive coordinators/volunteers.
- AI- Volunteers needed at hotel to staff hospitality desk 7-5 Thursday, 7:30-5 Friday, 7-3 Saturday. Leslie (Registrar) will be at the desk during registration. A listing of attendees, activities and registration will be available at the registration desk for reference.
- Will have parking available at OGPI for volunteers-surface lot.
- Don Oakes of Harmony Motors met with David to obtain specifics of dealer involvement opportunities and Treffen support needs. (Don provided David with map and pen to be provided by Harmony Motors in each registration goodie bag.)

- AI- We need to check with drive lunch locations and ask, “How do you want to be paid?” Do they need a deposit or will they take a credit card? Want to avoid having drive coordinators pay with personal credit card and then require reimbursement. Treffen National would like to take care of paying the restaurants directly.
- AI- NOTE: Appalachian Region-PCA needs to obtain PCA insurance/certificates for all drives.
- AI- Note: Peter Graham will send out an email to AR- PCA members before Treffen registration that clarifies drives, registration and volunteers. (Those participating in a drive as volunteers do not need to sign up/register for that drive. Those that are not volunteers and want to participate in a drive must register for it and Treffen.)
- David and Ginny return in July/early August to meet with us.

Balance of the meeting:

Bob Herrmann reported that the project management plan is on target.

Peter stated we are holding off on recruiting additional drive volunteers until after TA registration.

Per Blue Ridge Parkway challenges, it has been generally agreed to keep drive groups sized up to the 15-car limit and not run larger groups on the Parkway. Last resort is to manage drives to split groups to get under the 15 car limit before entering the Parkway, then regroup after Parkway.

Bob Poe reported that based on Treffen registration response/load, the drive committee will work out the numbers/drive, drive groups and volunteer staffing for the drives. This will be communicated at a future time.

The next meeting of the Treffen committee is Saturday 6/17 at 10 a.m. at Harmony Motors. A Drive committee meeting will be held between 5/24 and 6/17.

Meeting adjourned at 12:05 p.m.

Jim Peterson  
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