

8/31/15

Notes from 8/29/15 meeting and discussion with Vic Rola, PCA Zone 3 Rep. and David O'Neal, PCA National Escape Chair (also in attendance were Carol Rola (Vic's spouse) and Kristy Heath of Conference Direct.)

Subject: 2017 Escape Asheville - 9/20-24/2017 - concept, programming, responsibilities, etc.

#### General

- Escape to soon be renamed Treffen (German translation = meet, encounter.) PCA owns registration mark for term "Treffen" and has permitted its use by others including Fast Lane Travel for their European and Asian Treffens.
- Treffen to become a 4-star event, the highest quality product of PCA. Escape has been a 2.5-3 star event; Parade is 3-3.5 stars.
- Treffen registration will be approximately \$400 plus hotel rooms (includes 3 day program and 9 food functions.)
- Have negotiated an attractive rate at the Grove Park Inn for \$229/night. (PCA Treffen staff is reserving a limited number of rooms (10) at a further reduced rate for local Region members that are hosting the event.)
- PCA National/Treffen staff handles site selection, contracts and negotiations with hotel for lodging and food and beverages, food and beverage selections and planning, negotiations with venues as needed, registrations and check-in, coordination with PCA National, PCNA and national sponsors, VIP coordination, event schedule and programming.
- PCA realizes Treffffen will not appeal to everyone-it is to be positioned as a top shelf, high quality, driving and social event. Focus is on (local) experience and enjoyment, no competition.
- PCA seeking to site Treffen in smaller, not congested, attractive locales. Asheville fits the bill very well.
- Limit of 250 cars and 500 people.
- Will offer national appeal. Hertz will offer Porsche cars for rent at Treffen. Fly and drive.
- Invite local GM and Sales Director of local Porsche dealer to attend. Arrange for dealer to provide a chase/service vehicle for tours. Dealer could also be involved with a quick safety/tech inspection and place a "passed" sticker/cling on each vehicle with local dealer ID.
- Local PCA hosting Region to receive \$5000 stipend/rebate from PCA National (to be used at the Region's discretion (reimburse Region members for mileage in planning, proofing and staging the tours during event.))
- David O'Neal is a member of the Space Coast Region PCA and has been active in many leadership positions there over the years. His business experience lies in event and conference planning.

## Program

- 3-day event Thursday through Saturday 9/20-24/17.
- Grove Park Inn is headquarters hotel.
- 9 food functions included in registration fee.
- Considering various tracks, sub-themes for spare/off hours activities – Foodie tour/venue, arts and ale, young/active folks (zipline, bikes, rafting, etc.), beer (ale tours.)
- Wednesday night – registration in afternoon, cocktails for early arrivals.
- Thursday and Saturday – active tour days: continental breakfast, drivers meeting, drives/tours to destination with lunch, back to hotel by 4 pm, afternoon gathering, reception/ Dinner at Grove Park inn on Thursday and at GPI Country Clubhouse on Saturday.
- Friday program concept is “navigators day off” with a variety of activities available including Biltmore tour and lunch, spa at GPI, golf, tennis, touring and shopping downtown, La Zoom Comedy Tour bus ride, brew cruise, etc. (see themes.) Possibly schedule a “white knuckle drive” for those interested. Friday night will be offsite at Biltmore Deerpark.
- Food events in evening are generally NOT buffets or seated plated dinners, more emphasis on heavy hors d’oeuvres, mixing, casual interaction, etc.

## Local Region duties and responsibilities:

- Primary responsibility to identify, chart/document and proof a variety of local routes/tours (which include local flavor/color) and destinations and lead local drives/tours. Will need lunch stops/spots as well.
- Identify local unique and interesting destinations such as Tail of the Dragon, Crossroads of Time Museum, Waterfall tour, drive on Parkway to lunch at Pisgah Inn, drives on great local roads (e.g., Hwy. 151, 215, 276, Saluda grade, road up to Little Switzerland, etc.) etc.
- Will need to offer enough drives and tours for 250 cars (on Thursday and Saturday). To help ensure safety, tours need enough guides/leads for a ratio of approx. 1 lead/guide for every 10 cars. Most tours to be guided; some destinations (e.g., Tail of the Dragon) can be self-guided.
- Tours will follow local traffic laws and speed limits. Emphasis is on fun and (local) experience, not high speed, competitive driving. A “spirited” drive may be scheduled for Friday.
- Would be nice to offer an off road tour for Cayenne and Macan drivers – venue with a great view and box lunch, etc.
- Identify points of interest for people to visit on their drive home on Sunday (north, south, east and/or west.)
- Local region to appoint a Treffen liaison and “tourmeisters.”
- Treffen National may have some funds to allow us to utilize services of Wayne Busch (America Rides Maps) to help plan, map and document tours, venues, destinations, lunch spots, etc. (Note: this is highly

recommended by Appalachian Region leadership based on past contact and relations with Wayne.)

- In addition to leading tours, local event volunteer opportunities include staging cars before drives and coordination of complimentary safety/tech inspection with local dealer.