

Space Coast Wins big at Parade!

Space Coast Selected as PCA Region of the Year

Space Coast Region was awarded the Ferry Porsche Trophy as PCA's Region of the Year at the 55th Annual Porsche Parade in St Charles, Illinois. Seven SPC members in attendance at the July 5th Concours Banquet were invited to the stage to receive the prestigious trophy from Hans Peter Porsche. This award is sponsored by the Porsche factory (PAG) and Porsche Cars North America (PCNA) in memory of Dr. Ferdinand (Ferry) Porsche and was first presented at the sixth Parade in 1961.



Quoting from the trophy:

*The FERRY PORSCHE TROPHY
In Appreciation of LOYALTY
to the PORSCHE CAR and the PORSCHE IDEA*

The selection of the award winning Region is based on growth, general improvement or maintenance of high standards in activities, meetings, newsletters, and adherence to, or the furtherance of, the objectives and ideals of the Porsche Club of America. The results presented to the PCA National Awards Committee

by SPC could not have been achieved without the hard work and support of our members, advertisers and sponsors. Thanks to all of you!



The highlights of our submittal included the following information:

- Space Coast Region continues to be one of the fastest growing regions in North America, winning PCA's 2007 *Membership Factored Growth Award* and contended for both the factored and overall growth awards for this year. SPC's membership has doubled over the past three years. Special thanks goes to Porsche of Melbourne as 50% of the growth during this period was provided through complimentary PCA memberships offered to new owners.

- During 2009, Space Coast Region hosted an amazing 50 events during the calendar year. These events were balanced between Skill, Social, Technical and Touring categories. Thanks to the many event chairs and volunteers needed to support this busy schedule and much gratitude goes to our neighboring regions who invite us to participate in their AXs and DEs - critical components in our balanced programming.

- For 2009 and 2010, Space Coast Region adopted the Women's Center of Brevard County as its designated charity. During 2009, member contributions topped \$6,600 from the charity ball and other events held to support the Center's work with disadvantaged women. Thanks goes to Jack Robert's initiative and the extra effort by people like Lois Roberts, Marian Shope, Monica Rowe, Elaine Gorsuch, and Sue Tompkins, to name but a few.

- Space Coast participates and provides substantial support to other regional and zone-wide activities, providing balanced programming for our members. SPC played a significant role as a host for the Sunrise to Sunset Rally, provided material support for the Porsche Corral at the Rolex 24 Hours of Daytona and OktoberFAST club race, coordinated staffing and provided volunteers to staff the Sebring 12 Hours Porscheplatz at the ALMS season opener. SPC provides site assistance for our regional autocross challenge series and has tripled its number of Porsche trained HPDE Instructors thanks to the schools hosted by Florida Citrus, Gold Coast and Suncoast Florida Regions. We appreciate the support of their respective DE Chairs.

- Our **Escape Velocity** (EV) newsletter was winner of the 2009 Heinmiller Award, best newsletter in PCA, and provides positive cash flow for our other activities. EV is supported by a quarterly event postcard and our website provides up-to-the moment details on events and downloadable event flyers.

Thanks to editor Jack Roberts, webmasters Jonathan Parker and Steve Hoffman, our advertisers and our many contributors.

- Many of these accomplishments would not have been made possible without the generous support provided by Shay and Monica Rowe of Porsche of Melbourne. The relationship between *our* dealership and the PCA has been recognized nationally by PCNA and PAG. Shay is frequently quoted in the new PCNA presentation used to train all dealers in club relations. The bond between Porsche of Melbourne and SPC is valuable and unique, a level of interaction befitting the Region of the Year.

- Join in celebrating this highest of PCA awards at our annual summer banquet scheduled for July 31st at the Rockledge Country Club. Registration is available on-line at www.register.pca.org or by contacting Steve Hoffman at steve1rob2@aol.com. Come out to share in the glory and get photographed with our impressive trophy.