



The Membership Chairperson: Your Region's Most Important Officer?

A Region's Membership Chairperson should be third leg in the all important trident of leadership in a Region. Without the effective leadership and dedication of the Regional Executive, the Membership Chairperson, and the Treasurer it is difficult, if not impossible, for a Region to thrive and grow. Subsequently it can be very hard for a Region's Membership to get real satisfaction from their time and money spent participating in SCCA activities.

The recently announced Membership programs are the newest and boldest steps toward revising SCCA membership incentives for many, many years. However, if the mechanisms aren't in place to make them a success, then the programs are merely words on paper. This is where your Region's Membership Chairperson plays such an important role. More than just a "Keeper o' the Membership List", the Membership Chairperson is really a promoter and designer of your Region's recruiting and retention programs which can enhance and compliment the SCCA Membership offerings.

The Membership Chairperson's position description was revised for 2008, and can be found in an upcoming release of the Regional Executive's Manual (at www.scca.com). Please note the main thrust of the preamble below. I added the emphasis in order to direct the focus of the reader to the real nature of the position.

"Membership Chairperson

*The Membership Chairperson **promotes** continued growth of the Region through **actively recruiting** new Members and **retaining current** Members."*

"The critical nature of this position to the success and secure future of your Region and the SCCA cannot be overstated. As a membership organization, the SCCA relies on the recruiting and retention efforts at all levels. But the most direct contact, and therefore the most influential effort, occurs at the local Region level.

Every Region should strive to fully develop its Membership Chairperson. This officer works very closely with Region leaders as they develop and implement local recruiting

and retention programs. Tools and programs provided to Regions from the SCCA National office should be used in conjunction with local programs and efforts as needed to reach out to motorsports enthusiasts in your area.

- Shall be the Chairperson of the Membership Committee.
- Shall make new Members and other interested parties feel welcome at all Region events.
 - Membership mentors
 - Features about members in newsletters and websites.
- Shall engage in active follow-up with prospective and new Members.
- Shall coordinate all Region membership outreach activities with other specialties and all competition venues, such as:
 - Car shows
 - Event Open houses
 - Track rides
- Shall be aware of all SCCA Membership Recruiting, Retention, and Incentive programs.
- Shall work with all Region leaders to implement the most effective Retention and Recruiting programs using combinations of National, Divisional, and Regional tools.
- Shall maintain a list of Members and other interested parties.
- Along with the Regional Executive, is the only officially authorized recipient of the periodic membership reports sent electronically from the SCCA Membership Department. Other Region recipients of the electronic distribution can only be authorized by a phone call from the RE to the SCCA Membership Department. It is otherwise expected that regional distribution will be specifically controlled by the RE and the Membership Chairperson."

Notice the preamble mentions the phrase "actively recruiting..." One of the key elements in the position description above is working closely with other Region leaders to develop programs specific to the needs of the individual specialties or competition venues. This means the Membership Chairperson becomes the "idea person" for new recruiting and retention programs, developing those programs from not only their own creativity, but also those of Region Members and leadership.

For example, your Solo events may cater to some very specific enthusiasts who wouldn't necessarily be the same as those interested in Club Racing, RallyCross, Time Trials, or Road Rally. Further, within the Club Racing program there are a myriad of Volunteer Official specialties, each one having their own unique needs or skill sets. In these cases the Membership Chairperson should work closely with the specialty chiefs and the competition venue chairpersons to determine what those needs are and then design and build programs tailored specifically to the specialty or competition program.

However, the Membership Chairperson is really only a part, albeit a very significant part,

of your Region's program. An effective program will involve all Region members, with those acutely interested forming the core of a Membership Committee. This group should be familiar with all of the available Regional, Divisional, and National recruiting and retention tools and use those tools to create programs which will reach out in the best way possible to motorsports enthusiasts. Further, they shouldn't be afraid to try new ideas or revive old ideas. Just because something didn't work before doesn't mean that with the right nurturing, couldn't work now. Sometimes an unusual, but good, idea simply needs the right timing.

All of your Members are the best tool for getting the word out in order to hook them on the fun and camaraderie they can experience as members of the SCCA. Whether we realize it or not, everytime someone asks us about the SCCA and how to get involved, or what we are about, it means they have an interest in our club. At this point they have opened the door for you to sell them on joining the SCCA.

Yes, selling memberships is what we do. When the Membership Chairperson actively engages in this effort, involving all Region leaders to assist and work within their own programs to recruit and retain those competitors and officials (therefore, Members), then we have reached interested enthusiasts in the most efficient and effective way possible.

All Region leaders at every level should look to working with your Membership Chairpersons in helping them develop and expand your recruiting and retention efforts. An effective group of enthusiastic Region members, as the Membership Team, can create dynamic and rewarding Region Retention and Recruiting programs involving all Region Members.

2008 Membership Volunteer and Incentive Programs

*Colan Arnold
Vice President, Member and Region Services
carnold@scca.com*

The 2008 Membership and Volunteer Incentive Programs document started out as a fulfillment of the promise to a number of SCCA's leaders at the National Convention in San Antonio to produce a simple summary document explaining SCCA's new membership and volunteer programs.

As the one-page summary was being developed and passed around for comment, it quickly became apparent that some or many of the people reviewing the document had not read or did not have access to the supporting documentation. In fact the one-page summary was generating more questions than it answered. A summary document without background information is akin to a first-time engine builder with a stack of parts and a one page instruction sheet, a whole bunch of questions and lots of confusion. The outcome was that the one-page summary grew to almost two pages, with a number of additional pages providing more details. Both the summary document and the supporting detail can be found at the end of this issue of *Inside Line*.

The document includes:

- > Program summary
- > Club Racing Volunteer Incentives – More Details
- > Weekend Membership – More Details
- > Weekend Membership Form Sample
- > Club Racing New Volunteer Membership Form
- > Letter from September 2007 introducing Rally and Solo the Weekend Membership Program
- > Rally and Solo Weekend Membership summary from September 2007

The SCCA File Cabinet

A new tab named "File Cabinet" has been added on the left of the Membership Page.

This is where SCCA documents, manuals, and other important notices for all members will be posted. Think of it as an expanded "memo" file for the SCCA Membership.

Postings will be by general category, with sub categories if required as the File Cabinet fills. The documents will all be downloadable .pdfs for your use and record keeping.

Regular updates to the File Cabinet will be posted in SCCA's Inside Line or through general e-communications to all members. Document updates will be publicized as well.

The first document posted is a Membership piece explaining the 2008 Membership and Incentive programs, found at the end of this issue of SCCA's *Inside Line*.



Introducing: Guayacan Puerto Rico Region #113!

It finally happened! Through the hard work of dedicated racers in Puerto Rico, the SCCA Board of Directors granted a full Charter to the Guayacan Puerto Rico Region.

Regional Executive Tony Febles and his new corps of officers spent many months gathering the information and creating their corporation in order to be eligible for SCCA Region status.

Please congratulate our newest SCCA Members and Region, using the links above!
Bienvenidos, Puerto Rico!

2007 Leadership Awards

At the 2008 SCCA National Convention in San Antonio, the following Regions were recognized for their outstanding successes in Membership Recruiting, Communications, and Region Achievement.

Tom Burke Award for Outstanding Membership Recruiting

Small Regions: Mississippi; Edward Gibson - Regional Executive

Medium Regions: South Texas Border; Brian Stubblefield - Regional Executive

Medium-Large Regions: Lone Star; Danny Benzer - Region Executive

Large Regions: San Diego; Robert Silvestro - Regional Executive

Region Communications Awards

1st Place

San Francisco: Tim Linerud-Webmaster; John Blakemore-Editor: *The Wheel*

2nd Place

Northern New Jersey: Linda Louie-Webmaster; Michael Feno-Editor: *Pole Position*

3rd Place

Northwest Region: Joe Goeke-Webmaster; Kurt Batdorf-Editor: *Northwest Sports Car*

Honorable Mention

South Texas Border Region: Bill Browning-Webmaster; Randy Bissell-Editor: *Fast Line*

Neohio Region: Gary Martz-Webmaster; Laura O'Neill-Editor: *The Blower*

Region Achievement Awards

Small Regions: Southern Indiana; Paul Dornburg - Regional Executive

Medium Regions: Reno; Jim Gandy - Regional Executive

Medium-Large Regions: Continental Divide; Arnie Coleman - Regional Executive

Large Regions: Colorado; Karl McColl - Regional Executive

Jumbo Regions: Florida; John Zuccarelli - Regional Executive

Region Subscription Offer for SportsCar Magazine

Introducing two special SportsCar Magazine Subscription programs for Regions:

1. Support your local libraries

- a. This program offers a special \$12.00 Annual subscription rate for SportsCar.
- b. Each subscription will pay for one magazine per month to any library of your choice (public, high school, college, etc).
- c. Your Region may purchase as many subscriptions as it wishes.
- d. Simply contact the Membership or Region Development Department to start the subscription. Please provide the following:
 - i. Name of library and full shipping address
 - ii. Region will be invoiced for the subscription(s).
 - iii. Issues will be shipped direct form the publisher.

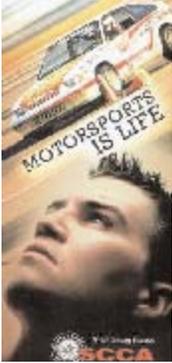
2. Recruiting Program

- a. This program offers a special \$150.00 Annual subscription rate for SportsCar.
- b. Each subscription will pay for 10 magazines per month for your Region's use in any way you see fit to enhance recruiting programs, car shows, or any other use you can think of.
- c. Your Region may purchase as many subscriptions as it wishes.
- d. Simply contact the Membership or Region Development Department to start the subscription.
- e. Your Region will be invoiced for the subscription(s).
- f. Issues will be shipped from the SCCA National office.

Does Your Region Have a Display at Auto Shows?

Most major shows are done for the season. The Regions who are near the Detroit show, Los Angeles Auto Show, and other shows of national importance have already concluded their annual effort to support these great displays of the latest and greatest in the automotive industry.

There are many shows which are more local and consequently less visible on the national scene that Regions support with displays. Nevertheless, their importance in getting the SCCA word out to the public as significant Membership recruiting opportunities are no less important.



The latest Membership brochures, entitled "**Motorsports Is Life**" is aimed directly at the younger demographic enthusiast. In order to help your Region's recruiting effort and to create a database of show with an approximate idea of attendees, please contact the Region Development Department and a shipment of these great brochures will be sent your way!

When contacting the office for your brochures, please provide an estimate of the number of visitors you expect to see at your display booth during the duration of the show. You need not be accurate, or even close within a "statistical meaningful number" - in other words, throw scientific analysis out the window - just provide your best guess.

Please, however, allow a reasonable time for UPS Ground shipping in order to be as cost efficient as possible.

Wanted: 2008 Region Communications Judges

We are looking for a few good people (yep, stole that one from the Marines) who wish to participate as members of the 2008 Region Communications Contest Judges Team.

We need webmasters, editors, or any other interested SCCA Member with a background in newsletters and/or websites. You can judge either or both forms of media.

The contest is designed to measure a Region's effectiveness in communicating SCCA information and relevant stories to its membership. Whether it be exclusively by website, newsletter, or a combination of both, the bottom line is communication for relevant and important SCCA information in a timely and useful manner. We have tried to make the evaluations irrelevant to gloss or "eye" appeal, and we have also tried to structure it so no extra weight is given if both mediums are used to a great extent.

We would like to get as many judges as possible. Some of you have already agreed to help for this year. Thank you for that and you need not reply unless you just feel you really need to.

If you can commitment no later than March 21st, that would be great. The more we have, the less the work load will be.

Here are the basics of the expected effort:

1. Review Websites/newsletters assigned. All websites are considered, but newsletter editors must mail their publications to their assigned judges. Assignments will be made once the team is in place. Judges are not expected to go digging for newsletters on websites or begging editors to send the publications.
2. Quarterly reporting, but because of the late start, there will be two quarters of reports plus a truncated third at the end of the year.
3. Judging closes Nov. 30, 2008
4. Judging begins April 1, 2008. If editors wish to send Jan – March issues, they may do so.
5. The judging sheet will be provided, but we would like to revise it. There are issues with the old sheet and many of you have pointed them out. So when the team is in place, we will send the sheets and would like a review/critique about how to improve them.
6. No judges will be assigned their own Region (yeah, wazzup with that?) but because of the nature of the contest we trust in your integrity and fairness. If you should see a stellar effort, even if it could be very competitive or possibly better than yours, please make a fair and honest assessment. Also, if you see an effort than may not be as good as it could be, please do not be overly critical, but again make a fair assessment.

We think this is also an opportunity for all to see how others do it, with an eye toward picking out the good stuff and adapting it to your own work.

This is rewarding a fun experience, and it is a very important effort. If interested, please send an e-mail to mdickerson@scca.com or simply call 1.800.770.2055, ext 358. Don't forget to let us know if you wish to judge both or exclusively websites or newsletters.

Thank you!