



The Blower

Newsletter of Neohio Region, SCCA

Volume 64, Issue 2

February 2017

The Starting Line

REport by Kerry Klotzman

Upcoming Event

Trustee Meeting
March 7, 2017 at 7:00 PM
Winking Lizard, Bedford Hts.



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I hope that your winter is going well. The mild weather has not inspired me to get work done on my race car like it usually does, but you can be sure that Spring is coming no matter what the groundhog said. Please remember that we are not having a formal tech session scheduled this year. If you need your car teched, please contact Maurice Lafond to schedule individually.

Our newly re-designed website was launched July 29th of 2016. It's still a WordPress-based site as it was before, but now with more features and much more affordable hosting (saving about \$90 a year). We are tracking stats with Google Analytics. This was thanks to efforts and help from Pablo Chois, Jason Pokines, and Duane Harrington.

There is a link to official, SCCA-approved Region apparel for sale. Click on "Gear" in the main menu on our website. You can have your items personalized for custom shirts, jackets, etc. If you don't see what you are looking for, items could be added if there are enough members to justify. Ten percent of the sales come right back to Neohio's coffers. Joe Blaha has confirmed that we

are already getting the royalty checks.

If you have something to sell, you can now go on to our website and post it under the "Classifieds." This is a totally instant, self-service feature of the site. Anything you post will be automatically shared in the Neohio Group on Facebook the next day. Posts will expire after three months. If you sell something, please pull it from your ad. Putting an ad in the *Blower* is at this time the same way it has been done in the past.

There are "Car Talk" articles on the website from guest writers Pablo Chois and Bill Snow, sharing tips and tricks about driving. We can entertain adding more guest authors. (any volunteers?)

We have implemented Mailchimp as our automated email distribution service. Updates to the site get sent automatically to subscribers based on the type of content they are interested in. Everyone that subscribes gets News by default, but they can also opt-in for updates on Solo, Road Racing, Road Rally, Rallycross, Street Survival, and Car Talk. This is also how we'll be distributing

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Monthly Meetings

Neohio Board meetings are held the first Tuesday of each month. Any exceptions will be published in *The Blower*.

Meetings are held at 7:00 PM in the private room at Winking Lizard, 25200 Miles Road, Bedford Heights, OH 44146. Members and guests are welcome and encouraged to attend.

Membership meeting dates and times are published in *The Blower*.

The Blower

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Articles for publication in The Blower may be submitted in most Windows based word processing formats. You may mail or e-mail material to the editor or Kerry Klotzman at regexec@neohioscca.com by the last day of each month.

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SCCA: The Search for a New President Begins

27 December 2016

By Philip Royle

On Aug. 10, 2016, the official word came down the newsfeed: Lisa Noble has resigned as President and CEO of the Sports Car Club of America to pursue other challenges. This came at about the two-and-a-half year mark of Noble being announced as president and CEO of the SCCA. Prior to that, she'd spent about six years on SCCA's Board of Directors, acting for the last few years as Chairman of SCCA's Board. This was also the third time in such a short time span that the SCCA had been searching for a new president. The traditional course of action for SCCA's Board following a vacancy of the president's position has been to appoint an interim president, but this time the Board opted for a different route.

"When the vacancy occurred, we were less than a month from the 2016 Solo National Championships, and then the National Championship Runoffs and RallyCross National Championships were going to occur – we felt the SCCA staff knew what they had to do over the next few months and would be fully occupied doing it," says Lee Hill, who assumed the position of Chairman of SCCA's Board of Directors on Jan. 1, 2017, explaining why an interim president was, and has not been, put in place.

"It also seemed like an interim president is just one more accommodation for the SCCA staff to make. The question is, where do you get an interim president? The last time it was the existing Chairman," says Hill. "What we

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the *Blower* moving forward. The timing worked well, as Andy Franklin had recently asked to step down from his volunteer role of manually emailing out the *Blower* to our members. (Thank you Andy for your time and energy). Visit the site today to subscribe if you haven't already.

decided to try this time was having the Chair and Vice-Chair [of the SCCA Board of Directors] be in direct communication with senior staff, to sit in on calls or provide guidance whenever the staff wanted assistance. So far, it seems to have worked."

That said, he insists, "We understand we need a president – we can't keep going forever with just the staff turning the crank." Consequently, SCCA's Board has been evaluating what the president's position should entail – a conversation that started long before August.

"We've been trying to understand what we really need in a president," says Hill. "We've been working for a year now with a non-profit board consulting company, Quantum Governance, and they've been facilitating meetings, giving us an outside view that isn't tainted with our knowledge, and offering a reality check with the outside world. What are the weaknesses and threats, and what do we need in a president in order to take full advantage of what we've got?"

"In the past, SCCA Boards have gotten deeply involved in micromanaging the business, or trying to, often by defining

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We've added a YouTube channel. Our first video is a season teaser for 2017 Solo events. Gabe Gutierrez edited the video for us from video clips submitted by our members.

Our plans are to engage even more on social media. Neohio has an official Facebook Page. Like us on Facebook to get all the latest and official Neohio SCCA announcements. This is in addition to the Neohio Solo Page (for solo announcements) and the Neohio Group (for member-to-member postings).

If you're not into Facebook, you can follow us on Twitter @NeohioSCCA. If you're not into Twitter, you can follow us on Instagram, also @NeohioSCCA. Thanks goes to Maddie Oswalt for heading up our social media efforts. (Maddie, I'm going to need help on everything!)

From Bob Nick (as of 10feb17) -Les Walters fell and broke his hip last Wednesday. He had surgery and is doing well according to Paula Hawthorne. He will be heading to rehab. Les has been the pillar in the T/S community for years working alongside Connie Peplowski and many others. If you raced at Nelson or Pitt or Schenley, you should have a time sheet with his signature. Let's all keep Les in our thoughts and wishes for a speedy recovery.

I'm Looking forward to seeing many of you at the Banquet, Please introduce yourself to me, I am very approachable.

Kerry M. Klotzman
SCCA Neohio RE 2017

DATES TO REMEMBER

FEBRUARY / MARCH 2017

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
February 6	February 7 7 P Trustee Meeting @ Winking Lizard Bedford Hts.	February 8	February 9	February 10	February 11	February 12
February 13	February 14	February 15	February 16	February 17	February 18 SCCA Neohio Banquet, 6P Pine Ridge Country Club	February 19
February 20	February 21	February 22	February 23	February 24	February 25	February 26
February 27	February 28	March 1	March 2	March 3	March 4	March 5
March 6	March 7 7 P Trustee Meeting @ Winking Lizard Bedford Hts.	March 8	March 9	March 10	March 11	March 12
March 13	March 14	March 15	March 16	March 17 St. Patrick's Day	March 18	March 19
March 20	March 21	March 22	March 23	March 24	March 25	March 26

Neohio Region, SCCA
Meeting Minutes APPROVED | January 3, 2017

MEMBERS PRESENT: Jim Green, Joe Blaha, Kerry Klotzman, Tara Oram, Scott Lunder, Jeff Blumenthal, Jason Pokines, Dave Lancaster, Bob MacDonald, Gabe Gutierrez, Madeline Oswald, Bill Moore

EXCUSED MEMBERS: Jim Pracker

GUESTS: Welcome to all.

Meeting called to order by Jim Green at 7:02 pm.

Minutes presented from past meetings for approval. MOTION to accept the minutes as presented. (MacDonald/Lunder) Approved.

TREASURER'S REPORT:

MOTION – to accept report as presented. (Lancaster / Oram) – Approved.

Our check for Street Survival event has been sent.

REPORTS & COMMITTEE REVIEWS

REGIONAL EXECUTIVE: Kerry will have updates on Nelson Ledges later. He encourages ideas for member input, involvement and growth. Kerry is considering attending the National Convention. Neohio representation is encouraged.

COMPETITION COMMITTEE: No report at this time. Per Kerry, Nelson zoning has been approved for proposed plans. The official purchase is completed.

MEMBERSHIP: Membership is stable. We had an increase of 14 this month.

SOLO: Conversations with new prospective AX sites are ongoing. Nothing to report at this time.

RALLY: Per Greg Lester: No current activity. We need more Regional involvement. Members interested in being involved with our Rally program are encouraged to contact Greg Lester.

STREET SURVIVAL: MVR region has an event scheduled for April 23. Neohio is just beginning to formulate our plans for 2017 events.

HALL OF FAME: New Honorees will be Ed Hughes and Duane Harrington. Congratulations to them! Polestar is our primary HOF sponsor.

We have an annual goal of 5 new inductees each year and encourage members to nominate prospective inductees.

OLD BUSINESS: Tech inspections will be unavailable during April. Maurice and Debbie will be preparing for the Boston Marathon. Please contact them earlier if inspections are needed.

NEW BUSINESS:

- Maddie Oswald presented ideas for social media. She will work on this and present a schedule for our next meeting.
- Kerry will discuss and handle updated information required for our Charter Renewal
- Discussed advertising for members on our social media outlets. Will permit ads on website and Facebook at rates in *Blower*. Motion: Facebook and website ads will be \$15 per month. (Pokines/Lancaster) Approved.
- Banquet plans are being finalized. Details will be in the *Blower*. We need to provide list of presenters to Duane and inquire of other assistance we can provide.
- Annual awards: Motion was made to approve the list of awards from nominations made a last month's meeting. (Oram/Pokines) Approved.
- Audit committee established to review Treasurer documents. Blumenthal, Lancaster, LaFond: will plan to meet with Joe Blaha in January if possible.

Next Meeting: Tuesday February 6, 2017.

MOTION to adjourn at 8:30 pm. (MacDonald/Lunder) – Approved

Respectfully submitted: Jeff Blumenthal

DATE JANUARY 3, 2017

problems in a tiny little box and determining not only what the problem is, but also how they want the staff to handle it," Hill explains. "With Quantum, we've been trying to improve the Board's overall ability to function as a proper Board. Part of this is that one of the Board's main responsibilities is evaluating the president, and the president evaluating the Board. Even the SCCA staff was involved in this process."

So, while the agency is helping SCCA's Board define the role of the club's future president, it's also helping the Board define its own role.

"[The SCCA Board is] supposed to oversee things, we have a fiduciary responsibility, we're supposed to set direction, we're supposed to hire the president – we're not supposed to have our fingers in every little thing that goes on," says Hill of the Board's evaluation of itself.

"We have a Governance Committee that's supposed to help move things along, and we are trying to formalize our documents to make it so that we establish a culture of being a proper Board. The ultimate goal is to try to get better communication and better alignment of all the different segments of the SCCA, for the betterment of the Club.

"The Board's responsibility is to the entire Club, not to our home territory," says Hill of one of the key things the outside agency has helped the Board better understand. "That's a message I believe all of our Board members understand now, but I'm not sure that's always been true."

Becoming a better club is what Hill insists is essential to survive. "Once upon a time we were the only game in town, but that's not the case anymore," he says. "And, the game is shrinking."

So, with reevaluated roles for both the Board and the president, in early December the SCCA released its president job description. What qualities are SCCA's Board looking for in the future club president?

"A communicator, an ambassador, a diplomat. Communication is key," Hill says. A lot of the 'tribal' barriers of the Club can be broken down if you can explain what's important to the various groups. Charisma is key. A term we used with Quantum was 'wow factor.' Someone who shows up in a room and people listen." That said, Hill is realistic about the SCCA's potential reach. "Are we going to get a Roger Penske?" he asks. "No, we're only a \$10 million a year business."

While they have realistic expectations, Hill and the SCCA Board are still setting the bar quite high for the next president – and they're willing to wait in order to find the right person.

"The person needs to be intelligent enough to understand the different pieces of the Club," Hill explains. As an example, he mentions the inner workings of the Club's structure. "The president is going to need to understand the various assets we have to work with," he says.

"We've been underutilizing our SCCA regions. The SCCA national office is very heavily dues-based – it's a third of the revenue – where as the SCCA regions are almost entirely participation based. There's kind of a fundamental

disconnect there, so one of the issues I see is that the president needs to be able to try to better understand and align the goals of the entire Club. The National Club exists primarily to serve the individual regions in that it handles a lot of administrative items for everybody – like insurance, centralizing rules, and so on. The view has to get broader."

That brings us to today with a president search. The deadline for submitting resumes was January 17, 2017.

"We've spent a fair amount of time making sure we had the job description where we wanted it. Our hope is that in the group of applicants we have by the SCCA National Convention [Jan. 19-21, 2017], we'll have a sufficiently deep pool of candidates that we'll be able to select a president. But if we don't have what we need, then we'll regroup and try to find more candidates. Our sense is that we're a whole lot better off hiring the right person in May or June than we are hiring the wrong person in February. We have not set an arbitrary deadline on ourselves."

The goal, Hill explains, is to hire a president who will be good for the SCCA and be able to see projects through in the long run. In other words, they're looking to avoid another short-term hire; rather, they want the new president to stick around and really dig into the depths of bettering the SCCA. Ultimately, this is something that should be good for everyone involved in the SCCA, from the staff to the regions to the members who simply want to race on the weekends.

SCCA Extends Contract with Racer Media for SportsCar Magazine

As the official publication of the Sports Car Club of America®, *SportsCar*® magazine has been in circulation since 1944, then known as *Sport Wagon*, and since 1984 one company has published every issue. With the recently mailed February 2017 issue the Irvine, California based Racer Media & Marketing, Inc. has commenced its 10th consecutive contract to publish the magazine on behalf of the SCCA®.

"I've been in the media and publishing business since the mid-1970s, working on magazines like *FORMULA*, *Finish Line* for the SCCA's Cal Club region,

Alfa Owner for the Alfa Romeo Owner's Club and *il Quadrafoglio* for Alfa Romeo" said Racer Media & Marketing founder, President and Executive Publisher, Paul Pfanner. "But, I have to give a lot of credit for all the relationships and the market-leading position that we've been able to build over the years to winning that first publishing contract with the SCCA. It has been an honor and a pleasure to work with the SCCA National Office staff directors and members, and we simply couldn't ask for better partners."

Pfanner began publishing *SportsCar* with the January 1984 issue under the auspices of Pfanner+Catheron+Brown Publications, which eventually became Pfanner Communications, Inc., and then merged with sister

company Racer Communications, Inc., which published *RACER* magazine and *RACER.com*. The majority of Racer Communications, Inc. was purchased by Haymarket Publishing in January 2001, and Pfanner continued to serve as president under Haymarket majority ownership. Pfanner departed the company at the end of 2005 to re-launch Pfanner Communications as a marketing and brand consultancy in partnership with long-time *SportsCar* and *RACER* publisher, Bill Sparks. Pfanner and Sparks returned to repurchase the group in March 2012, renaming it Racer Media & Marketing, Inc. Across all those iterations, the *SportsCar* publishing contract has remained within the same core publishing team.

In commenting on the company's milestone 10th Publishing Agreement with the SCCA, Royle said: "SportsCar magazine is a vibrant record of SCCA's remarkable history. As an active member of the SCCA, I take my job as the editor of SportsCar seriously, not only because the magazine is read by SCCA's highly engaged participant members each month, but also because it acts as witness to today's great accomplishments within the Club. The records that are broken, the titles that are won and the safety innovations that are created are all chronicled in SportsCar, placing these modern-day SCCA legends alongside the likes of Mark Donohue, Paul Newman and Jim Downing in the annals of history."

SportsCar is published 12 times annually, and is included as part of every full membership in the Sports Car Club of America.

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Newsletter of Neohio Region, SCCA
February 2017

Laura O'Neill
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I'VE GOT IT- YOU WANT IT Classified Ads For Members

Classified ads for Neohio members run for three issues. If your item sells before the third month, contact The Blower newsletter editor to remove the ad.

CARS

'99 Acura Integra ITS #13. Always a top finisher. Engine alone worth \$5000 plus you get a ready to go car for only \$7500/offer. Pat Kane, 440-785-3432.***

MISC

WANTED - Used enclosed trailer between 15 and 20 feet. Ramp or doors at rear and side door. Any condition undercarriage. Going to be used for storage. Must be delivered to my site. Contact doubledlhtwo@yahoo.com.***

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Advertisement Rates

For ads, other than classified, the following rates apply:

- Full Page - \$90 / month (8" x 9.5") \$250 / 3 months
- 1/2 Page - \$45 / month (8" x 5.25") \$120 / 3 months
- 1/4 Page - \$25 / month (4" x 5") \$65 / 3 months
- 1/8 Page - \$15 / month (3.5" x 2") \$40 / 3 months

20% Discount to Neohio member

Payment must accompany ad.

To place a classified ad, contact Laura O'Neill:

Laura O'Neill | 397 Apple Hill Drive | Sagamore Hills, OH 44067
(330) 467-4472 | oneill397@windstream.net

Classified ads are free for members.