December 31, 2025

SCHATTENBAUM PCA BOARD MEETING MINUTES:

NOVEMBER 05, 2025 6:30pm

In-Person Meeting: Angelo's Pizza, Mount Laurel, NJ

IN ATTENDANCE:

- Bob Stine, President
- John Beidler, Vice President
- Nick Katsikis, Past President
- Michelle Hoppenfeld, Secretary
- Arnie Cohen, Treasurer
- Mike Bono, DE & Track Chair
- Pete Debusmann, DE & Track Chair
- Cliff Goldsmith, Safety Chair
- Claudia Debusmann, Social Chair
- Jack Fowler, Social Media Chair
- Sean Gallagher, Concours Co-Chair
- Henry Singer, Touring Chair
- Bob Helm, Insurance Chair
- Mike Kling, Guest Speaker

NOT IN ATTENDANCE:

- Eduard Hanekom, Concours Co-Chair
- Mark Lamboy, Webmaster Chair
- Membership Chair, VACANT
- Jon Schepps, DE & Track Chair

6:37pm - PRESIDENT, BOB STINE: CALL TO ORDER.

Bob called the meeting to order.

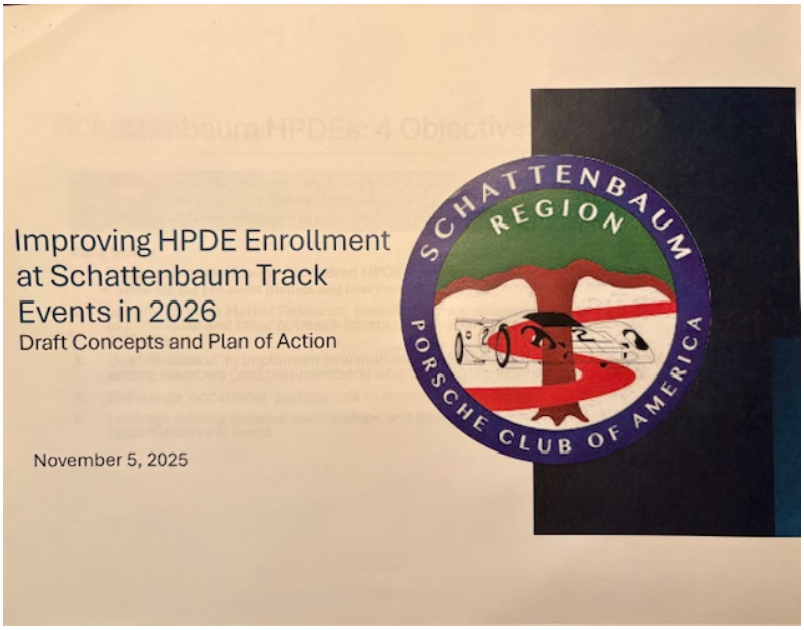
He then motioned to Michelle to approve the last meeting's minutes, which was approved and seconded by Arnie and Jack.

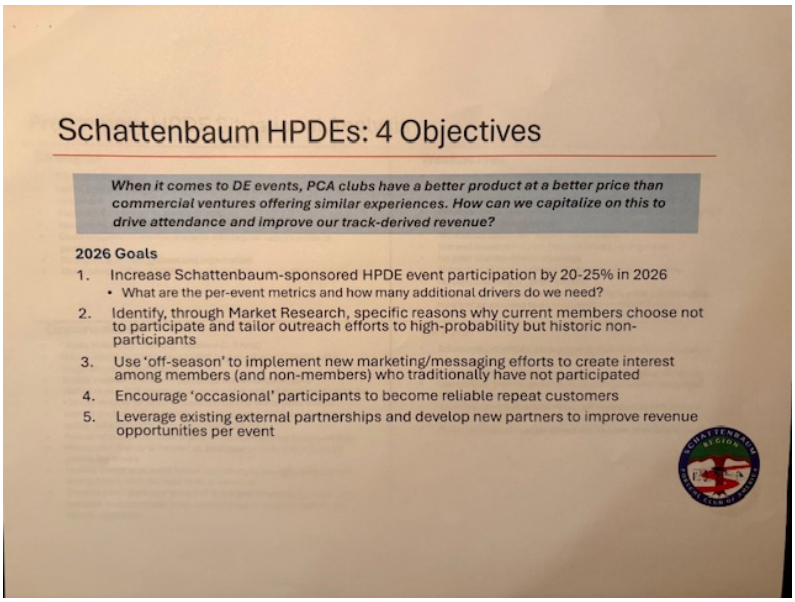
Bob spoke briefly about general business and then turned the floor over to Henry Singer - Touring Chair, and Mike Kling - Guest Speaker, to discuss improving HPDE Enrollment at Schattenbaum Track Events in 2026.

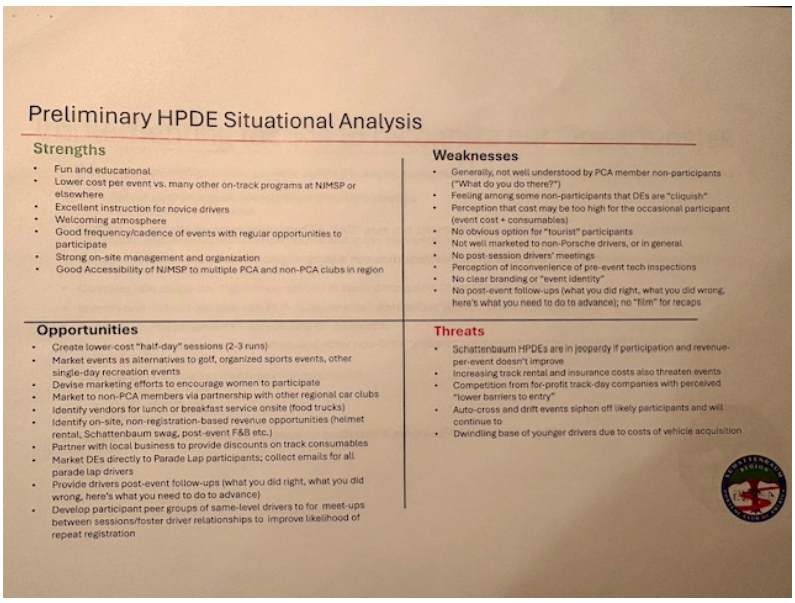
6:40pm - TOURS CHAIR, HENRY SINGER

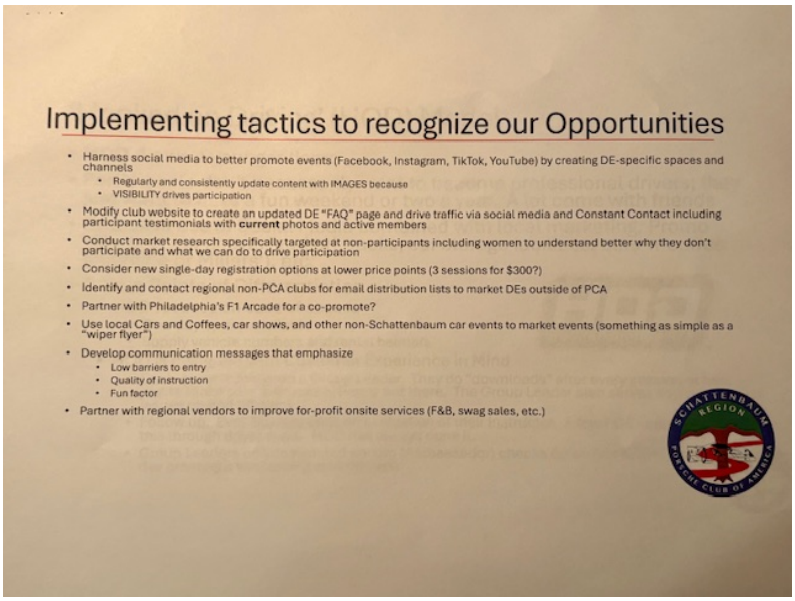
A draft of concepts and a plan of action was handed out by Henry and then he presented it to the board. A conversation about increasing revenue and staunching track losses through various different methods was outlined and mulled over consequently.

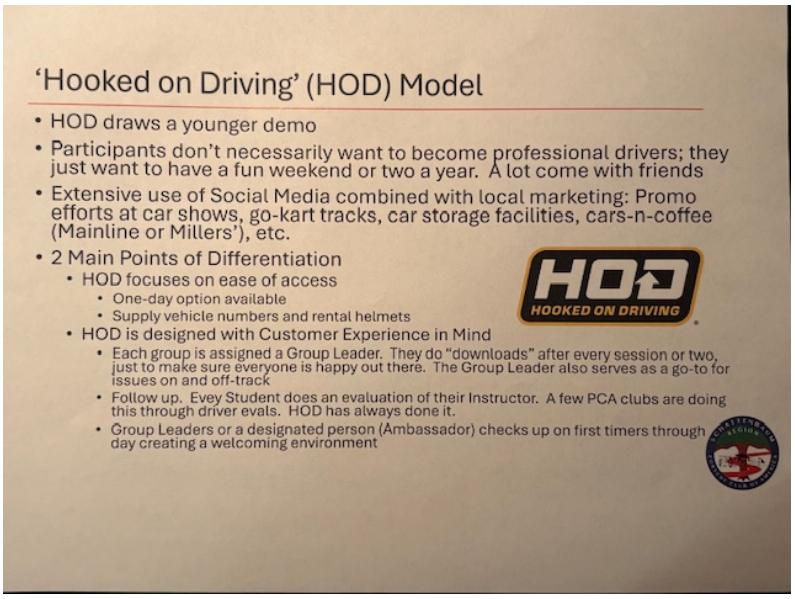
The following is a copy of the handouts and presentation that followed:

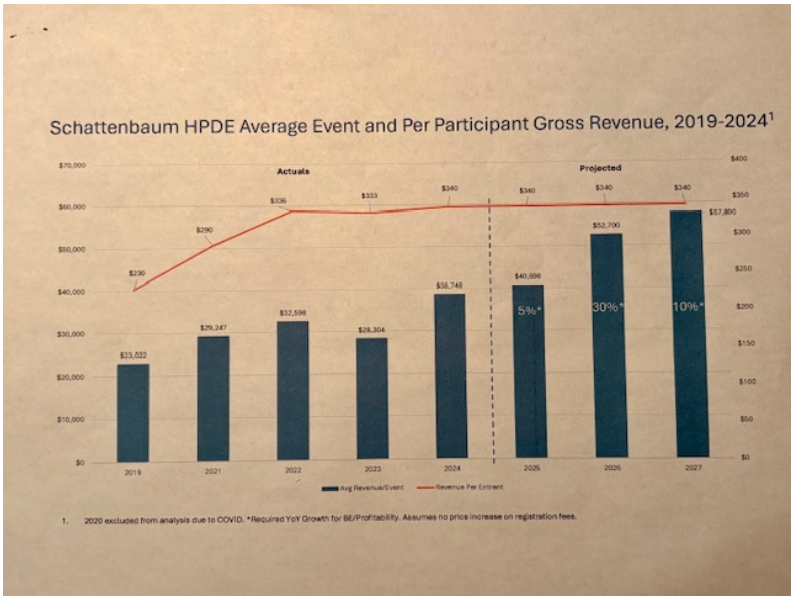


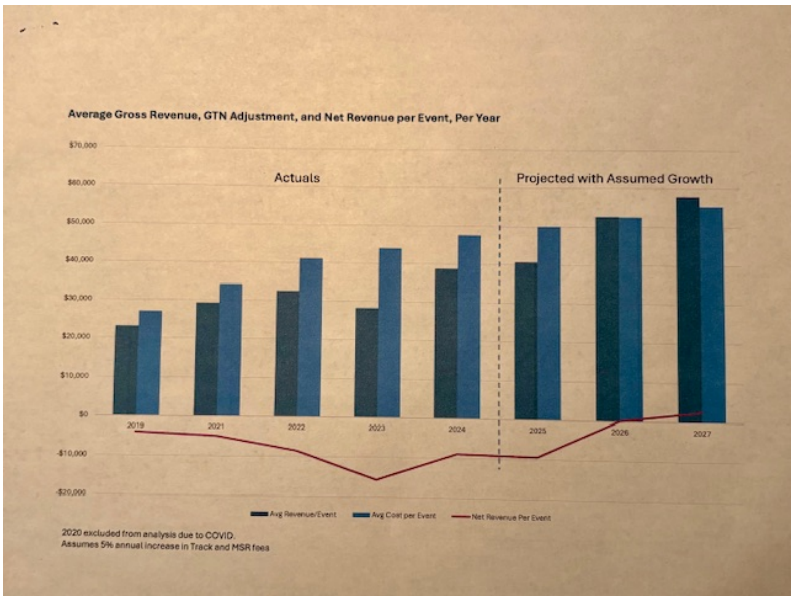

Schattenbaum HPDEs: 4 Objectives
When it comes to DE events, PCA clubs have a better product at a better price than commercial ventures offering similar experiences. How can we capitalize on this to drive attendance and improve our track-derived revenue?
2026 Goals
1. Increase Schattenbaum-sponsored HPDE event participation by 20-25% in 2026
• What are the per-event metrics and how many additional drivers do we need?
2. Identify, through Market Research, specific reasons why current members choose not to participate and tailor outreach efforts to high-probability but historic non-participants
3. Use 'off-season' to implement new marketing/messaging efforts to create interest among members (and non-members) who traditionally have not participated
4. Encourage 'occasional' participants to become reliable repeat customers
5. Leverage existing external partnerships and develop new partners to improve revenue opportunities per event


Preliminary HPDE Situational Analysis
Strengths
• Fun and educational
• Lower cost per event vs. many other on-track programs at NJMSP or elsewhere
• Excellent instruction for novice drivers
• Welcoming atmosphere
• Good frequency/cadence of events with regular opportunities to participate
• Strong on-site management and organization
• Good Accessibility of NJMSP to multiple PCA and non-PCA clubs in region
Weaknesses
• Generally, not well understood by PCA member non-participants ("What do you do there?")
• Feeling among some non-participants that DEs are "cliquish"
• Perception that cost may be too high for the occasional participant (event cost + consumables)
• No obvious option for "tourist" participants
• Not well marketed to non-Porsche drivers, or in general
• No post-session drivers' meetings
• Perception of inconvenience of pre-event tech inspections
• No clear branding or "event identity"
• No post-event follow-ups (what you did right, what you did wrong, here's what you need to do to advance); no "film" for recaps
Opportunities
• Create lower-cost "half-day" sessions (2-3 runs)
• Market events as alternatives to golf, organized sports events, other single-day recreation events
• Devise marketing efforts to encourage women to participate
• Market to non-PCA members via partnership with other regional car clubs
• Identify vendors for lunch or breakfast service onsite (food trucks)
• Identify on-site, non-registration-based revenue opportunities (helmet rental, Schattenbaum swag, post-event F&B etc.)
• Partner with local business to provide discounts on track consumables
• Market DEs directly to Parade Lap participants; collect emails for all parade lap drivers
• Provide drivers post-event follow-ups (what you did right, what you did wrong, here's what you need to do to advance)
• Develop participant peer groups of same-level drivers to for meet-ups between sessions/foster driver relationships to improve likelihood of repeat registration
Threats
• Schattenbaum HPDEs are in jeopardy if participation and revenue-per-event doesn't improve
• Increasing track rental and insurance costs also threaten events
• Competition from for-profit track-day companies with perceived "lower barriers to entry"
• Auto-cross and drift events siphon off likely participants and will continue to
• Dwindling base of younger drivers due to costs of vehicle acquisition


Implementing tactics to recognize our Opportunities
Harness social media to better promote events (Facebook, Instagram, TikTok, YouTube) by creating DE-specific spaces and channels
Regularly and consistently update content with IMAGES because
VISIBILITY drives participation
Modify club website to create an updated DE "FAQ" page and drive traffic via social media and Constant Contact including participant testimonials with current photos and active members
Conduct market research specifically targeted at non-participants including women to understand better why they don't participate and what we can do to drive participation
Consider new single-day registration options at lower price points (3 sessions for $300?)
Identify and contact regional non-PCA clubs for email distribution lists to market DEs outside of PCA
Partner with Philadelphia's F1 Arcade for a co-promote?
Use local Cars and Coffees, car shows, and other non-Schattenbaum car events to market events (something as simple as a "wiper flyer")
Develop communication messages that emphasize
Low barriers to entry
Quality of instruction
Fun factor
Partner with regional vendors to improve for-profit onsite services (F&B, swag sales, etc.)


'Hooked on Driving' (HOD) Model
HOD draws a younger demo
Participants don't necessarily want to become professional drivers; they just want to have a fun weekend or two a year. A lot come with friends
Extensive use of Social Media combined with local marketing: Promo efforts at car shows, go-kart tracks, car storage facilities, cars-n-coffee (Mainline or Millers'), etc.
2 Main Points of Differentiation
HOD focuses on ease of access
One-day option available
Supply vehicle numbers and rental helmets
HOD is designed with Customer Experience in Mind
Each group is assigned a Group Leader. They do "downloads" after every session or two, just to make sure everyone is happy out there. The Group Leader also serves as a go-to for issues on and off-track
Follow up. Evey Student does an evaluation of their Instructor. A few PCA clubs are doing this through driver evals. HOD has always done it.
Group Leaders or a designated person (Ambassador) checks up on first timers through day creating a welcoming environment
HOD
HOOKED ON DRIVING





In addition to Henry's presentation along with Mike Kling's expertise as well, they also created and submitted a Schattenbaum PCA HPDE PARTICIPATION SURVEY as a suggestion to also engage our members to try and increase participation, and understand more of what our members are interested in, and how to increase our track participants. The board agreed that ever possible effort will be made to increase track attendance for the club.

Thank you Henry and Mike for your efforts.

7:40pm - Bob continued the discussion regarding cutting back DE Track event dates, while still keeping most of our dates with NJMP as follows:

- Dropping our March DE event which has consistently lost money due to low attendance rates.
- Dropping the Friday of our October weekend DE Event.
- Keeping the Saturday and dropping the Sunday of our Mother's Day weekend DE Event.
- Keeping our July DE Event.
- Keeping our 3 Day PCA Club Race/DE Event in August.

Per Claudia, Pete can arrange one (1) group race on a two (2) day track event weekend. Since he's a PCA Steward, he can do it and he's hoping to do it for upcoming track events.

Per Mike, PIT track just closed, so there's a scramble to get dates at NJMP. He'll keep the board apprised as negotiations and events are solidified or if anything else needs to be discussed further.

Bob then asked Claudia to discuss our upcoming final Social Event of the year, our Holiday Party 2025….

7:50pm - SOCIAL EVENTS, CLAUDIA DEBUSMANN:

****Holiday Party:*** Discussion ensued regarding the breakdown of costs for the party and whether Cherry Hill Porsche will sponsor the full freight of the BAR, and Tom Couch, our Sponsor Rep, would be contacted by Michelle or Arnie and a decision would be made. A decision of $95/person would be the ticket cost for the event.

CLAUDIA will be stepping down as Social Chair after decades of exemplary service and commitment to Schattenbaum PCA and we all thank you for your dedication and efforts over all these years…THANK YOU!! 🙏

As a result, our club will need to find a new Social Chair to fill Claudia's big shoes. Once again Bob requested all thoughts and possible people be considered and

submitted at our next Board Meeting, which will most likely be in January some time, to be decided as it gets closer.

Lastly, Claudia will, as of January, transition on the board to becoming our new Membership Chair to help us increase membership and club exposure overall. Thank you again for your service and commitment to making our Club a great success. We appreciate you.

8:18pm - Bob Stine adjourned the meeting. Thank you all…and Happy Holidays and here's to 2026 ahead and hopefully another great year for our club.

****

2025 UPCOMING CALENDAR REMINDERS:

****SATURDAY, DECEMBER 6TH - HOLIDAY PARTY**

THE STONE TERRACE, HAMILTON, NJ

**** NEXT BOARD MEETING TO BE DECIDED PER BOB STINE ****

****