



FOX VALLEY REGION  
PORSCHE CLUB OF AMERICA



# WHALETALES

April 2015

Zone 13 Presidents Meeting

FVR Tech: Carrera Engine Disassembly

Followup: March Meeting at Titledown Brewing



# Whaletailes

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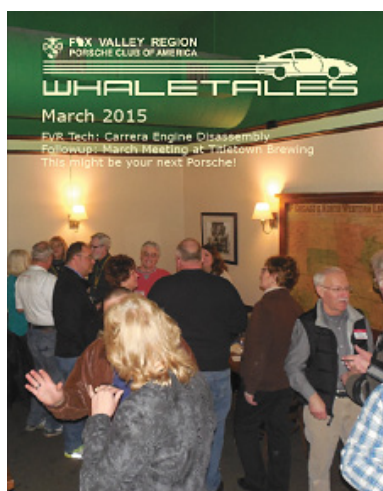
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## Cover Page

FVR Members were doing what they are well known for doing well--socializing--at the Annual Meeting and New Member Welcome on March 3rd, at Titledown Brewing Company in Green Bay.



# From Your Region's President

As you probably know, our region is once again attempting to develop a collaborative relationship with Bergstrom Porsche. We had a very positive relationship with Bergstrom when the Porsche dealership initially opened and for a few years after that. In the past couple of years or so, things have been strained, for many reasons, which I will not go into in this format. Let's just say there have been sins on both sides. However, it appears that with a change in some personnel at Bergstrom and within our club, we have an opportunity for change once again. Thank you to the 65 of you who replied to the recent Survey Monkey I sent. The information and comments that you submitted were grouped and shared with some of the staff at Bergstrom. Our club's dealership liaison, Robert Dean, and I, will continue to communicate and take positive, respectful steps forward to build a positive relationship with the staff and managers at Bergstrom Porsche. We are hopeful to have a mutually beneficial relationship with Bergstrom Porsche going forward.

Please keep in mind the number one complaint of any dealership with a special interest car club is that the club's only interest is in "freebies" for the members. Porsche Cars North America (PCNA) and Porsche Club of America (PCA) are entirely two different entities and exist for two entirely different reasons. Historically, the relationship between the two organizations has been contentious at times. Several of the responses to the Survey Monkey included some very self-serving interests of "freebies" or "big discounts" from Bergstrom, yet most of you stated you did not purchase your car from them, or do not intend to purchase one from them in the future. It is this kind of one-sided "what's in it for ME personally" paradigm that causes tension between the two groups. Bergstrom Porsche is a business and primarily exists to sell and service cars. The \$46 in annual dues paid to PCA has nothing to do with PCNA or Bergstrom. Bergstrom has always acknowledged the customary 10% on parts and accessories to PCA members; however, you need to request it.

That said, what follows is a copy of an article published by Tom Gorsuch in 2010 in the PCA Region Focus volume 24, number 3, who was the PCA National Membership Chairperson at the time, and a member of the Space Coast Region in Florida. (The entire article, and others similar to it are available online at [www.pca.org](http://www.pca.org)). Although the article is a few years old, the information and message is still relevant today. I encourage you to read it to better understand the relationship between PCA and PCNA, which directly applies to the Fox Valley Region and Bergstrom Porsche.

## Win-Win Dealership-Club Relationships

### INTRODUCTION

"Porsche dealerships and our club are inherently linked. This much is obvious. There is no single place in your region where more non-members show up asking about the benefits of Porsche ownership. Of course we understand that Porsche ownership benefits are best experienced through PCA. The Porsche lifestyle that we live is the primary motivator for Porsche automobile, service, and product sales - the lifeblood of any dealership.

So this is going to be easy, right? Not so quickly. The biggest challenge is that dealerships are businesses run by full-time professionals with monthly and annual objectives while our regions are

# From Your Region's President

hobbies staffed by volunteers trying to maximize their fun time. Your region leadership team may or may not include experienced sales and marketing professionals- reasonable counterparts to the dealership team. So how do we ensure sustainable success? In this issue of Region Focus we explore motivations and tools for win-win relationships.

## MOTIVATIONS

Short-term motivations of the dealership are fairly straight forward - sell cars, parts, service, and related products. But Porsche and the dealer network share long-term interest in the brand and related customer enthusiasm as well. Just read this quote from the Porsche Premier Dealer description. "Porsche enthusiasts are drive, successful people who demand the very best. Owning a Porsche is a reflection of their values. Driving a Porsche connects with the very essence of their psyche. This deep-rooted link between car and driver must also be forged between the company and the customer in order to create an ownership experience that is every bit as satisfying as the Porsche driving experience itself." What better way for a sales person to deliver the full Porsche ownership experience than through recommending involvement in PCA. In this regard, it is important that the sales staff know about your region, understand the full breadth of programs offered including events appealing to new Porsche owners, and is confident that your region will deliver the high quality events their customers are looking for.

Dealership involvement with a region spans many areas and offers many member benefits. We recently completed a survey of region officers in search of exemplary dealer relationships. Typical programs of the best relationships include newsletter advertising, event sponsorship, encouraging membership including glove box PCA applications and PCA display space, and discounts on parts and service. These create significant value for our members with subsidized events and newsletters. Of course the more you participate, the bigger the benefit.

Dealers also get a benefit with post transaction surveys. Porsche, as do all leading automobile manufacturers, conducts post sale and post service customer service surveys. The results of these surveys affect things like the dealer's allocations, incentive payments, and Premier status. It is likely not a coincidence that of the 25 dealers named in our recent exemplary dealer survey, over 30% were Premier Dealers, while the percentage in aggregate across North America was 12%. When your customers enter the dealership with a positive attitude then the benefits of the doubt shows through on the surveys. This information should help shape the dealer's attitude toward the club and is useful when communicating what your region can do for the dealership.

It is also clear that the single best place to recruit new members to our club is through a dealership showroom. Where else in your region do you have walk-ins and phone calls all day long inquiring about Porsche? Many of these interested shoppers are yet unaware of our club. PCA had conducted a member survey a few years back that indicated 25% of new Porsche sales were to PCA members. Porsche has conducted a similar survey through the dealer network and found the number to be closer to 30%. Certainly we represent a high yield demographic. Still, this leaves 70% of Porsches being sold to non-members. In absolute numbers that is 75,000 new member opportunities in the past four years. Of course, not every Porsche owner is right for our club; we are looking for the playful ones, but dealership referrals are the absolute best source of new members by far.

# From Your Region's President

## TOOLS FOR WIN- WIN RESULTS

Very important to a good dealers relationship is maintaining a single point of contact between a designated club officers and the dealership decision maker. Sometimes the decision maker is the sales manager but most often it is the general manager or owner. The decision maker is the person with the responsibility and budget for the flow of interested customer- marketing. The job of the region officer who is the single point of contact is to understand dealership initiatives and to integrate these into club events. Example initiatives might be building sales in a particular part of the region, improving service business, generating interest in a new model, etc. We can look at each of these examples in detail below. The liaison also represents the interests of the dealership at club meetings and in event planning and has necessary authority to commit to some level of cooperation with the dealership. If the dealership has to explain their desires more than once, to more than once person, they will quickly become disenchanted. Likewise, it is important for club promotional opportunities to be represented crisply in the first discussion. Crisply means a clear definition of the opportunity, expected results, and necessary support. Let's look at a few example to better comprehend the process.

Example 1: Regional sales initiatives. In on annual review the region was sharing demographic data. This data included a breakdown of where our members live- in what counties of the area. It became clear that the General Manager was very interested in Porsche activity in the southern most county of the region. This county was in the dealership's market area but they had seen very few Porsche sales from there. As this area was remote to the central activities of the region, it turns out that the members there were also not very involved. The officers of the region had been discussing some southern region events just for this reason. The two initiatives came together with a nicely sponsored social and drive event. The social portion included a significant Porsche guest speaker which would not have been affordable from the club's budget. The dealership was able to jump start their relationships with the good will and through connections with several employees at the event. The members were treated to a first class event at no cost. Several other Porsche owners, non-members, were invited from the dealership contact list and these enthusiasts were quickly converted to PCA members.

Example 2: Increasing service business. The local dealership was looking for was to increase their service business. The was mentioned to the region liaison on one of his/her frequent visits to the service area. How can we grow beyond the existing stream of late-model Porsche maintenance work? The region has depth of experience in performance tuning and track preparation for our Porsches. A plan was set for a dealership tech session focused on performance and track day safety enhancements. Success required collaboration between the service technicians and club members... Several lively sharing sessions brought everyone to a common baseline on recommendations. The date was set and promotions for the event sent via the various club media. Several representative member Porsches, in increasing stages of upgrades, were made available for show and tell. The result was a record tech session turnout with high interest among members and a nice increase in tuning parts and service including some new to the dealership aftermarket offerings. The event even served to increase track day participation among the attending members.

# From Your Region's President

Example 3: Everyone loves a premier and PCA members especially need to know about the next great Porsche. This example reflects on the positive impact of dealership and club collaborating for new product launches. Each dealership has their marketing mailing list, people that fit some demographic that indicates potential interest in a new Porsche...Of course the Porsche club list has the highest correlation between the list and the interest with upwards of 25% considering the purchase of a new Porsche in the next year. (The Porsche club list is not for sale or commercial distribution.) The region liaison stays in touch with what launches are pending as this is part of the frequent conversation at the dealership. By planning product launch events well in advance with the club, the smart dealership is able to offer a premium event for members, well promoted by the club through the club newsletter, website, and e-mails. (The event includes other invitees from their list as well.) The event is pre-loaded for success with enthusiastic Porsche owners, club members that are always willing and able to sell the next would be owner on the Porsche experience. Evidence the following quote from one such smart dealership General Manager, "We would not think of a Porsche launch without the local club participation. They are our good luck charm, filling our events with positive energy critical to driving sales."

....Each dealership receives quarterly marketing dollars from Porsche Cars North America (PCNA) to promote the brand. This is called Co-Op money from PCNA. By understanding the requirements for Co-Op money, the club can help utilize this money for advertising and event sponsorship that meets the guidelines, thereby stretching the budget for everyone's benefit. Being responsive after an event or a publication with collateral materials such as photos or advertising copy can make the reimbursement request easier for the dealership personnel and help ensure future collaboration.

Reciprocal web links, dealer staff profiles in publications, and inviting dealership personnel to events all promote the good will and drive growth. A few dealerships offer referral programs whereby Porsche sales to buyers directly referred by club members bring about a contribution to the club treasury, a referral fee. This is a win-win scenario with positive financial results for both the dealership and the club. Another winning program is when the dealership offers a first year PCA membership with every Porsche purchase. This program obviously grows the region, but more importantly this program helps the club to stay engaged with new Porsche owners and types of events these members seek. This program is the most direct link the dealership can offer between selling a Porsche and enabling the Porsche lifestyle. We have specific results for one dealer who agreed years ago to buy a first year membership for every new and used Porsche buyer. This program has been ongoing for four years now and there are three years of data on renewals for the complimentary members. Sixty percent of new members for the given region are dealership memberships - significant growth that would otherwise have gone untapped. Importantly, for these new members who were given membership as a purchase perk, 66% have remained with the club beyond that first year. This number compares favorable with the 77% retention rate overall for first year PCA members.

Treating your region as the small business that it is, a standard practice in business is the annual review with key customers...The annual review is an opportunity to get the key decision team (region liaison, club president) at the dealership together to recognize results and discuss future strategy...Your annual review should include an overview of your region including who's who and membership profile (demographics that can be mined from your region's roster), accomplishments over the past

# From Your Region's President

year, goals and objectives for the coming year. The meat of the discussion should focus on what initiatives the dealership is working on that the club could support. Once the dealership objectives are understood, then brainstorm how these objectives can be supported by future club events or publications...Understand and discuss your dealer's sensitivities with and perceptions of the club. Discuss who will handle the responses to these likely topics and how they will be addressed...It is important to lay the opportunity out succinctly and with clear indication of who is responsible for what.

Of course all interactions between members and dealership employees are important so communicating the correct attitude with the general membership helps keep the momentum on a positive trajectory. Having an open invitation policy for all the dealership team members so they feel welcome at any and all of your events goes a long way to create good will...On the other hand, the better our members know the sales and service employees the easier it is to transact business - trust in the best deals and confidence in the best service...

## SUMMARY

This discussion is meant to improve our regions by building better bonds with Porsche dealerships. Improved dealer support can mean better sponsorship for events, growing base of enthusiastic new members, better insight into the Porsche product, and friendlier business for our members in dealer transactions. The dealers receive sales opportunities, increased service business, improved dealer satisfaction results, and enthusiastic word of mouth marketing. The more important tools for achieving the best relationship are maintaining a single point of contact... By maintaining a strong relationship we are best able to serve members in the tradition of our club. “

I have a meeting scheduled March 28 with the Brand Manager of Porsche at Bergstrom and hope to start a conversation as how the FVR and the dealership can collaborate on future mutually beneficial actions and events. I will share that information so our club's liaison, Bob Dean, the rest of the Board members, and YOU, the general membership can continue to work with Bergstrom Porsche to make them a more integral part of our club's operations and for them to perceive us as a valuable part of their business.

Sincerely,

Laura Prellwitz  
President, Social Chairperson

# FVR Calendar of Events

## 2015 Calendar of Events

Saturday, April 11 - Join us for an afternoon visit to the extensive Tom Grunnah Porsche collection in Elkhart Lake, followed by dinner at The Depot in Plymouth. RSVP to [lprellwitz@att.net](mailto:lprellwitz@att.net)

Saturday, Apr 18 - Mini Tour to Bailey's Harbor, with dinner at the Coyote Roadhouse. Hosted by Sergio Heredia [sherediamd@sbcglobal.net](mailto:sherediamd@sbcglobal.net)

Friday, May 1 - FVR members are invited to a private Open House at David C. Treichel Auto refinishing and Porsche Service (formerly Zero to 60 Garage) in Sherwood, RSVP to [davetreichel@aim.com](mailto:davetreichel@aim.com) by April 28.

Tuesday, May 5 - Spring opener at jim & Linda's, Pipe, WI, hosted by Alan & Pat Utecht, contact [allanu@walsdorffroofing.com](mailto:allanu@walsdorffroofing.com)

Saturday, May 9 - Tech session on garage lifts, at the home of Bryan Robertson in Menasha, contact [bryan187247@hotmail.com](mailto:bryan187247@hotmail.com)

Sunday, May 17 - Fox Valley Road & Track Classic, FVR invitation from Roy Fine

Friday, May 29 - DE Intermediate and Advanced drivers (RG 2 and 3) PCA National-Led Instructor Training Course, Blackhawk Farms, South Beloit, IL, sponsored by Milwaukee Region, [MilwaukeeDE@aol.com](mailto:MilwaukeeDE@aol.com)

Tuesday, June 2 - Dinner social at Kodiak Jack's in Oshkosh. Hosted by John & Jeanne Strublic.

Friday, June 26 - Sunday, June 28 - FVR 25th Anniversary Celebration at Landmark Resort, 4929 Landmark Drive, Egg Harbor, Wisconsin. For more information, contact Laura Prellwitz at [lprellwitz@att.net](mailto:lprellwitz@att.net)

Saturday, July 11 - Veteran's Bike Ride/Fund Raiser, coordinated by Alan Cayer

Saturday, July 18 - Tubing and dinner at Mark & Barb Wilkinson's. RSVP to [mark.wilkinson@charter.net](mailto:mark.wilkinson@charter.net)

Sunday July 26 - Pot luck social at Trout Springs Winery in Greenleaf, also featuring their new line of micro brew beers, contact (920) 864-7761 or [brchrivr@centurytel.net](mailto:brchrivr@centurytel.net)

Saturday, August 8 - Coffee and Donuts at Bergstrom Porsche 9:00-11:00 am, hosted by Bob Dean

Friday, August 14 - DE at Road America - All skill levels welcome! Sponsored by Milwaukee Region, contact [MilwaukeeDE@aol.com](mailto:MilwaukeeDE@aol.com) or see <http://www.porschepark.org/events/de.php>

Saturday, September 5 - Picnic at Road America. Opportunity for parade lap coordinated by Milwaukee Region and FVR 25th anniversary committee.

Saturday, September 19 - Coffee and Donuts at Bergstrom Porsche 8:30-10:00 am, followed by (see next)

Saturday, September 19 - Tour to Alfa Heaven at Aniwa, departing from Bergstrom Porsche at 10:00 am, with lunch stop in Birnamwood, hosted by Shaun Stamnes. RSVP to [ssamnes@netnet.net](mailto:ssamnes@netnet.net)

Friday September 25 - Sunday September 27 - Fall tour in the scenic and Porsche-worthy Spring Green area. Hosted by Warren & Joyce Beaver [beaversdime@solarus.net](mailto:beaversdime@solarus.net)

Tuesday, November 3 - Social and dinner at Mackinaw's in Green Bay. Hosted by Jim & Mary Haen. RSVP by November 1st to [mehaen@sbcglobal.net](mailto:mehaen@sbcglobal.net)

October - Fall Tech Session at Auto Clinic, Neenah hosted by Gordon

Saturday, December 12 - Holiday Party at Holiday Inn Neenah Riverwalk

# April 11, 2015: Ultimate Porsche Garage



## The Ultimate Porsche Garage and Collection

Tom Grunnah, PCA member for more than 50 years with the Chicago region, has invited the FVR members to visit his expansive Porsche collection near Elkhart Lake, WI. With several thousands of models, Porsche collectibles, racing memorabilia, and a garage full of the “real things”, Tom’s passion for Porsche is almost overwhelming. His collection was also published in a book about “ultimate garages”.

Please join us at Tom’s place on **Saturday, April 11, 2015 at 3:00 PM** for the grand tour. Following the visit, the group will join together at The Depot restaurant in Plymouth, which features seafood, German and American food. [www.pjcampbellsatthedepot.com](http://www.pjcampbellsatthedepot.com)

RSVP’s are needed by Wednesday, April 8th. Once you have RSVP’d, directions to Tom’s home will be shared with you. Please RSVP to Laura Prellwitz at [lprellwitz@att.net](mailto:lprellwitz@att.net)

April 2015						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
5	6	7	8	9	10	11



# April 18, 2015: Dinner at Coyote Roadhouse

## Mini-Tour to Bailey's Harbor -- with -- Dinner at the Coyote Roadhouse

On Saturday, April 18th; we will meet at 3:00 PM at the junction of Hwys 57 & 54 (Algoma Exit), by the Shell Station on 54.

We will depart around 3:15 PM and will (optionally) visit The Rushes at Kangaroo Lake, past Jacksonport, on Logerquist Road. We will not get out of the cars, we'll just ride through this picturesque resort, then we'll head out to the Coyote Roadhouse on County Road E for dinner.



For those who would like to meet at Coyote Roadhouse, expected ETA of the tour is 5:00 PM, with dinner at 5:30 PM. Please RSVP to Sergio Heredia at [sherediamd@sbcglobal.net](mailto:sherediamd@sbcglobal.net) by April 11 in order that he can provide an approximate headcount in advance.

Hope to see many of you there!

Sergio Heredia

April 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
12	13	14	15	16	17	18

3026 County 'E', Bailey's Harbor, WI Phone: 920-839-9192  
www.coyote-roadhouse.com

### STARTERS AND SIDEKICKS

**"Hold on to your Shorts" Chili**  
*Served in a fried tortilla shell.*  
Lonesome ..... 5.50  
Loaded w/onions, cheese, sour cream. . 6.50

**Homemade Soup of the Day** ..... 4.99  
*Sometimes different... always delicious!*

**Roadside Salad** ..... 5.99

### APPETIZERS

**French Fried Onion Rings** ..... *Heaping load* 8.99  
*Heaping load of fresh breaded onions* *Small load* 5.99

**Fresh Breaded Mushrooms** ..... 6.99

**Fried Clam Strips** *Served with cocktail sauce and lemon* ..... 4.99

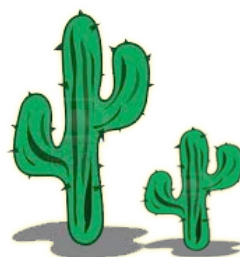
**Wisconsin Cheddar Cheese Curds** ..... 7.99

**Hot Wings** *Served with Bleu cheese dipping sauce* ..... 7.99

**Fresh Chicken Tenders** ..... 7.99  
*Breaded and served with BBQ or peppercorn sauce.*

**Deep Fried Green Beans** ..... 5.50

See the full menu at [coyote-roadhouse.com](http://coyote-roadhouse.com)



# May 5, 2015: Spring Opener in Pipe



**2015 SPRING OPENER**  
 May 5<sup>th</sup>, 2015  
 Jim and Linda's Lakeview Supper  
 Club  
 W3496 County W  
 Pipe, WI 53049  
 Social Time 5:00 to 7:00  
 Dinner at 7:00

**You read about a lot of celebrities that are as passionate about Porsches as we are. So, I thought it might be real popular if we invite some of these celebrities to our Spring Opener. I've made a short list below. Please email me if you have an email address for any of these people or if you want to RSVP that you are coming to the Spring Opener. Email me at [allanu@walsdorffroofing.com](mailto:allanu@walsdorffroofing.com) by May 1<sup>st</sup>.**

DAVID BECKHAM



JERRY SEINFELD



KEANU REEVES



HER



FOR THE LADIES HIM



MATTHEW PERRY



MILEY CYRUS



HOLLY MADISON



MARIA SHARAPOVA

# May 9, 2015: Installing a Garage Lift

## PCA Tech Session - Installing a Car Lift in a Regular Garage

I installed a lift last summer and learned a lot from the experience. If you are interested in doing something similar or would just like to see the underside of your Porsche, come to the Tech Session at my house in Menasha on May 9th, from 6pm to about 9pm.

Here are some of the things I plan to discuss:

- Different types of lifts available.
- Ways to modify and reinforce a typical garage for a lift.
- Cost of installing a lift versus expanding garage.
- How to get it delivered.
- Show what is required to put it together.
- Show the operation and how to use the wheels to move it.



RSVP to [bryan187247@hotmail.com](mailto:bryan187247@hotmail.com) so I'll know how many parking spots to have available.

Address:  
1319 Sunset Ln  
Menasha WI 54952

See you there,  
-Bryan Robertson  
1988 911 Turbo, black

May 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
3	4	5	6	7	8	9

# June 2, 2015: Dinner at Kodiak Jack's



## IT'S KODIAK JACK'S TIME AGAIN!

Please join us on June 2, 2015 as we host our fifth Kodiak Jack's event. It's a wonderful night of great conversation, drinks and good food. Kodiak Jack's restaurant has a terrific menu selection with something for everyone. We will have our own area off the bar and there will be appetizers before dinner. Come anytime after 4:30PM and we will all sit down to dinner at 6:30PM. Please park on the north side of the building as we can all park together there and put on a mini car show. We had customers last year walking around and admiring our cars and it was great fun.

Kodiak Jack's is located in Oshkosh at 2059 Witzel Avenue. Take the Highway 21 exit off of Highway 41 and go west. Take the roundabout to Washburn Avenue. (There is a Kwik Trip on the corner of Washburn and Highway 21). Go past Fleet Farm and take the next roundabout to the right. Kodiak Jack's is just down the street on the left next to Wal-Mart.

## HOPE TO SEE YOU THERE!

Please email [jjstrublic@centurytel.net](mailto:jjstrublic@centurytel.net) or [strublic23@gmail.com](mailto:strublic23@gmail.com) of your desire to attend by Monday, June 1st.

June 2015						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6



# June 26-28, 2015: FVR 25th Anniversary



## 25TH ANNIVERSARY CELEBRATION

June 2015						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
21	22	23	24	25	26	27
28	29	30	1	2	3	4

## At the Landmark Resort

To start the celebration, a gimmick rallye will begin in the Kewaunee area about noon and will conclude at the Landmark at about 3:00 PM. Trophies given for 1st - 3rd places. A car show, open to the public, will be held in a special reserved parking area from 3:30 - dusk. A "Peoples' Choice", "Best of Show & Shine", and "Best of Show" trophies will be awarded. Members will be photographed with their car. Banquet dinner, award presentation and many other surprises begin at 6:30 PM. Evening entertainment to follow. Sunday morning is a golf outing at Alpine Golf Course or scenic driving tour to Cana Island Lighthouse.

For more information, contact club President, Laura Prellwitz via the FVR website <http://fv.pca.org> or [lprellwitz@att.net](mailto:lprellwitz@att.net)



# FVR 25th Anniversary Rallye Info

Advance 25th Anniversary rallye information for participants and navigators

## Odometer Correction

Due to the fact that ALL odometers are not the same, at the start of the Rallye we will have an exact start check sign.

At a point near the start (Yet to be determined) but 5 - 10 miles out on the route, we will have a mileage check sign with the exact mileage that the Rallye Master had at this point. Because the Official Rallye Miles (ORM) is an important part of the scoring, this check will allow you to correct your odometer error.

## Examples

At the mileage check your odometer is **over** the check sign,

CHECK SIGN Divided By

MILES OVER = CORRECTION FACTOR

Example using 5 mile check sign:

5 mile check sign divided by 5.2 (your odometer) = .9615 CORRECTION FACTOR

At the mileage check your odometer is **under** the check sign,

CHECK SIGN Divided By

MILES UNDER = CORRECTION FACTOR

Example using 5 mile check sign:

4.8 (your odometer) divided by 5 mile check sign = 1.0416

Your mileage at the finish (less off course miles) times the CORRECTION FACTOR = ORM

Dan Pankratz

Co/Chairman Tech. Committee

Dan and Barb Pankratz

Rallye Masters

# July 11, 2015: Veteran's Ride

## Vietnam Veterans of America Chapter 224 & Desert Veterans of WI, Inc.

### 2015 VETERANS RIDE & RAFFLE

Saturday, July 11th 2015 at Pearly Gates Bar & Grill Green Bay, WI

The goal of the Vietnam Vets of America 224/Desert Veterans of Wisconsin: *TO BETTER THE QUALITY OF LIFE OF OUR LESS FORTUNATE VETERANS* thru this fund raising event.

Vietnam Veterans of America 224 and the Desert Veterans of Wisconsin Inc. objectives include, but not limited to:

To improve the lives of those who served in uniform during the nation's longest and most divisive war, promote veterans health care, promote resolution of POW/MIA issues, insure agent orange treatment and compensation, assist incarcerated and homeless veterans, assist less fortunate veterans and their families, support veterans memorials and observances, promote youth and family activities, and raise funds to help all veterans. Some possible fund distributions:

- Enhancing the scholarship program
- DAV transportation program
- King Veterans Home and Homeless Veterans
- Christmas baskets to needy vets and/or vets families
- Summer care packages
- Financial assistance to Vets with unexpected medical bills
- Support For Locally Deployed Troops and Their Family Readiness Group



July 2015						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
5	6	7	8	9	10	11



# September 25-27, 2015: Fall Tour

## 2015 Fox Valley Region Fall Tour

Friday, Saturday, & Sunday September 25-27

### Spring Green, WI

Joyce and Warren Beaver would like to announce that this year's fall tour will again be touring Wisconsin's beautiful southwestern area. Scenic county trunks have been tentatively selected for tour routes, these will be will firmed up after checking with the counties for construction dates and locations. The 2010 tour route was changed four times as road construction plans were determined!

We will use Spring Green, WI as our base; staying there two nights. It's a little easier and gives us more time to check out the shops, restaurants, bars and galleries the area has to offer. We will be staying at the Spring Green Motel [www.springgreenmotel.net](http://www.springgreenmotel.net) All units are at ground level. Rooms have been blocked for us until August 5th (cancellations must made at least one week prior). Prices range from \$79.00 to \$125.00. Be sure to tell them you are with the FVR Porsche Club. Motel contact information is [sgmotel@charter.net](mailto:sgmotel@charter.net) or 608-588-2141 or 888-647-4410.

The tour will begin at Nekoosa, meeting at noon for lunch on Friday, September 25th. We will leave Nekoosa taking a scenic drive along the Wisconsin River and stopping at a couple of our favorite vistas as we make our way to Spring Green. Saturday will be primarily a driving tour making our way from Spring Green to the Mississippi River and back through the Driftless Area; roads made for Porsche driving.

Contact us at [beaversdime@solarus.net](mailto:beaversdime@solarus.net) when you have booked your room so we know how many are coming or call me at 715-451-5634 if you have any questions. We will get more info to you as things solidify. Looking forward to seeing you all.

Warren and Joyce Beaver



September 2015						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
20	21	22	23	24	25	26
27	28	29	30	1	2	3



# Advertisements

**Your ad right here could be seen by hundreds of Porsche enthusiasts every month!**

If you would like to find out more about placing your ad in Whaletales contact any one of the Fox Valley Region club officers listed on page 2.

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# Zone 13 Presidents Meeting

Meeting minutes from the Zone 13 Presidents meeting

Todd Benz, FVR Vice President

Meeting convened at 9:00am at Isringhausen Porsche in Springfield, IL with introductions and a light breakfast. There was representation from 6 of the 8 regions. Each region talked about their concerns and successes.

## Successes:

Southern Illinois success has been with there dealer relationship, Central Wisconsin does a great job with Autocross, Chicago have a niche with the track events and concourses, Lincoln Trail does very well with mix and mingles, Milwaukee works a lot with socials and shares Chicago's activities, and I spoke to our spring and fall tours and our social activities.



## Concerns:

The two common concerns that were echoed were member involvement with the region boards and stagnant growth. The suggestion for member involvement was a type of mentoring to help others understand what being on the board means. As far growth is concerned there were a few suggestions such as spreading the word, as members, about the club and how much fun we have. They also talked about getting the email information from the co-members, by keeping them involved as well. When both members are involved there is a higher turnout at events.

## Safety on Tours:

Several things were suggested for being safe on tours like picking the car order so we have experienced tour drivers leading and following. Make sure you have radios in the lead car and the last car and if possible a third radio in the middle if there are a lot of cars. We also talked about the waivers needing to be signed during the registration and the register should take ownership of that task.

# Zone 13 Presidents Meeting

## PCA Resources:

There was also talk about resources that PCA national can provide like membership sales support, technical advisers and social media advice. The latter being a hot topic. PCA national is creating a social media chairperson to help all regions navigate through this ever changing world. They stress that at PCA sponsored events that if something happens that is not viewed as a positive on the club that members do not post any of the events on social media. They also recommend that each region take a very serious look at this and possibly create a position on the board to help monitor and navigate this.

Another topic of discussion was how much money the regions are leaving on the table. There are many events and opportunities that allow the local regions to get money from PCA National. See page 24 in the RPM Manual.

Discussions were also had about the uses or not of the Porsche logo and crest. We are not to use them in anyway without approval from PCNA. If we want to use them or a variation of them we need written approval from PCNA.

They also talked about sending pictures of our events of the people and their cars to E-Brake for publication in their email blasts.

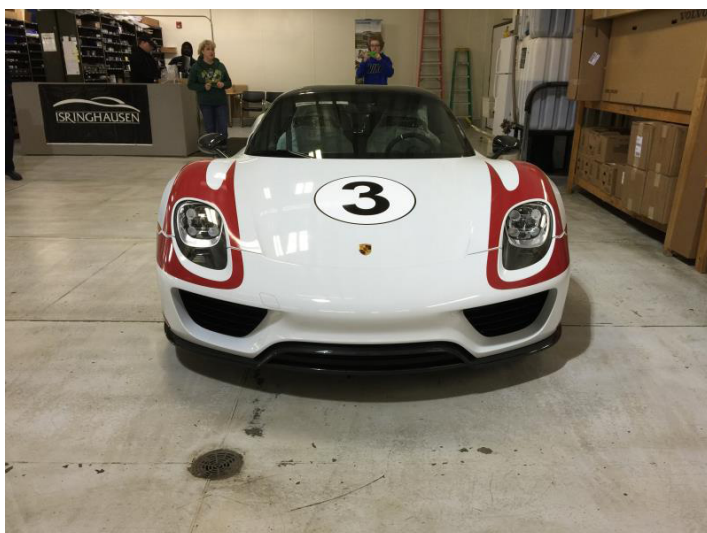
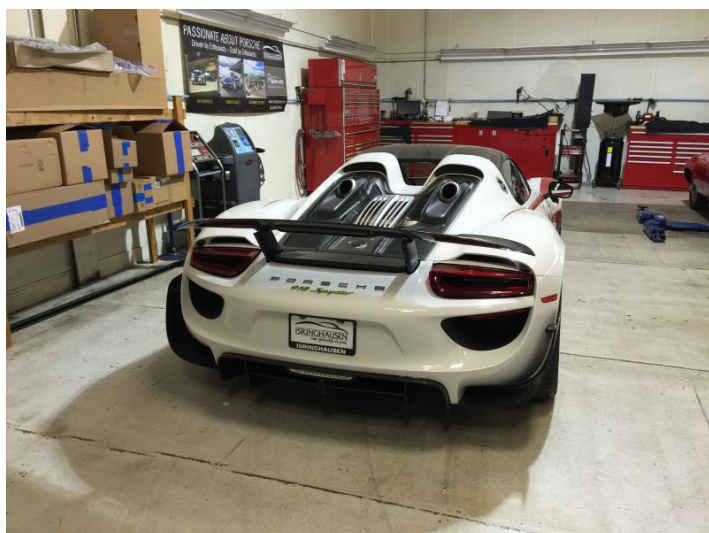
They also talked about redoing our regions bylaws if you haven't done them recently, along with making sure we stay up with the paperwork for maintaining our incorporation. Apparently there were two regions whose incorporation had lapsed.



After trying to place our lunch order for 2 hours we decided to partake of the dealership tour to see all of the magnificent Porsche automobiles. Geoff Isringhausen truly appreciates a fine automobile but his passion for Porsche is quite evident. We saw everything from a Cayman base model to 911's of "S", "GTS", "GT3", "Turbo" and "Turbo S" to a Carrera GT. They also had a 918 with the Weissach

# Zone 13 Presidents Meeting

package. Goeff's son also was on the tour and actually started the 918 for us. This was better than being at Disney World. I also had an opportunity to purchase Porsche Tequipment from there parts department and them to be very helpful and polite. They really know how to enhance the buyer's experience. Isringhausen also sells, Mercedes Benz, Volvo and BMW. Their BMW dealership looked to be the largest with Porsche number two, followed by Volvo, then Mercedes. This will wrap up my summary of the day's events but if anyone has any questions they would like to ask me please feel free to reach to me.



# FVR Tech: Carrera Engine Disassembly

First Time 1987 Carrera Engine Drop - Chapter 11 - "More Disassembly"

Jim Prellwitz, Technical Chairperson

With the cams removed and stored safely on a shelf, I began the arduous task of removing the cam carriers. Carefully removing the 15 nuts and 3 Allen nuts on each side allows the cam carrier to lift off of the heads, giving a nice view of the heads below.



With the carriers removed I can easily see that I was getting some leakage around the lower section of the heads. This is just another reminder that I am doing a good thing by pulling this all apart.

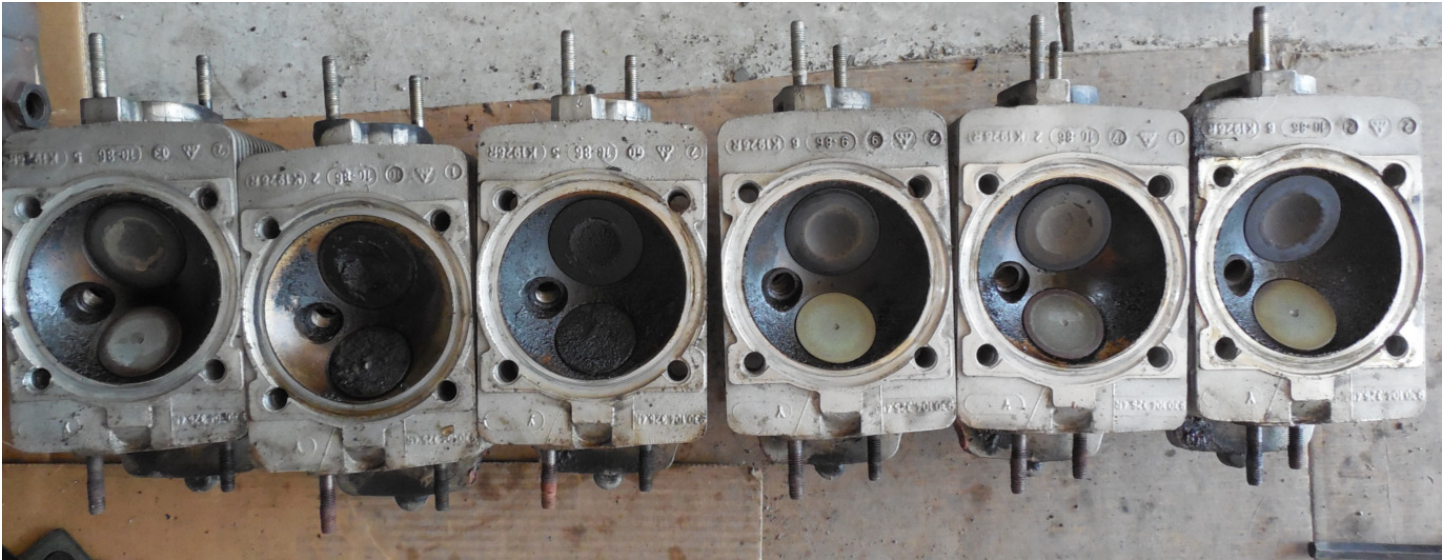
Heating the head stud barrel nuts with my little torch is enough to break them loose without too much trouble. Once the four nuts are removed the heads lift off rather easily. This gave me the first



glimpse of the crud inside the firing chamber. I can again see the amount of work ahead that will be needed to clean up the pistons and cylinders.



# FVR Tech: Carrera Engine Disassembly

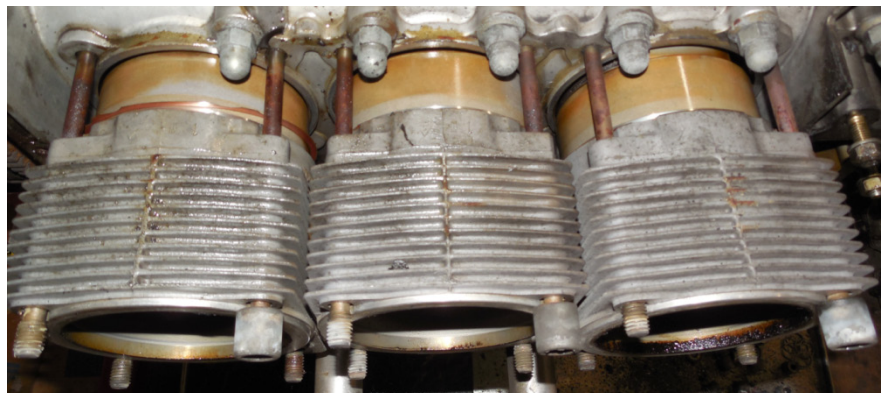


Heads 1 through 6 (left to right) confirm the issues that I noted in cylinders two and three when I removed the plugs. There is a large amount of carbon build up and crud around the spark plug port. The others have some carbon build up but are not too bad considering the mileage on the engine.



Removing the cooling fins from each side was another simple matter. The narrow mini leaf springs across the top hold everything in place and once removed, everything falls out of the cylinders. I took this picture since they came out so easily, I needed to quickly piece them together to remind myself how they would go back together for re-assembly.

Next I began to pull off the cylinders. I used the head stud nuts, turned onto the studs just a bit to keep the cylinders from falling off while I worked on each one in sequence.



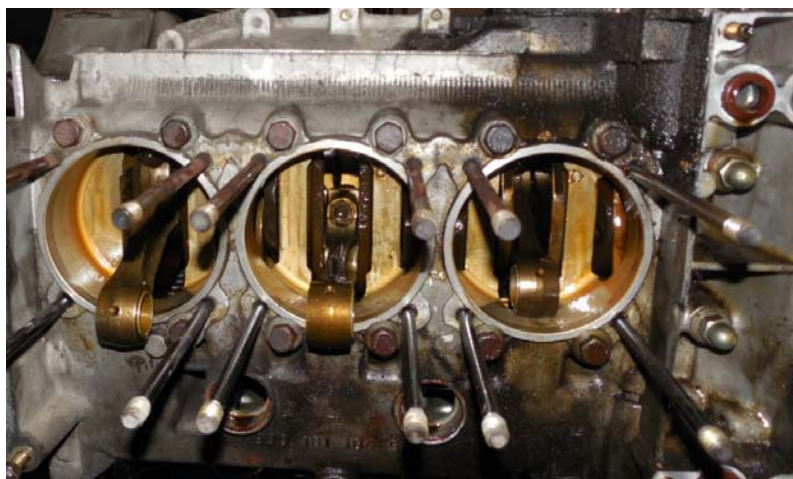
# FVR Tech: Carrera Engine Disassembly

Once I had a cylinder off I could see if there were any broken rings or other problems that would need to be addressed.

Fortunately, I found no broken rings and no damage to the head sealing surfaces or any cylinder wall scoring. This was good news as it meant that most of the oil smoke must be due to the valve guides. I was hoping that all the other leak issues could be corrected by replacing o-rings and seals while I had it all apart.



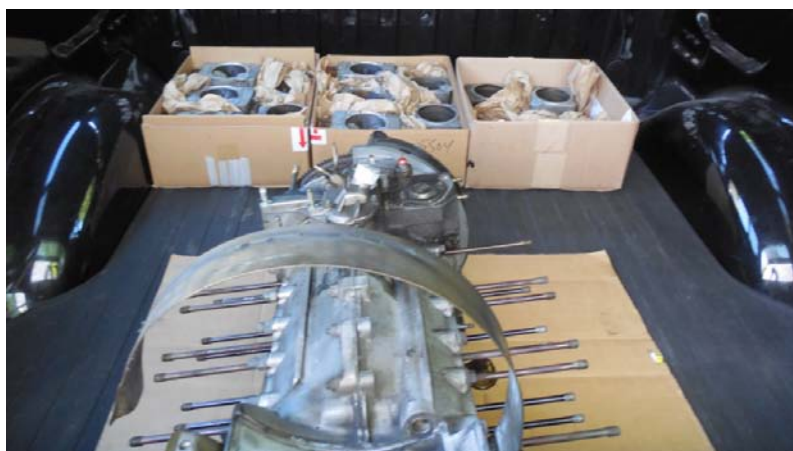
After carefully removing the wrist pins from the pistons and noting each piston's location and matching cylinder and head with a tag, I was left with the block torn down nearly as much as I was going to do at this time in the cars life.



The only further thing I planned to do was to remove the head studs. Since these were the original steel uppers and Dilivar lowers I wanted to replace them in order to ensure that there would be no breaking issues later on.

The studs are held in by loc-tite and threads so in order to remove them I would need to heat the area around the stud base and free up the Loctite. Unfortunately, all that aluminum is too much for my mini-torch so that will be another step for my local machine shop. They can remove the studs while they work on the heads. So I am off to the local motor machine shop, with the parts in the back of my truck.

While I am waiting for the parts to be completed at the machine shop, I planned to spend a lot of time cleaning parts in the garage with parts cleaner and elbow grease. Fortunately I had some moral support in the garage.



# FVR Tech: Carrera Engine Disassembly



I did change my mind with one thing. The cam carriers had so much crud on them and there are so many oil galleys and journals that I wanted to make sure they were all cleaned so I took the carriers to the machine shop and they ran them through their ultra-sonic parts cleaner (not to be confused with a sonic screwdriver) and they came out all spic and span.



After about a week I received a call from the machine shop. They let me know that the pistons, cylinders and valves were fine and within normal specifications and the wear seemed to be the valve guides as suspected. They would be cleaning up all of the surfaces and installing new valve guides and valve keepers. After another three weeks of patiently awaiting I got the call that everything was ready to be picked up. So next time we start to put this thing back together.

# Followup: March Meeting at Titletown Brewing



Wayne & Sue Roberts (Prellwitz Photo)



Wayne & Deb Slowinski (Prellwitz Photo)



Left to right: Keary Kautzer, Frank Pritzel, Jane Kautzer, Todd Benz (Prellwitz Photo)

# Followup: March Meeting at Titletown Brewing



Andrew Opicka, Jim Haen, Mary Haen, Deb Slowinski (Jamie Prellwitz Photo)



John & Jenni Hibbert (Prellwitz Photo)



New members Steve Groddy (left) and David Van Gemert (right) (Prellwitz Photo)

# Followup: March Meeting at Titletown Brewing

## Board of Directors and New Member Meeting Notes for March 3, 2015

- After conversation and a delightful meal from the menu at Title Town Brewing in Green Bay, Laura reviewed the calendar of events for the remainder of 2015.
- There was an introduction of new members attending. (Defined as anyone who has been a member for less than 2 years and/or who has never previously attended an event.) Welcome to: Wayne & Sue Roberts, Shaun & Dee Stamnes, Keary & Jane Kautzer, John & Jenni Hibbert, Wayne & Debra Stowinski, Frank & Jean Pritzl, Dave Van Gemert, and Steve Groddy. We hope you will join us in more events over the years.
- Treasurer, Jim Janes, turned in a financial report.
- We collected \$145.00 for our Porsche Luggage Raffle to be held at the 25th Anniversary Celebration in June. The Porsche luggage was donated by Bob and Carol Burress with the proceeds of the raffle going to the American Cancer Society.

Mary Haen  
Secretary



Full House! FVR members socializing in the Frost Room (Jamie Prellwitz Photo)

# This might be your next Porsche!

In case you have not seen the social media postings or message from PCA; Porsche, in cooperation with PCA in commemoration of 60 years of the Porsche Club of America has built 60 of a special edition 911 GTS Coupe, of which 59 will be available for purchase. And one will be raffled off to a very lucky PCA member. All active PCA primary members are automatically entered into the raffle!

<https://www.pca.org/news/2015-01-21/pca-and-porsche-unveil-2015-911-gts-club-coupe>



911 GTS Club Coupe interior



The 911 GTS Club Coupe at the unveiling

# FVR ID Badge Update

## New Fox Valley Region ID Badges are available!

Discussion on various proposals for updating the Fox Valley Region ID badges has been underway since late in 2013, and the FVR board has recently approved the design shown below. If you have the older name badges and you are happy with them, they will be just fine, updating to the new ones is completely optional. If you would like to update to the new design which will be our standard ID badges going forward, the new badges will be printed plastic laminate cards, featuring the PCA and FVR logos, member name, with first name in large, easy to read letters. The background image is the Porsche 919 hybrid featuring the new livery design based on the Porsche Intelligent Performance theme. The lanyards will be a repeating pattern as shown below, the badges will also include the option for magnetic attachment.

The package will be one badge, one lanyard, and one holder for \$10.00 plus shipping.

Send request for ordering to Jim Janes at [jrjanes@omscom.com](mailto:jrjanes@omscom.com).

**FOX VALLEY REGION PORSCHE CLUB** **FV.PCA.ORG**



**FOX VALLEY REGION PORSCHE CLUB** **FV.PCA.ORG**

# Membership Milestones



## Member Anniversaries

Name	Location	Vehicles(s)	Member Since
Al & Kerri Bandola	Suamico, WI	2005 911 Turbo S	2012
Carol & Richard Helstad	Oconto Falls, WI	1991 911 Carrera 2	1987
Eric & Al Iverson	Little Chute, WI	2004 Boxster S	2012
Mike & Mary Kaess	Eagan, MN	2000 Boxster S	2009
Alfred & Pamela Kuck	Shawano, WI	2004 911 GT3, 2010 Panamera	1998
Mike & Susan Muoio	Appleton, WI	2007 911 Carrera S	2014
Jim & Mary Niemiec	Wisconsin Rapids, WI	2001 911 Carrera	2009
Peter Nystrom	Antigo, WI	1985 944	2014
Frank & Jean Pritzl	Green Bay, WI	2002 Boxster	2014
Dennis Schreiner & Darcey Magnuson	Sobieski, WI	1974 914 1.8, 1981 911 SC	1989

The Fox Valley Region Porsche Club of America's current membership is 286 total members, with 164 primary members and 122 affiliate/family members. With 220 vehicles being registered with PCA, 26% of FVR members report owning more than one Porsche.

Also thank you also to our loyal members who continue to renew their membership with us annually. Your continued support and participation is greatly appreciated. Renewing your membership is even easier with the redesigned PCA website, simply login to [www.pca.org](http://www.pca.org) and click on the renewal date near your welcome banner.

Members can also edit the information on their Porsche vehicles (click on your name on your welcome banner, then "edit", and then "membership"). By doing so, the vehicle data in the monthly Membership Anniversary section above will reflect your current Porsche collection, as this is always updated from the PCA database when Whaletales is published!

<b>Year/Model</b>	
2006 ▼	Cayenne S ▼
<b>Body Type</b>	
SUV	
<b>Color</b>	
Blue	
<b>Vehicle Used</b>	
<input checked="" type="checkbox"/> Daily	
<input type="checkbox"/> Pleasure	

# From the Editor

## The Learning Curve

Beware the roundabout (or watch out for the invisible seventh star of Pleiades, a.k.a. Subaru)! Procrastination on occasion causes me to delay writing my monthly contribution to Whaletales, or as I prefer to think of it, a matter of waiting for an appropriate inspiration to spark a bit of creativity. If that has been misconstrued by destiny as a temptation, I may be well served by changing my ways.



So what do roundabouts have to do with fate you wonder? I think we can all relate to navigating these 21st century marvels of purportedly safe and efficient means of intersecting traffic, given their rapid encroachment onto our roadways. Trust me, as a Porsche owner I understand how one might occasionally appreciate an opportunity to utilize cornering performance when traversing roundabouts, but only with safe and prudent restraint in respect of other vehicle traffic being present. Now picture a 3,000 pound Subaru WRX and a 5,000 pound Ford F150 crossing paths through a roundabout. Not just any F150, but my F150. Should not be much of a contest should they collide, right?

While driving the F150 was (*note past tense* 🙄) in comparison to the Cayenne, much like operating a horse-drawn lumber wagon, I estimate my speed may have been around 25 mph. Doing the math of reconstructing what happened based on witness accounts and post-collision travel path, tells me that that Subaru was travelling somewhere in the neighborhood of 2 or 3 times the speed of my F150. Not even 24 hours later I have been advised that the other driver's insurance claims handler--after seeing the police report--will likely be contacting me very soon to discuss a settlement.

As of this writing, I have a few possible bruises and some stiff/sore joints which will be cautiously monitored. The other driver reported being physically unharmed; his impact was moving forward into my driver's side door and he was assured a soft landing via airbag. My truck being T-boned took a sideways impact. Very strange sensation, foot mashed into the brake pedal and no sense of slowing down as the truck was mostly airborne over the median. Fate did quite thankfully spare oncoming traffic from occupying the space I landed in. No Porsche was involved, but the takeaway is a simple and subdued reminder - be careful out there!

Your Whaletales Editor,

Mark Wilkinson  
[whaletales@charter.net](mailto:whaletales@charter.net)



# General Information



## On the Web

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Porsche Club of America

<http://fv.pca.org>



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Quarter Page	\$15	\$125
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## Editorial Policy

Whaletales is your official source for news of FVR events (past, present, and future) and is proudly distributed monthly by the Fox Valley Region of the Porsche Club of America. Statements and opinions appearing in Whaletales are those of the authors, and not necessarily those of PCA, FVR, the Board, or the Editor.

The Editor reserves the right to edit all material and to publish only material that is felt to be in the best interest of FVR-PCA. Other regions are welcome to reprint Whaletales articles, provided that the source and author are credited.

Email addresses are maintained by PCA at <http://www.pca.org> (login and select "Membership" - "Member Service" - "Member Record" from the menu) and member email address changes must be made through PCA national.

To have your questions, comments, articles or pictures published in Whaletales, email the Club President or the Newsletter Editor at [whaletales@charter.net](mailto:whaletales@charter.net) no later than the 20th of the month.

Please send all information (writings and pictures) as an attachment in your email, do not let silly concerns about spelling, grammar or the like prevent you from sharing your story about your favorite Porsche or your extended family of Porsche friends - but please do include the name of event, captions for photos, and the names of people in photos. And don't forget to include the name of who took the picture - photo credits are a big deal in the world of highbrow Moto-journalism.

## Classified Section

[Free advertising for PCA members](#)

All classifieds free to PCA members for the purpose of selling, trading or requesting Porsche related STUFF (not for services). Please submit plain, unformatted text and pictures to the editor.