

CRAB PROCEDURE GUIDE

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11. Marketing develop a plan to include the following:

- a. Social media
- b. Monthly feature articles in the SVR Drifter starting at least 6 months prior to the event
- c. Email blast program both at the regional level as well as throughout the Zone
- d. Press release to local newspapers, radio and TV stations
- e. Advertising placement in other region websites and newsletters in the Zone.

12. Reservation systems

- a. Needed to handle volume of registration as well as the assortment of different activities
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- a. Without the generosity of many volunteers, this event could not happen. As such a chair position to coordinate getting volunteers and assigning them tasks should be a high priority for the CRAB team.
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History of CRAB

So what is this multi-day, multi-region event we call CRAB? Let's start off with an explanation of the acronym in the word "CRAB". The "C" stands for crab feed, the "R" stands for rally, the "A" stands for autocross and "B" stands for the German word "begegnen" which means a gathering or meeting. Simply, it's a weekend to celebrate all things Porsche. It's a chance to socialize with like-minded fans of the Porsche brand. It is also a wonderful way for new members to get immersed in the fun and social aspects of the club all in one weekend. In addition to the events described above, CRAB also includes a day-long tour, concours, and a beer and brat feast on the final day of the event. The event has attracted well over 300 PCA members at each CRAB, beginning in 1972, when a small group of SVR members, **Rich Farlinger, Jim Carver, Ray Johansen, and Phillip Marks** conceived the concept which was held at **El Macero Country Club in Davis**. To date, the club has hosted 37 CRAB events and has gained a regional and Zone 7 reputation for being one of the most anticipated multi-region, multi-day events in Northern California. An article highlighting CRAB 36 was written by Kim Nelson, explaining the history of CRAB. This article was published in the Drifter prior to the event. See appendix #2

Past CRAB Chairs

CRAB 1 - March 4-5, 1972: Rich Farlinger, Jim Karver, and Ray Johansen

CRAB 2 - March 3-4, 1973: Larry Wilson & Bob Becker,

CRAB 3 - March 29-31, 1974: Ray Seamans,

CRAB 4 - April 4-6, 1975: Dave & Chrissie Neukom

CRAB 5 - April 23-25, 1976: Dave & Chrissie Neukom

CRAB 6 - April 15-17, 1977: John & Candy Wong

CRAB 7 - April 7-9, 1978: Ted & Diane Colbert

CRAB 8 - April 19-22, 1979: Mike & Vicki Willis

CRAB 9 - April 11-13, 1980: Pat & Larry Wilson

CRAB 10 - April 24-26, 1981: Ray & Sara Clements

CRAB 11 - April 16-18, 1982: Kirk Bradford

CRAB 12 - April 22-24, 1983: Trische Robertson

CRAB 13 - April 27-29, 1984: Steve & Lori Campbell

CRAB 14 - April 26-28, 1985: Mike & Vicki Willis

CRAB 15 - April 25-27, 1986: Dwight & Linda Mitchell

CRAB 16 - May 1-3, 1987: Dwight & Linda Mitchell

CRAB 17 - April 29-May 1, 1988: Kern & Cindi Breaux

CRAB 18 - April 21-23, 1989: Stan Breyfogle

CRAB 19 - April 27-29, 1990: Kern & Cindi Breaux

CRAB 20 - April 12-14, 1991: Greg & Cyndee Peart

CRAB 21 - April 24-26, 1992: (Sally & Ron Boeck

CRAB 22 - April 8-10, 1994: Shelagh Mackay

CRAB 23 - April 21-23, 1995: Susan & Tim Fleming

CRAB 24 - April 12-14, 1996: Susan & Tim Fleming

CRAB 25 - April 25-27, 1997: Mike, Vicki & Michelle Willis

CRAB 26 - April 24-26, 1998: Dan & Deb Catherwood
CRAB 27 - April 30-May 2, 1999: Mike & Sue Ambrozewicz
No CRAB in 2000
CRAB 28 - April 27-29, 2001: Susan & Tim Fleming, chairs
CRAB 29 - April 26-28, 2002: Mike & Emily Willis
CRAB 30 - April 25-27, 2003: Dwight & Linda Mitchell,
CRAB 31 - April 23-25, 2004: Kern & Cindi Breaux
No CRAB in 2005
CRAB 32 - April 7-9, 2006: Kim Kinder & Kim Nelson
CRAB 33 - April 20-22, 2007: Buzz & Julia Lynn
CRAB 34 - April 18-20, 2008 (Mark Judish, chair)
No CRAB in 2009 or 2010
CRAB 35 - April 29-May 1, 2011: Jim & Linda McMahan
No CRAB in 2012, 2013, 2014 or 2015
CRAB 36 - May 13-15, 2016: Steve & Rita Barker and Kim & Rachel Nelson
No CRAB in 2017
CRAB 37- May 18-20, 2018: Bob Lozito and Collin Fat

CRAB LOGO HISTORY

Over the past 37 plus years that CRABs have been held, the logos have taken on sometimes separate designs and inspirations but always having some element that relates to the rich history of the event. Almost all designs have featured an image of a crab. However, the image has varied over the years and the SVR board has left the logo design to the CRAB committee. No prior guidelines have ever been written regarding the design.

Some design elements that any design should take into consideration are 1) the SVR identification, 2) the date or year of the event, and 3) the crab image design. CRAB precedence seems to indicate that each SVR board was informed of the different designs and had the ultimate approval. I believe the decision was made to allow latitude in the design and not to restrict the creativity of the CRAB logo designer, but to also insure key elements of the design goals were incorporated. The following are examples of the changes over the years of the CRAB logo. As you can see, since inception of CRAB in 1972 the logo has changed in many ways over the years with few of any of the logos used for more than one or two events.

The CRAB logo design origination has come from a variety of sources. Most, if not all, are the creations of many of the creative members of the club. None of the logos, to the best of my knowledge used professional designs paid to a graphic designer or artist, however that is certainly an option. The history of the design has evolved over the years just as the Porsche 911 has evolved over the years. There are similarities year after year, but minor changes have always been introduced. There is no right or wrong way when it comes to design and as the saying goes, "It's in the eye of the beholder".

The CRAB logo is the branding that identifies our unique event and has been used routinely in all the events marketing materials.

Previous Years. . . CRAB Logos & Chairpeople



CRAB 1 Ray Johansen, Jim Karver & Rich Farlinger (1972)

CRAB 2 Larry Wilson & Bob Becker (1973)

CRAB 3 Ray Seamans (1974)

CRAB 4 Dave & Chrissie Neukom (1975)

CRAB 5 Dave & Chrissie Neukom (1976)

CRAB 6 John & Candy Wong (1977)



CRAB 7 Ted & Diane Colbert (1978)

CRAB 8 Mike & Vicki Willis (1979)



CRAB 9 Pat & Larry Wilson (1980)

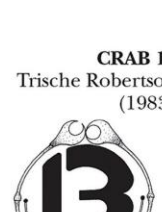
CRAB NINE
CRAB NINE
CRAB NINE
CRAB NINE
CRAB NINE
CRAB NINE
CRAB NINE
CRAB NINE



CRAB 10 Ray & Sara Clements (1981)

Crab eleven

CRAB 11 Kirk Bradford (1982)



CRAB 12 Trische Robertson (1983)



CRAB 14 Mike & Vicki Willis (1985)



CRAB 15 Dwight & Linda Mitchell (1986)

CRAB 16 Dwight & Linda Mitchell (1987)



CRAB 17 Kern & Cindi Breaux (1988)

CRAB



CRAB 18 Stan Breyfogle (1989)

CRAB 19 Kern & Cindi Breaux (1990)



NINETEEN

CRAB 20 Greg & Cyndee Peart (1991)



CRAB 21 Ron & Sally Boeck (1992)



CRAB 23 Tim & Susan Fleming (1995)



CRAB 23 The Premier Porsche Weekender

CRAB 24 Tim & Susan Fleming (1996)



CRAB 25 Mike, Vicki & Michelle Willis (1997)

CRAB 26 Dan & Deb Catherwood (1998)



CRAB 27 Mike & Sue Ambrozewicz (1999)



CRAB 28 Tim & Susan Fleming (2001)



CRAB 29 Mike & Emily Willis (2002)

CRAB 30 Dwight & Linda Mitchell (2003)



CRAB 31 Kern & Cindi Breaux (2004)



EVENT FORMAT

CRAB historically has been a three day event, modeled after Porsche Parade and generally runs Friday through Sunday. On Friday evening, registration and a welcome party have been normally scheduled so entrants can register before the weekend events and get acquainted with friends old and new. On Saturday and Sunday the major events are held. Saturday's events include an autocross, tours, and the big CRAB Dinner; On Sunday the concours takes place along with a beer and brat luncheon. Typically a TSD rally occurs in the morning and ends just as the concours judging begins. The awards ceremonies have occurred as early as Saturday's CRAB dinner. While others have taken place on Sunday. It is the prerogative of the CRAB committee to determine the schedule for each CRAB. A sample of the CRAB 37 schedule of events can be found in appendix #1.

OVERVIEW

This document provides some history and organizational perspective on the procedures and processes involved in putting on a successful CRAB event. I have attempted to consolidate as much information as available to provide a framework for future CRAB chairs and their committees. Over the 37 or more years SVR has hosted a CRAB many attempts have been made to provide a blueprint for how each chair organized the event. With limited success, I thought it important the club provide meaningful documentation. That being said, this document's goal is to provide as much history to future chairs to provide a clearer understanding of the goals and organization needed to run a successful CRAB event. Thank you for serving.

CRAB TEAM ORGANIZATION

Most CRABs have been chaired by a team of two persons who volunteered and were appointed by the club's President. They are usually approached as early as a year before the event regarding their interest and ability to serve. There can be more than 28 separate sub chairs needed to run a successful event ranging from the welcome party, crab dinner, beer'n brat, autocross, TSD rally, concours and tours. In addition, there are many tasks supporting the event such as facilities and parking, hotel arrangements, transportation, site selection, sponsorship, advertising, and awards. The search for committee members can start well in advance of the event and generally requires the chairs to approach candidates to fill the committee. It has proven that the best approach to secure suitable candidates for committee chairs is a simple email, followed up with a personal face-to-face meeting. The ideal candidate need not have prior experience in the area they are responsible for, but should be enthusiastic, organized, and committed. It is recommended that the chairs for social media, registration, and food and beverage have some prior experience in the areas they will oversee. The board of directors can also assist in recommendations, and can also be approached to be on the committee as well. It is a team effort. The following chart is a sample of the organization used to run CRAB 37.

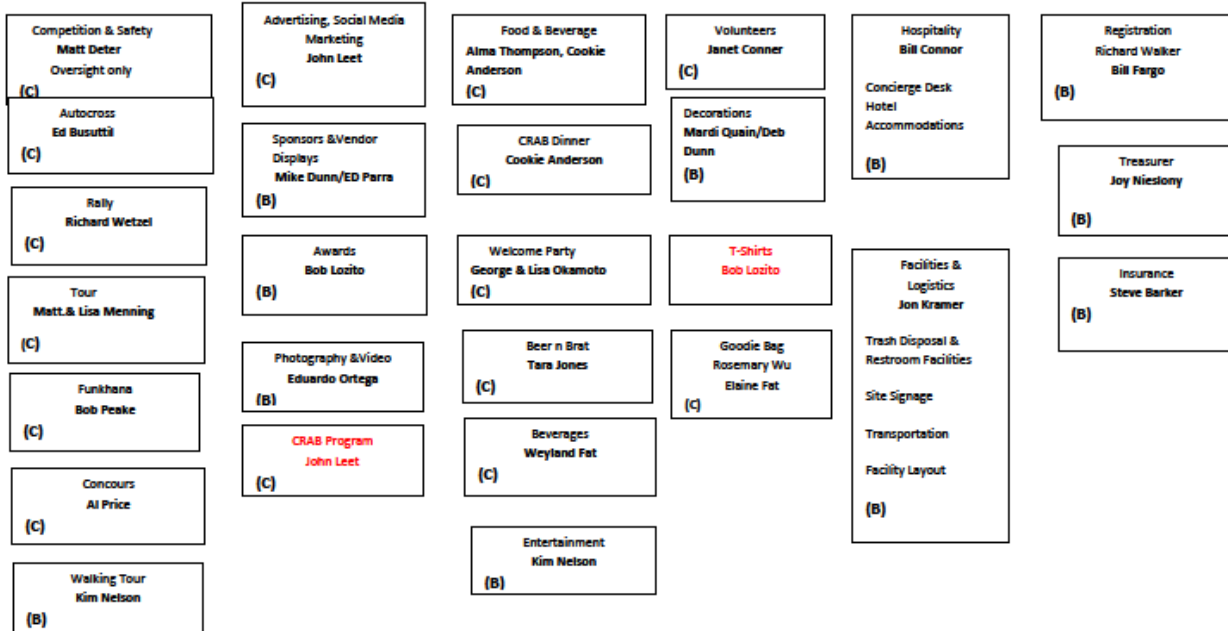


CRAB 37 ORGANIZATION CHART

CRAB 37 Chair
Bob Lozito

CRAB 37 Co-Chair
Collin Fat

Updated 1-21-17



Job Descriptions:

Chair and Co-chair:

The chair and co-chair are responsible for developing the budget, setting the date, developing the schedule, scheduling and leading the committee meeting schedule, and developing their team organization. They are mutually responsible for building their team of volunteers and will be contact points between the CRAB Committee and the SVR board. They will oversee all the committee chairs to insure all tasks are completed on time and on budget.

Competition and Safety:

This is usually the SVR board competition and safety director. He or she shall be responsible to see that all best practices are followed pursuant to PCA national guidelines involving tours, rallies, autocross, and concours.

Autocross:

This is usually the autocross chair for the SVR club. He or she will be responsible for obtaining the autocross site with the approval of the chairs and competition and safety director. All rules regarding autocross shall be adhered to including safety, course design, tech inspection, timing and results. He or she will also be responsible for awards.

RALLY:

The rally chair will be responsible for designing the CRAB rally, which historically has been held on Sunday in conjunction with the beer'n brat luncheon and the concours events. The rally should be designed for mostly novice and beginner drivers and not a full on Time, Speed Distance (TSD) competitive event. The rally route should be approximately 2-3 hours in length in order to complete the rally in time for those competing in the concours to have an opportunity to participate. Those drivers competing in both events should be allowed to be the first cars out. Rally instructions should be kept as simple as possible as the CRAB rally is more of a fun type event. The rally route should highlight the wonderful areas in our region such as the Sierra Foothills, rivers, the Delta, and other points of interest.

Tour:

The tour chair is usually the club's appointed chair and is responsible for the route, route instructions, safety protocols, driver's meeting, insurance, selecting group leaders and back doors/ sweeps. PCA tour guidelines should be followed. Tour times have averaged about 4 hours and may cover up to 125 miles in distance. The tour should highlight some of the Sacramento Valley Regions' best roads, lakes, rivers, and historic sites. The chair should work with the sponsorship chair to identify a suitable sponsor to host the luncheon, which helps to help reduce costs to the participants and the club.

Funkhana:

The Funkhana normally takes place during the welcome party. The size of the course is dependent on the site but generally can fit in a small area such as a parking lot. The obstacles, skills and tasks designed into the event are at the discretion of the chair. The Funkhana can be best described as a fun test of driving skills.

Concours:

The concours is generally held as the premiere event on Sunday along with the beer'n brat luncheon, and rally. As many as 30-40 members have participated in past years. The concours is purposefully designed as a low intensity competition with scoring set by the concours chair. Unlike our normal concours, points can be awarded to the best-decorated car, dirtiest car, crabbiest car, car with the least tread on its tires, oldest car in the display or the newest car. It is up to each chair to design the format. The point being that this is supposed to be a laid back and fun event.

Walking Tour:

The walking tour is designed for those participants would like a more cerebral activity. It could be a tour of selected sites in historic Old Sacramento to a visit to the State Capital. The tour is up to the chair to design and is generally a self-guided event with instructions provided. It can be a competitive event where answering a simple quiz on the tour guide will earn the participant an award.

Advertising and Social Media:

One of the most important chairs on the committee is the advertising and social media chair. Responsible for talking up the event before, during, and after the event with the purpose of creating awareness in the Zone about CRAB via all avenues of social media. This position requires familiarity with Facebook, Twitter and other relevant social media mediums.

Advertising the event can take the form of articles published in the Drifter or other regional newsletters or websites. Subject content has ranged from an article on the history of CRAB, articles about each of the various events, the crab feed, welcome party, concours, autocross, tour, beer'n brat, rally, and welcome party. Marketing the event may also include issuing press releases to local newspapers and television stations to create a buzz about the event, Porsche brand, and the Porsche Lifestyle. However, consideration should be given for press releases in the event that CRAB is held at a private and not public venue.

Sponsors and Vendors:

The club encourages sponsorships being secured for this event. In years past, sponsorship has been the difference in keeping registration fees at a reasonable level, reducing some of the event overhead, and providing advertisers a way to directly market their products or services to over 200 Porsche Club members. The vendors that usually display their products at CRAB have done so either on Saturday or Sunday and the chairs should schedule the displays on the days with the most foot traffic. This has generally been on Sunday during the concours. For CRAB 37, sponsors contributed nearly \$8,000 to the event in in-kind as well as in-cash. Niello Porsche has always been the largest sponsor contributing dozens of raffle prizes as well as up to \$2,000 direct sponsorship.

One of the primary sources of sponsors is the advertisers of the Drifter as well as other businesses that are automotive related such as Griots, tire dealers, business professionals, and other service related businesses.

Awards:

The chair of the awards is responsible for securing the awards for the competitive events such as autocross, concours and the rally. In addition, other awards may be requested by the CRAB chairs and other committee chairs for their events. The design is subject to the approval of the award chair and/or by the entire committee. For many years, the awards have been produced by Rachel Nelson of Reflections in Glass, a long-time SVR member.

In addition, it has been a long-standing tradition that the CRAB chairs are presented with an award for their efforts and leadership.

Photography and Video:

Over the past two CRABs, the committee has consisted of a person to handle both video and photography so that the event can be captured for the attendees to enjoy and for historical purposes to document the event. Photos of the weekend events have often been shown at the Saturday night Crab Feed. This chair should possess a high quality digital camera with video capabilities or a high quality video camera. Past CRAB videos and photographs are currently posted on the club's website.

CRAB Program:

The CRAB program chair will be responsible for compiling, design, and content of the CRAB program. The program has taken on various formats over the years ranging from a magazine style, full color product, to a simple multiple letter size documents. The minimum content would include a schedule of the weekend's activities, a history of CRAB, sponsor acknowledgement, and a list of the CRAB committee. See samples in the appendix.

Food and Beverage:

The food and beverage chair is responsible for all meals served during the CRAB weekend including the welcome party, crab feed, beer and brat as well as alcoholic beverages. It is the highest expense item in the budget and does require someone with great organizational skills, the ability to delegate, past event planning experience, and a keen eye to keep a handle on the budget. The past chairs have had separate sub-chairs to handle the bar, welcome party, crab feed, and the beer'n brat. In addition, the chair is responsible for getting bids and selecting the various caterers needed for all of the meals or selecting that responsibility to the sub-chairs. The chair will also secure any needed equipment such as serving utensils, chafing dishes, chinaware and silverware as required or budgeted. Past food and beverage chairs have also rented refrigerated trailers to keep perishables as well as to provide refrigeration for the beer and wine. All contracts binding the club with the caterer or hotel must be approved by the board as well as reviewed by the chair and co-chair.

1. **Welcome Party:** The welcome party is held on Friday evening in conjunction with registration. The event is more of a meet and greet format with wine and beer offered as well as light appetizers. Some attendees make it a meal while others make plans for dinner following the party. Food selection generally consists of both hot and cold finger foods.
2. **Crab Dinner:** The crab dinner on Saturday night is the premiere event of the weekend. A caterer is generally chosen to provide the Dungeness crab and bids are accepted as early as January. The Dungeness crab season generally runs from November through February. Crab is also available from Alaska and Canada. In the past, chairs have selected a handful of caterers including **Rudy's Hideaway** and **Red Oak Barbecue**. For CRAB 37, Red Oak came in around \$24 per person versus \$62 per person not including service staff. For CRAB 37, we enlisted a

student group of 20 from Rio Americano and a group of 10 from the Sheriffs Explorer Scout program to provide service. The club donated \$500 to each organization.

3. **The Beer and Brat:** is scheduled for Sunday during the concours and awards ceremony. Brats are a traditional German staple and were locally sourced from **Morant's Old Fashioned Sausage** on Franklin Blvd. Sized approximately 4-1 lb.; the brats are quite large and tasty. Volunteers handled all the food service as well as the barbecue duties.
4. **Wine and Beer:** a liquor license must be secured when any non-profit sells alcoholic beverages. The club must make sure anyone who consumes or purchases alcoholic beverages during CRAB is 21 or older. In addition to beer and wine, the event also provides sodas, coffee and bottled water.

Entertainment:

The entertainment chair is responsible for securing entertainment for all three days or as directed by the CRAB chairs. The entertainment on Friday has generally been supplied by a DJ while the Saturday entertainment at the crab feed has generally been a live band. During the early part of each of these days, the type of music is generally background while the entertainment following the crab feed is such that it encourages members to get out on the dance floor. It is solely at the discretion of the CRAB chairs to determine the type of entertainment to be contracted.

Volunteers:

The volunteer chair has one of the most important roles on the committee that of finding and securing volunteers to help put on this event. The registration process will ask registrants if they are willing to volunteer and ask what days they are available. A list of volunteers will be submitted to the chair by the other committee chairs so the volunteer chair can refer the volunteers to arrange the day and time they are needed. Without the volunteers, the event cannot succeed. All board members can be expected to volunteer as no one gets a free ride, if they are attending.

Attendees were asked whether they wanted to volunteer in addition to participating in events during the weekend at registration. The volunteer chair received requests from each committee chair on how many volunteers they needed. In all, we had over 90 attendees volunteer during CRAB 37 helping out. Without them, the event could not have happened. All volunteers received a volunteer t-shirt. Cost of the t-shirt cost was offset with sponsorship.

Decorations:

The decorating chair is responsible for setting the mood of CRAB with designs that will enhance the event. The decorations can include table drapes for the welcome party, crab feed, and beer'n brat as well as the banquet facility in general. Tables and buffet areas are usually the targets of the decorations. Wall banners, sponsor banners, special table arrangements can also be decorated.

T-Shirts:

T-shirts are usually provided to all the committee volunteers as well as can be purchased if pre-ordered during registration. The following are examples some of the design used for CRAB 37. In the past, sponsorships have been secured to help offset the expense of t-shirts and is generally the responsibility of the t-shirt chair to secure. See appendix for past t-shirt designs.

Goodie Bag:

The goodie bag chair shall be responsible for assembling a goodie bag for each participant or couple. One bag per couple. In the past, sponsors have been secured to provide the bags as well as their. The contents ranges from bottled water, snacks, vendor/sponsor coupons and fliers, a copy of the program, key chains, bottle openers, pens, note pads, and other items. The majority of the gift bag content is donated.

Facilities and Logistics:

The facilities chair is responsible for organizing the event parking at the banquets, coordinating the layouts of the funkhana and concours, waste disposal, security, orchestrating placement of dealer display cars inside the banquet facility, and insuring power/electrical requests for the vendors as well as the food and beverage chair. Trailer parking should be provided if space is available so that those participants towing trailers to the autocross may have an option to park at the banquet facility. At CRAB 36, accommodations were arranged for both trailers and RV's at Eagles Nest Airport in Ione. Should the site of the banquet allow and space permits, it is highly suggested that a fee be charged to all RV owners to park.

Hospitality:

The hospitality chair is responsible for securing hotel accommodations for out of town guests. The hotel should be reasonably priced for our area. For past years the average room rate has been between \$95 to \$150 per night plus applicable taxes and fees. The hospitality chair is also responsible for providing a hospitality table at the host site. Consideration should be given for ample and appropriate parking at the hotel(s).

Registration:

The event registration chair should have experience with online event registration products such as Eventbrite, Constant Contact, Motorsportreg.com or similar registration products. Registration usually opens in February and closes approximately 1 week prior to the event in order to allow for the food and beverage chair to confirm head counts for the banquets. The chair will be responsible for submitting monthly reports at the committee meetings or as requested by the CRAB chairs. The registration site should capture the following information:

Name of Attendees

Region Affiliation

Will attendee volunteer

Phone number and email address

Emergency contact

Car being driven, make, model and color

If participating in the AX the driver must choose a class

Banquet meal selection for crab feed and names of additional non-registered guests

Attendance at crab feed, welcome party and beer'n brat

Participation for tours, rally, concours, autocross, funkhana,

Payment type

Refund and cancellation policy

Registration for all hosted event sponsors

Treasurer:

The treasurer can be someone other than the elected treasurer of the SVR board. If so, the chair should have good accounting skills and be detailed and accurate. The CRAB treasurer shall be responsible for tracking all expenses, processing bills for payment by the club treasurer, insuring all required club reimbursement forms are completely and accurately filled out, balances deposits to PayPal or registration site with registration data and coordinates with the SVR treasurer. The treasurer will process invoices for payment insuring that the proper treasurer's report is completed and attach with copies of all receipts. The treasurer will review all contracts that require deposits and or progress payments and issue or request payment as necessary. The treasurer shall provide the chairs and committee with monthly updates on the event. The treasurer will provide a final financial report to be presented to the board. Having a background in accounting or bookkeeping is a highly desirable.

Insurance:

The CRAB insurance chair is the club's vice president. The insurance should cover all 3 day of activities and possibly the Thursday before to take the setup into consideration.

Site Selection:

The job of selecting the main banquet facility or hotel to serve as CRAB central is the responsibility of the CRAB chairs and any other committee members whose input is important to the decision making. The host hotel or banquet facility should be selected at least 9 months to 1 year prior to the event. The earlier the better enhances the chances of securing the best facility. The banquet facility should be able to accommodate at least 300 persons for a sit down meal or a casual welcome party. The beer and brat can be held at the same facility.

The site location should be conveniently located to the concours and not too far from the selected autocross site. Parking is critical and must be able to accommodate at least 150 cars and provide a shaded area to hold a concours. The concours location can be different than the event banquet facility where most of the meals will take place and most of the tours and rallies will stage.

Hotel banquet facilities have proven to be a popular venue to hold our events but community centers or private airport facilities like Eagles Nest in Lone can also be considered. Keep in mind that when selecting a remote facility like Eagles Nest, the costs increase because you have to rent everything including tables and chairs. CRAB 37 was held at the California Automobile Museum and can be considered again.

Choosing an autocross site is the most difficult. Generally, there are few or no sites located in the greater Sacramento Area. Though airports such as Mather and McClellan have been used in the past, they no longer will accommodate motorsport activities like autocross. In addition, sites such as Cal Expo which has also been used in the past no longer will accommodate motorsport activities as well. That generally leaves the autocross site to where our clubs host its

current series, i.e., the San Joaquin County Fairgrounds in Stockton. Only for CRAB 36 did we have the opportunity to host all of our events in one location (Eagles Nest in Lone) including autocross as the event used the 2,000 foot runway. This was one of the best sites we have ever had recently and the rent was free thanks to Brian and Sue Sanders who are SVR members and had ownership in the Eagle's Nest facility. The only downside was distance from the Sacramento metropolitan area and the fact that many participants book hotel accommodations in the nearby town of Lone or Jackson.

Site selection criteria must take into consideration all of the above and it is highly unlikely that a perfect site will be found. There are always trade-offs.

Contract Signing: The food and beverage chair shall have the club treasurer, CRAB chair and co-chair review all contracts which exposed the club to financial risks. They might include a facilities fee, caterer contract, or rental agreement. The SVR president typically should sign the contracts, thus ensuring the board is both aware and support the contract and locations.

Budget Development:

CRAB is the biggest event the club organizes. The risk is great and it depends on many assumptions related to price point, expenses, sponsorship, and marketing of the event. For CRAB 37, the team presented the board a breakeven analysis as well as a comprehensive budget based on solid estimates provided by each member of the committee. The club's policy statement specifically provides that high dollar events like CRAB can make a profit. This is unlike the breakeven policy the club employs for most of its other events including tours, and dinners. I guess the rationale for this policy is that the club puts at risk nearly \$30,000 in expenses and believes it is ok to reduce the risk and make a small profit. Remember that a budget is a best guess estimate of the costs and revenues for this event. The budget should be as detailed as possible and it should be shared with the committee for review and input prior to presenting to the board of directors for approval. The budget is presented to the board no later than January of 2020. When additional expenses which were not anticipated arise, the CRAB chairs may present a modified budget to the board with an explanation of the additional costs.

The responsibility for the budget is on the chair and co-chair of the CRAB event. However, it should be a team effort in getting budget estimates from each committee chair. An executive summary was provided to the board following the CRAB 37 which netted over \$8,000 in profit to the club. See appendix. CRAB 37 was one of the most successful in club history.

Developing the revenue side of the budget takes into account the target price for the event and estimated number of attendees. In addition to revenue generated from registration, other revenue streams are developed from sponsorship estimates or goals, and advertising dollars.

The price point for entry to CRAB has ranged from \$95.00 per person to \$115 per person depending on venue and costs. The committee should seek the most affordable entry fee as possible thus allowing more members to participate. Discounts were offered for early registration and for CRAB 36, couples pricing was \$185 versus registration as a single person was \$95.00. Early discounts were offered to entice more registration and to avoid late registration that would make it difficult to guarantee meals for the caterer. Incentives can be offered for early registration, such as the first 50 entrants are entered in a drawing for a prize.

Determining the price to participate takes into consideration two concepts. Should the price be an all-inclusive price or should the participant choose which events and activities they want to participate. The advantage of a single price point

is it is much easier to budget for. The advantage for the menu pricing as used by Parade is it allows participants to only pay for activities they want to participate. CRABs in the past have generally used the all -inclusive pricing model. In addition, many members of the club are retirees and have a limit on what they will pay to participate in CRAB. The best way to determine a logical price point would be to take into consideration past CRAB pricing as well as the overall fixed expenses that will be needed to be covered.

Expense estimates for a CRAB should be based on sound estimates provided by the food and beverage chair based on estimates provided by the selected caterer or hotel facility. It should also include estimates for rental equipment, security, site fees, site rental for the autocross as well as input from all committee chairs so that a reasonable estimate of expenses can be developed.

The goal of any CRAB should be a small profit and not just a breakeven scenario. Most volunteers on the committee may not have the skill set to provide best guess estimates so some margin of error needs to be built into the model. The appendix shows the budget for CRAB 37 and the final financial results.

CRAB Committee Meetings:

Once the CRAB committee has been assembled, the CRAB committee should begin meeting on a monthly basis at least 9 months prior to the event with more frequent meetings being called 60 days before the event as needed. Due to the size of the committee, it may be difficult to have detailed meetings about each aspect of CRAB and therefore it is encouraged some committees such as food and beverage, decorating, and advertising meet separately before the monthly general meeting. The CRAB chair or co-chair is responsible for leading the meeting, composing the meeting agenda and deciding on the meeting location. Providing light snacks and beverages is encouraged and should be budgeted for. At the end of the event, the CRAB chair shall organize a volunteer appreciation lunch or dinner to formally acknowledge the efforts of his committee on behalf of the board of directors.

The CRAB chair shall organize a post event meeting to discuss the overall success of the event and to discuss ways to improve the organization and planning of future CRABs. He or she should encourage each committee member to submit in writing a summary of his or her comments.

CRAB Chair Succession Planning:

One of the responsibilities of the CRAB chair is to find and identify his successor. Ideally, the co-chair of the current CRAB commits to being the next chair. However, that has not happened as planned in many years. That being said, the next best candidates are volunteers who have served on the various CRAB committees since they now have some experience about how this event is organized and planned or current or past board members or appointed chairs. Ultimately, the CRAB chair is appointed by the club president but many times, he or she may not have a candidate in mind and the recommendation by the CRAB chair carries enormous weight in the appointment process.

CRAB Photographs and Videos:

Over the past several CRABs, each committee has at least one or two volunteers responsible for taking photos and videos for the purpose of posting them on the SVR website and to provide a history of recent and past CRABs. This is so important for the club and its future members to provide such a record of past club activities.

At past CRABs, a collage of photos and videos has been shown at the crab dinner on Saturday and have sometimes been included in a presentation to members attending our annual Christmas party.

Documentation:

The CRAB chair should encourage all of his committee members to provide copies of documents pertaining to their role as a CRAB committee chair. The CRAB chair shall be responsible for compiling this documentation and providing it to the next CRAB chair along with whatever material from past CRAB chairs he or she may have received.

APPENDIX

1. History of CRAB
2. Sample CRAB Organization Chart
3. Sample Budget
4. Sample Budget versus Actual Report
5. Food & Beverage Rental Equipment
6. Refrigerated Trailer Invoice
7. Crab feed proposals and menus
8. Liquor License Application
9. Sample table layouts
10. CRAB programs
11. Advertisers and Sponsors
12. Awards designs
13. T-shirt designs
14. Marketing plan
15. Direct Mail Postcard Design

Appendix 1

Think the CRAB. Act the CRAB, Be the CRAB

by Kim Nelson and Steve Barker, CRAB Co-Chairs

On behalf of the entire CRAB 36 Team, we would like to thank all of you for attending SVR's Premier Porsche Weekender. The following paragraph was taken from the CRAB 30 description; it is just as true today: "The CRAB Atmosphere is typically described as 2½ days of partying occasionally interrupted by competitive activities; the friendly and relaxed atmosphere that has been the hallmark of CRAB since its inception in 1972 will never change.

While competitive events are a part of CRAB, they are staged with fun and camaraderie as the most important ingredient. Sure, lots of beautiful uniquely-CRAB trophies are presented every year, some of which will go the swiftest or surest."

The location for this year's CRAB is unique and was chosen over a year ago. We have SVR members Brian and Sue Sanders to thank as well as all the other members of the Eagle's Nest Homeowners Association. Please be very respectful of their property. This is where they live and work...this is their playground!

We have many sponsors for CRAB 36 who have been generous with their support. Please take a moment to visit them in Vendor Row and thank them. Without their support CRAB 36 would have been a much more challenging event to put on.

Throughout the weekend you will see participants wearing yellow CRAB 36 t-shirts. These are the SVR volunteers who have been working the past year to put together this 3-day event. If you have questions or need guidance during the weekend, these are the people who can help you. And while you're talking with them, thank them for helping to put on another great CRAB!

A Little CRAB History, From Drifting Back, The Beginning CRAB 1 - March 4-5, 1972 - (Rich Farlinger, Jim Karver, & Ray Johansen, chairs)

One day last November (1971), Rich Farlinger and Jim Karver went to a road race in Monterey where they were lucky enough to meet Alan Johnson. They asked Alan if he'd consider coming to SVR and being a guest speaker at a dinner meeting. Alan said yes, so Rich and Jim went to work on it.

Gary Evans, GGR vice president planted the first seed (for CRAB) when he suggested an autocross. Phillip Marks not only consented to let us use El Macero Country Club for the crabfeed, but threw in one of his mind-bending rallies as well. From there on - a weekend we'll never forget.

Ray Johansen joined Rich Farlinger and Jim Karver as chairs for the first CRAB, and 105 cars entered representing 10 PCA regions. The Drifter, January 1972, defined the CRAB acronym: "C is for crabfeed, R is for rallye, A is for autocross, B is for belegen (German, for 'meeting').

Alan Johnson was guest speaker. The entry fee was \$20 per couple - and included all the crab you could eat and all the wine you could drink at the El Macero Country Club (Philip Marks, manager). Voyager Inn (headquarters) room price was \$13.00 double.

Sunny autocross - Joe Reitmier (GGR) had Top Time of the Day (TTOD). John Clever (Diablo Region) won the rally. Phillip Marks put out 500 lbs. of crab and 123 quarts of white wine Saturday night, and all entrants were photo'd with Clarence, a large stuffed crab created by Dolores Johnson.

From THE DRIFTER, April 1972, by Joyce Crow

Drive Safely

Please help us maintain a safe CRAB by observing all traffic laws and by driving cautiously during the weekend.

This is an active airfield, so look left, right, and up before crossing the runway. Always drive on the outside edge of the pavement (watch out for landing lights) and don't exceed the speed limit of 10 mph.

Anyone under the influence of alcohol or drugs is prohibited from participating in driving events.

Protests?



There are none! In the spirit of CRAB, we want the weekend to be fun. We depend on the honor system.

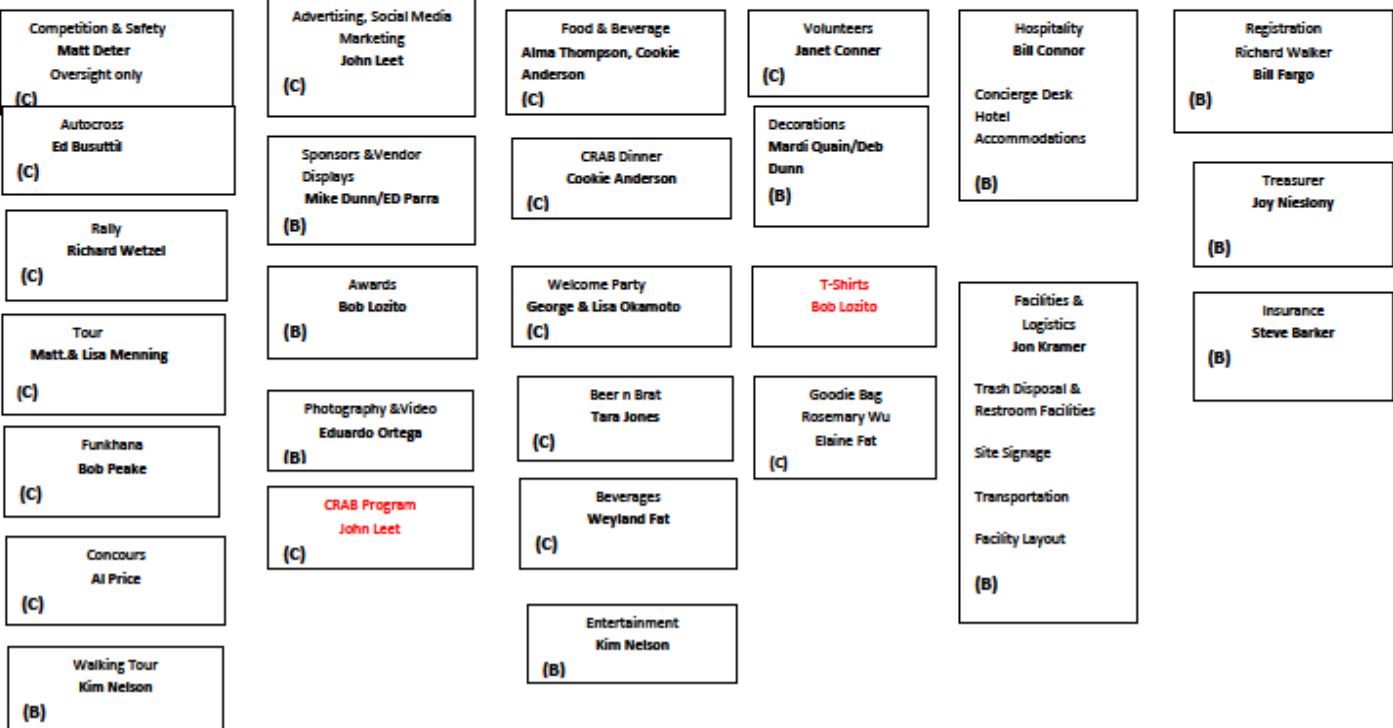


CRAB 37 ORGANIZATION CHART

CRAB 37 Chair
Bob Lozito

CRAB 37 Co-Chair
Collin Fat

Updated 1-21-17



Appendix 3

CRAB 37 Budget Proposal

1-10-18 approved by board

Note: CRAB 36 pricing was \$185 per couple, \$95 single

Scenario #3: Rudy's

Attendance	150	200	250	300
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Revenue:

Registration:

Fee #2 \$115	17250.00	23000.00	28750.00	34500.00
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Beverage Sales	350.00	500.00	800.00	1000.00
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Sponsorship (gross)	5,700.00	5,700.00	5,700.00	5,700.00
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Goodie Store	\$0.00	\$0.00	\$0.00	\$0.00
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T-shirt Sales @20 x 125	2500.00	2500.00	2500.00	2500.00
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PCA Subsidy	400.00	400.00	400.00	400.00
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Total Revenue	26200.00	32100.00	38150.00	44100.00
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Expenses By Event:

Registration:

Supplies:

Wrist bands	130.00	130.00	130.00	130.00
-------------	--------	--------	--------	--------

Envelops	100.00	100.00	100.00	100.00
----------	--------	--------	--------	--------

Postage	50.00	50.00	50.00	50.00
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Photo Copy	50.00	50.00	50.00	50.00
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Paypal Fees	400.00	450.00	500.00	550.00
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T Shirt Purchase	2250	2250	2250	2250
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Total	2980.00	3030.00	3080.00	3130.00
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Facilities:

Garbage	300.00	300.00	300.00	300.00
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Transportation/Gas/Mileage	100.00	100.00	100.00	100.00
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Signage (includes vendor signage)	650.00	650.00	650.00	650.00
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Canopy Rentals	0.00	0.00	0.00	0.00
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Porta Potties x 4	0.00	0.00	0.00	0.00
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Misc Rentals/ parking lot lighting	0.00	0.00	0.00	0.00
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Security (Fri & Sat night)	150.00	150.00	150.00	150.00
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Rental Expense Calpers Parking	200.00	200.00	200.00	200.00
--------------------------------	--------	--------	--------	--------

Rental Expenses- CAM	2500.00	2500.00	2500.00	2500.00
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Total	3900.00	3900.00	3900.00	3900.00
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Advertising & Marketing:

Printing of Program & Fliers	150.00	150.00	150.00	150.00
------------------------------	--------	--------	--------	--------

Postage, Office Supplies (includes Dunn stuff)	500.00	500.00	500.00	500.00
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Other	260.00	260.00	260.00	260.00
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Total	910.00	910.00	910.00	910.00
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Awards:

Trophies	2,000.00	2,000.00	2,000.00	2,000.00
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Wine Glasses @2.00	300.00	400.00	500.00	600.00
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Total	2300.00	2400.00	2500.00	2600.00
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Appendix 4

Category	Budget	Actual	b/<w>			
Income:						Match QB Revenue
Registration @ \$115.00 x 200	23,000.00	24,961.00	1,961.00			24,961.00
Beverage Sales	500.00	1,244.00	744.00			1,244.00
Sponsorship (IPB - \$500 check has not been received)	5,700.00	7,652.00	1,952.00			
Goodie Store - check from Linda Bradford	0.00	200.00	200.00			200.00
T-shirt Sales @ 20 x 125 (75@16 and 12@18 = \$1,416 + \$590 event sales)	2,500.00	2,006.00	(494.00)			2,006.00
PCA Subsidy	400.00	400.00	0.00			
Autocross lunch income	0.00	105.00	105.00			105.00
Donation from Alma and Gary Thompson	0.00	250.00	250.00			250.00
			0.00			
Total	32,100.00	36,818.00	4,718.00			28,766.00
Expenses:						
Registration:						
Supplies:						
Wrist bands	130.00	128.80	1.20			
Envelopes	100.00	43.28	56.72			
Postage	50.00	11.50	38.50			
Photo Copy	50.00	24.00	26.00			
Paypal Fees	450.00	480.44	(30.44)			
T Shirt Purchase	2,250.00	1,712.54	537.46			
Supplies for Registration signs	0.00	64.63	64.63			
			0.00			
Total	3,030.00	2,465.19	694.07			
Facilities:						
Rental Expenses- CAM	2,500.00	2,500.00	0.00			
Rental Expense Calpers Parking	200.00		200.00			
Garbage	300.00	200.00	100.00			
Parking signage	100.00	193.95	(93.95)			
Canopy Rentals	0.00		0.00			
Porta Potties x 4	0.00		0.00			
Misc Rentals/ parking lot lighting	0.00		0.00			
Security (Fri & Sat night)	150.00	200.00	(50.00)			
Total	3,250.00	3,093.95	156.05			
Advertising & Marketing:						
Printing of Program & Fliers	150.00	320.02	(170.02)			
Postage, Office Supplies (includes Dunn stuff)	500.00	539.47	(39.47)			
Other - Postage for printing postcards, Logo, Goodie Bags	260.00	530.43	(270.43)			
Signage (includes vendor signage)	650.00	847.63	(197.63)			
Total	1,560.00	2,237.55	(677.55)			
Awards:						
Trophies	2,000.00	1,906.63	93.37			
Wine Glasses @2.00	400.00	580.32	(180.32)			
Shirts and embroidery and thank you awards for co-chairs	0.00	562.63	(562.63)			
Total	2,400.00	3,049.58	(649.58)			
Meals:						
Crabfeed at \$34 plus tax + 18% (43.45)	8,690.00	7,418.28	1,271.72			
Beer & Brat	1,000.00	612.00	388.00			
Welcome Party	1,000.00	1,419.38	(419.38)			
Servers	0.00	750.00	(750.00)			
Supplies (plastic plates, cups, utensils) \$4 per person	800.00	1,035.59	(235.59)			
Linens	280.00		280.00			
Registration/Buffer Table Drapes x 15 @ \$14	210.00		210.00			
Wine	1,000.00	759.00	241.00			
Beer Kegs	450.00		450.00			
Jockey Box x 2	150.00		150.00			
Ice	250.00	250.00	0.00			
Transportation/Gas/Mileage/Insurance	150.00	158.29	(8.29)			
Liquor License	125.00	150.00	(25.00)			
Refrigeration	800.00	921.19	(121.19)			
Other (BBQ Rental)	130.00	164.85	(34.85)			
Bartenders for crabfeed	200.00	180.00	20.00			
Sponsor Meals Crabfeed (14) - 18 meals @ \$19.50 = \$351	608.30		608.30			
Comp Meals Beer Brat (15) - 90 meals @ \$10.00 = \$900	150.00		150.00			
Decorations	1,200.00	955.22	244.78			
Total	17,193.30	14,773.80	2,419.50			
Autocross:						
Number of Drivers	60.00	32.00	28.00			
Site Rental	1,300.00	1,300.00	0.00			
Trailer Transport	200.00	150.00	50.00			
Supplies	50.00	44.94	5.06			
Lunch @ \$10	0.00		0.00			
Total	1,550.00	1,494.94	55.06			
Tour, Concours,Rally, Walking Tour, Gymkhana :						
Office Supplies	350.00	423.85	(73.85)			
Tour Lunch @ 10 x 60 (hosted by Detail Maniac)	0.00		0.00			
Total	350.00	423.85	(73.85)			
Meeting Expenses:						
Food & Beverage	300.00	60.02	239.98			
Office Supplies	50.00		50.00			
Total	350.00	60.02	289.98			
Entertainment:						
Live Band	1,000.00	1,000.00	0.00			
DJ for Welcome Party	0.00		0.00			
Projector, Screen, PA system	0.00		0.00			
Total	1,000.00	1,000.00	0.00			
Volunteer Donation:						
Explorer Scouts	500.00		500.00			
Total	500.00	0.00	500.00			
Sub-Total All Expenses	31,183.30	28,598.88	2,584.42			

Appendix 4

Entertainment:

Live Band	1,000.00	1,000.00	0.00
DJ for Welcome Party	0.00		0.00
Projector, Screen, PA system	0.00		0.00
Total	1,000.00	1,000.00	0.00

Volunteer Donation:

Explorer Scouts	500.00		500.00
Total	500.00	0.00	500.00

Sub-Total All Expenses	31,183.30	28,598.88	2,584.42
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Contingency @ 2% total Exp,	623.67		
Total Expenses	31,806.97		

Net Profit or Loss	293.03	8,219.12	(7,926.09)
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FOOD AND BEVERAGE SUPPLY LIST

Name	Quantity
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Equipment

Refrigerated truck	1
Chaffing Dishes	4
Sterno	12
Beer dispensers	2
Barbecue, Propane, 5 foot	1
Propane Tank, 5 gallon	1
BBQ Tongs	2
BBQ Wire Brushes	2
Wine Openers	8
Crescent Wrench	1
CO2 tank	2
Lighter	2
rags	30
Water pitchers, 64 ounce	30
Hand truck, for beer keg transport	1
fire extinguisher	1
extension cords (100ft- refrigerator)	1
Beer keg ice buckets	2

Disposable Supplies

Beer cups 16 oz.
Wine Glasses 6-8 oz.
paper napkins
Cocktail napkins
Plastic forks
Plastic knives
Plastic spoons
Crab forks or picks
Foam coffee cups
Plastic serving tongs
Plastic serving spoons
Disposable party trays, round (30")
Disposable party trays, 12x24"
Trash bags, 48 gallon
Hand Wipes
Paper plates, 10", crab dinner/Brat
Paper plates, 8", welcome party
Disposable latex gloves



CONTAINER RENTAL CONTRACT

836 B Southampton Rd., Ste. 290
Benicia, CA 94510
Toll Free: 888-399-8930
Fax: 707-643-6425

Contract # 3048

Deliver to:
Customer to pick-up and drop off.
Trailer location:
17149 Lambert Rd
Ione, CA 95640

Billing Address:
Porsche Club of Sacramento
PO Box 254651
Sacramento, CA 95865

Site Contact: Collin Fat
Telephone: 916-955-7966

cfat@fatsrestaurants.com

Billing Contact: Collin Fat
Telephone: 916-955-7966

Lessor herewith conforms having made with Lessee following lease agreement as per the terms and conditions set forth below and reverse.

Equipment Number	Equipment Type	Start Date	Releasing Depot	Replacement Value
T.B.D.	12' Event Trailer	May 12, 2016	TPU-Vallejo	\$10,000.00

DELIVERY INSTRUCTIONS:
Rental Price: \$700.00 + tax (Weekend rate)

C.O.I. required before rental pick-up.

Pick-up: May 12, 2016

Return: May 16, 2016

A. RENTAL RATES	\$700.00
B. DELIVERY CHARGES:	\$ 00.00
C. PICKUP CHARGES:	\$ 00.00
D. OTHER CHARGES:	\$ 00.00
E. TAX: Vallejo, 8.625%	\$ 60.38
F. BALANCE DUE:	\$760.38

(X) C.O.D. () CREDIT DOORS TO: () CAR () REAR

Extension cords used by customer should be a minimum of 12ga cord to prevent overheating of connections and cords. It is highly recommended that connections be within 25' of breaker protected power source. Damage and subsequent repairs caused to unit by insufficient power input, due to long extension runs, is the responsibility of Lessee.

A MONTHLY LATE FEE OF \$35.00 OR 5% - whichever is greater - OF THE UNPAID BALANCE WILL BE CHARGED FOR ALL ACCOUNTS NOT PAID WITHIN 30 DAYS OF INVOICE DATE.



Lessee has received the equipment in good condition. Lessee agrees to return the equipment in good condition, normal wear and tear excepted. Lessee shall be liable for all damages and loss to the equipment while in Lessee's possession. IMPORTANT: Prior to return date to Depot the local agent shall be notified ten days in advance to insure timely pickup. AT SO: If personal property assessment should occur on this lease, said tax shall be at Lessee's expense.

Received and accepted subject to the terms and conditions specified in this and attached to the agreement.

LESSEE X Collin W. Fat DATE X 5/6/16

PRINT NAME X COLLIN W. FAT

LESSOR Dave Snyder DATE May 05, 2016

TRANSPORT PRODUCTS UNLIMITED INC. IS NOT RESPONSIBLE FOR PRODUCT LOSS, DUE TO MECHANICAL FAILURE
X Initial Here ----- Initial X

(A) VERY IMPORTANT: CARGO LIABILITY INFORMATION OR REVERSE SECTION 4.5, PLEASE READ.

(B) UNIT MUST BE RETURNED CLEAN OR A \$75.00 CLEANING FEE WILL BE DUE AND PAYABLE TO COVER THIS NECESSARY SERVICE FOR THE NEXT USER.

ALL YOU CAN EAT CRAB FEED MENU

Per person pricing includes all plates, cutlery, serving equipment, bibs, and wet naps. Kitchen staff included.

CLASSIC CAESAR SALAD

Crisp Romaine, garlic croutons and shredded parmesan
Tossed in a classic Caesar dressing

PASTA CHUTA

Penne pasta tossed in a tomato-ground sirloin sauce with
Shredded parmesan cheese

OR

SPICY MARINARA

Penne pasta tossed in a house made spicy marinara sauce with
shredded parmesan

ROLLS

With butter

DUNGENESS CRAB

Fresh Dungeness Crab, cracked and cleaned
Served with cocktail sauce

Prices Quoted with Volunteer Table Service

Price is an approximate estimate

We will guarantee price one month prior to your event

\$30.95	\$33.95
<i>per person</i>	<i>per person</i>
<i>(2.7 lbs Crab)</i>	<i>(3.1 lbs Crab)</i>

For Groups of 150 or MORE
Groups of Less than 150 Pricing May Vary

Sales Tax & 10 % Service Fee Additional

Ask for a quote for Rudy's Table Service

****** Crab Pricing is Seasonal and may change depending on the date of your event***
Room or Patio rentals will apply for functions taking place at Rudy's Hideaway
Additional trip charge may apply for events outside the Sacramento area****

Appendix 7, Continued

WELCOME PARTY: FRIDAY

Cheese trayd
Meat tray
Crackers, assorted
Bread rolls
Fruit, assorted

SATURDAY

CRAB:

Green salad:

Marinated onions, kidney beans, tomatoes, croutons,
Tossed in Italian dressing, served with sour dough bread.

Pasta:

Red sauce has ground beef, Italian sausage, onions,
mushrooms, and fresh garlic and spices.

Tri-tip: for people who will NOT be having CRAB

3-Way mixture of garlic,salt and pepper cooked in smoker

Vegetarian:

Stuffed portabella mushrooms, stuffed with, mushrooms
Quorn onion, peppers and tomatoes

Also melted butter, for crab, cocktail sauce sliced lemon.

We will also have beer, wine, sofe drinks and dessert and coffee.

Sunday

BEER AND BRAT:

Bar-B-Qued Brat and Hot dogs, also Veggie Burgers
With sauerkraut, chips and condiments

Appendix 7, Continued

Assume Service for 316 persons									
Items	Portion	Total	lbs.	\$\$	Total				
Smoked Brat	1	316	105	6.50	684.67	Morant's Sausage			
Buns	1	316	27 dz.	0.20	63.20				
Sauerkraut	1oz per	290	18.1	5.25	95.16		Total		1591.12
Potato Salad (lbs.)	3	948	59.25	5.00	296.25		Cost per person		5.035
Mustard		12		1.00	6.00				
Catsup		12		1.00	6.00				
Relish		12		1.00	6.00				
Chips	1.2	316		0.15	47.40				
Cookies	1.2	316	27 dz.	0.10	24.00				
Sodas	1.2	60		0.42	25.20	By Dianna			
Bottled Water	0.5	200		0.17	34.00	By Dianna			
Beer (2 kegs)	2					Donated by Rubicon			
Wine Left over	1.5	360		2.50	0.00	Collin			
Total					1287.87		5.37		
Paper Goods & Equipment:									
Napkins		400		0.03	12.00				
Plastic Forks & Spoons	3	350		0.1	17.50				
8 oz plastic wine glass cups	2	600		0.15	90.00				
Serving Utensils									
Beer Dispensers (Jockey Box)	2	Included							
Garbage Can Liners									
Grill Tongs	3	2.00			6.00				
Table Cloths (Aba Daba)		included							
Barbecue (Aba Daba)		included							
Draping for buffet		included							
Chaffing Dishes	3	15.00			45.00				
Sterno	6	1.50			9.00				
Basket for Buns	3	8.00			24.00				
Garbage Cans	4					By Gregg Plourde			
Garbage can Liners						By Gregg Plourde			
Beer Cups	18 oz	500				By Dianna			
Ice for Sodas, Beer, wine	500	25		3.99	99.75	Pickup Sunday morning by volunteer			
Assume 1 double sided buffet		included							
Total Equipment					303.25				

Appendix 8

Department of Alcoholic Beverage Control

State of California
Edmund G. Brown Jr., Governor

INSTRUCTIONS FOR OBTAINING A DAILY LICENSE

FEES:	Beer	\$25.00 a day	per dispensing point
	Wine	\$25.00 a day	per dispensing point
	Beer & Wine	\$50.00 a day	per dispensing point
	General (includes beer, wine & distilled spirits)	\$25.00 a day	per dispensing point
	Special Temporary License	\$100.00	

NOTE: *More than one permit may be needed based on the information provided for the event*

METHOD OF PAYMENT: Cashier's check or money order made payable to the Department of Alcoholic Beverage Control.

APPLICATION REQUIREMENTS:

- Complete *Daily License Authorization* (Form ABC-221)
- Authorization from property owner is required (property owner may sign Form ABC-221 or a signed letter showing the date, time, place and type of alcoholic beverages to be served may be submitted)
- A detailed diagram of the event location may be required on outdoor events (Form ABC-253)
- Form ABC-221 must be submitted to the local ABC District Office which has jurisdiction over the event location. For a listing of ABC District Offices, please visit <http://www.abc.ca.gov/distmap.html>
- Form ABC-221 may be submitted either in person or by mail. If by mail, please include a self-addressed, postage paid, envelope.
- Form ABC-221 must be received within ten (10) days of the event, but should not be submitted more than thirty (30) days in advance

If your organization intends to make a "Casino Night" or use controlled games as part of your fundraising event, you must comply with Business and Professions Code Section 19985, which includes pre-approval from the Bureau of Gambling Control of the Department of Justice. Please visit <http://www.ag.ca.gov/gambling> for more information.

QUALIFIED ORGANIZATIONS:

- To qualify for a GENERAL license, you must be:
An organization formed for a specific charitable or civic purpose, a fraternal organization in existence for over five years, a religious organization, or a political organization
- To qualify for a BEER AND/OR WINE license, you must be:
An existing non-profit organization, including a charitable, civic, cultural, fraternal, patriotic, political, religious, social or amateur sports organization
- If this is the first time your organization is having an event, the organization must first be qualified by the Department. As proof, you should bring in IRS and/or Franchise Tax Board documents showing your tax exempt status with your tax I.D. number

POLICE DEPARTMENT APPROVAL:

- Police department approval may be required when any of the following apply:
 - A large number of people are attending
 - The event is being held on a public street or in a public area (i.e. - parking lot)
 - This is the first time an event is being held at the location
 - The event is a "casino night"
 - In certain other circumstances at the Department's discretion.

It is the applicant's responsibility to obtain local law enforcement's approval. This may be done via a letter from the local agency, or the official may sign directly on Form ABC-221.

"BEER GARDENS"

Beer Garden restrictions may be placed on a daily license when the District Administrator determines there is a potential problem with the issuance of a license without such restrictions or at the request of a local law enforcement agency.

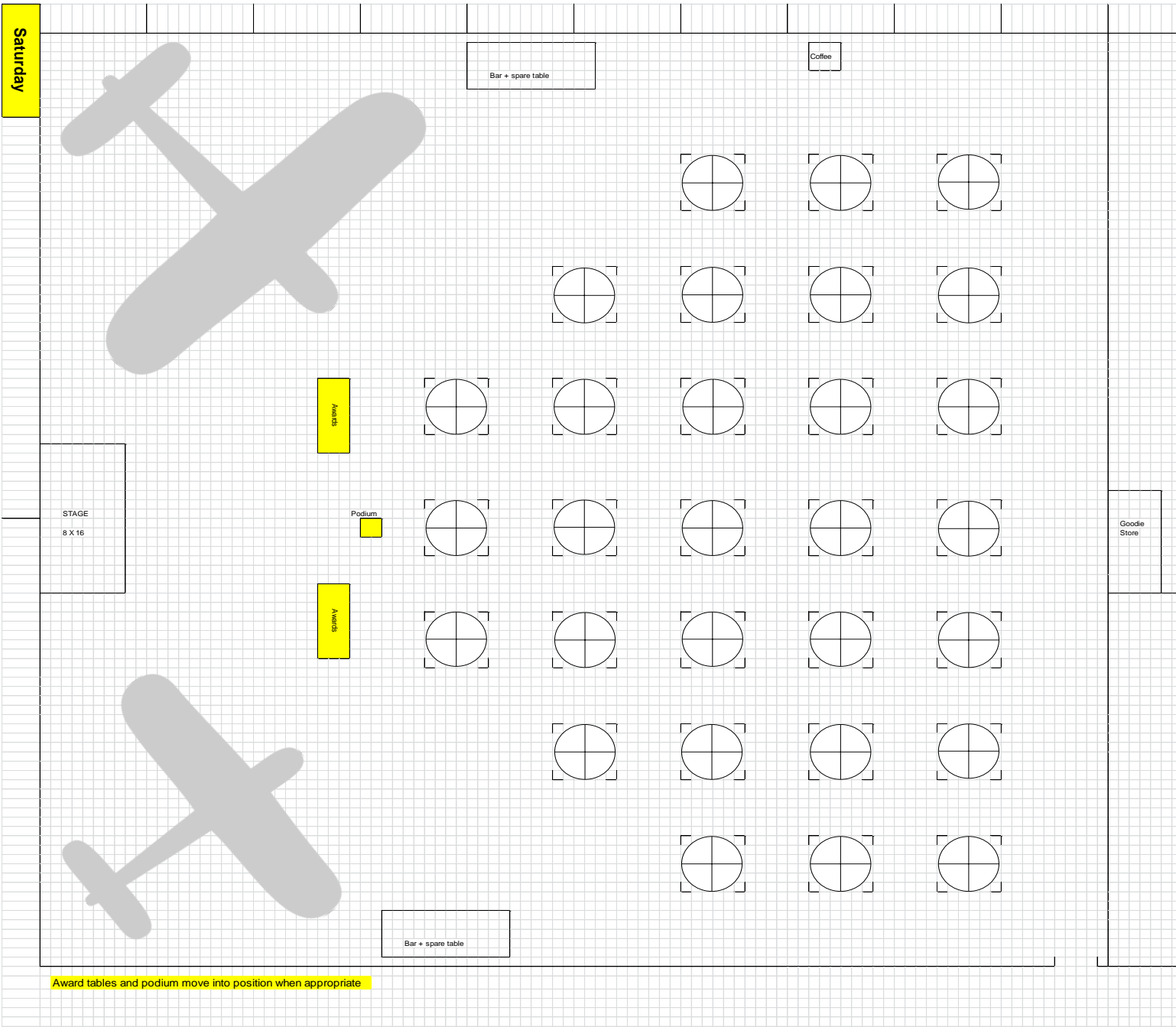
CONDITIONS:

Issuance of the license may be subject to conditions relating to the sales, service, and consumption of alcoholic beverages. If conditions are imposed, a representative of the organization may be required to come into the ABC office to sign them.

If above requirements are not met, the one day license may not be approved.

ABC-221 INSTR (11/10)

Appendix 9



Appendix 10



Welcome to CRAB 37

On behalf of the entire CRAB 37 team, we would like to welcome you to CRAB 37, SVR's premier Porsche weekender.

While competitive events are always part of the CRAB experience, they are planned with the goal of having fun and meeting like-minded Porsche enthusiasts. Your weekend will feature not only competitive events like the TSD Rally, Autocross, and Concours, but also fun events like Tours, Crabkhana, a self-guided walking tour, and an opportunity to explore downtown Sacramento and the region. Whether touring the Delta or the Delta King in Old Sacramento, participants will have plenty of activities in which to participate.

This will be the 37th CRAB since 1972, an amazing legacy and the oldest multi-day, multi-region event in Zone 7. Special thanks go to all the CRAB 37 team for their efforts in planning this event.

The crab feed dinner on Saturday is one of the highlights of the weekend and will feature all you can eat, fresh Dungeness crab with all the fixings. There will be a social hour on Saturday as well to provide ample time to socialize with old and new friends alike.

Sunday's festivities will feature the TSD Rally, Concours, Beer 'N Brat, and the awards ceremony.

Thank You to Our Sponsors	
Platinum	Niello Concours at Serrano Niello Porsche Bertolucci Body & Fender
Gold	A&A Metal Finishing Enterprises Appearance Solutions Detail Maniac IPB Autosports Midtown Autoworks Tomlinson's Collision Repair
Silver	2 Shores Luxury Motorcars Specialized German
Bronze	Anthony's Classic Auto Werks Borden Automotive Group Callispeed Motorsports EBS Racing Elite Auto Imports Foreign Autohaus El Dorado Hills Frank's Automotive Hooper Tires PacifiPower Motorsports
Partners	Dick MacFarlane Dustin MacFarlane Griot's Garage Haggerty Insurance Interstate Oil Company Kevin Chang, DDS Marvin and Ruth Stark Reflections in Glass Riebes Napa Auto Parts The Dirty Shirt Company TRG – The Racers Group

CRAB 37 Schedule of Events

Friday, May 18, 2018

- 5:00 PM to 9:00 PM – Registration
- 5:30 PM to 8:00 PM – Crabkhana
- 5:30 PM to 9:00 PM – Self-guided Walking tour
- 5:30 PM to 9:00 PM – Welcome Party – music provided by Dick MacFarlane

Saturday, May 19, 2018

- 7:30 AM to 3:00 PM – Autocross. San Joaquin County Fairgrounds, Stockton. Late Check-in available
- 8:30 AM to 2:00 PM – Driving Tour. Late check-in available
- 10:00 AM to 8:00 PM – Walking Tour Self guided
- CRAB 37 Dinner:
6:00 PM to 6:30 PM – Social
6:30 PM – Dinner
7:15 PM to 8:00 PM – Program
8:00 PM to 11:00 PM – Dancing – music provided by The Speedsters

Sunday, May 20, 2018

- 7:30 AM to 11:00 PM – Rally
- 8:00 AM to 1:00 PM – Vendor Row
- 8:00 AM to 1:00 PM – Concours De CRAB
- 11:00 AM to 1:00 PM – Beer 'N Brat
- 1:00 pm – Awards Program (autocross, concours, tour, and rally)
- 3:00 pm – Farewell 'til CRAB 38

History of CRAB

So what is this multi-day, multi-region event we call CRAB? Let's start off with an explanation of the acronym in the word "CRAB". The letter "C" stands for crab feed, the letter "R" stands for rally, the letter "A" stands for autocross and the letter "B" stands for the German word "begegnen" which means a gathering or meeting. Simply, it's a weekend to celebrate all things Porsche. It's a chance to socialize with like-minded fans of the Porsche brand. It is also a wonderful way for new members to get immersed in the fun and social aspects of the club all in one weekend. In addition to the events described above, CRAB also includes a day long tour, concours, and a beer and brat on the final day of the event. The event has attracted well over 300 PCA members at each CRAB which has been held since 1972, when a small group of SVR members, Rich Farlinger, Jim Karver, Ray Johansen, and Phillip Marks conceived the concept which was held at El Macero Country Club in Davis. To date, the club has hosted 37 CRABS and has gained a regional and Zone 7 reputation for being one of the most anticipated multi-region, multi-day events in Northern California.



Past CRAB Chairs

- 1 - March 4-5, 1972 (Rich Farlinger, Jim Karver, & Ray Johansen)
- 2 - March 3-4, 1973 (Larry Wilson & Bob Becker)
- 3 - March 29-31, 1974 (Ray Seamans)
- 4 - April 4-6, 1975 (Dave & Chrissie Neukom)
- 5 - April 23-25, 1976 (Dave & Chrissie Neukom)
- 6 - April 15-17, 1977 (John & Candy Wong)
- 7 - April 7-9, 1978 (Ted & Diane Colbert)
- 8 - April 19-22, 1979 (Mike & Vicki Willis)
- 9 - April 11-13, 1980 (Pat & Larry Wilson)
- 10 - April 24-26, 1981 (Ray & Sara Clements)
- 11 - April 16-18, 1982 (Kirk Bradford)
- 12 - April 22-24, 1983 (Trische Robertson)
- 13 - April 27-29, 1984 (Steve & Lori Campbell)
- 14 - April 26-28, 1985 (Mike & Vicki Willis)
- 15 - April 25-27, 1986 (Dwight & Linda Mitchell)
- 16 - May 1-3, 1987 (Dwight & Linda Mitchell)
- 17 - April 29-May 1, 1988 (Kern & Cindi Breaux)
- 18 - April 21-23, 1989 (Stan Breyfogle)
- 19 - April 27-29, 1990 (Kern & Cindi Breaux)
- 20 - April 12-14, 1991 (Greg & Cyndee Peart)
- 21 - April 24-26, 1992 (Sally & Ron Boeck)
- 22 - April 8-10, 1994 (Shelagh Mackay)
- 23 - April 21-23, 1995 (Susan & Tim Fleming)
- 24 - April 12-14, 1996 (Susan & Tim Fleming)
- 25 - April 25-27, 1997 (Mike, Vicki & Michelle Willis)
- 26 - April 24-26, 1998 (Dan & Deb Catherwood)
- 27 - April 30-May 2, 1999 (Mike & Sue Ambrozewicz)
- No CRAB in 2000
- 28 - April 27-29, 2001 (Susan & Tim Fleming)
- 29 - April 26-28, 2002 (Mike & Emily Willis)
- 30 - April 25-27, 2003 (Dwight & Linda Mitchell)
- 31 - April 23-25, 2004 (Kern & Cindi Breaux)
- No CRAB in 2005
- 32 - April 7-9, 2006 (Kim Kinder & Kim Nelson)
- 33 - April 20-22, 2007 (Buzz & Julia Lynn)
- 34 - April 18-20, 2008 (Mark Judish)
- No CRAB - 2009 and 2010
- 35 - April 29-May 1, 2011 (Jim & Linda McMahan)
- No CRAB - 2012 thru 2015
- 36 - May 13-15, 2016 (Steve & Rita Barker and Kim & Rachel Nelson)

Autocross and Tour

Saturday will feature two of the more popular events of the weekend, the autocross and tour. Autocross is a timed event where drivers navigate a course lined in cones. There is no wheel to wheel racing as only two cars will be allowed on course at any time. Cars are classed using the most recent car classes as adopted by Zone 7 and will be judged by best PAX finish. PAX is a standard handicap based system allowing full race cars to compete against a classic 1970's 911 and is a true test of a driver's skill. The SVR autocross team will provide instruction to novices and loaner helmets are available. To insure safety, all cars must pass tech inspection. Worn tires, oil or fluid leaks will be grounds for disqualification.

The tour will feature some of the best roads in the Sacramento Delta which is home to a rich agricultural region where many crops and some fabulous wines are produced. Starting on the western outskirts of Davis, the route explores Central Valley country roads before arriving at the Sacramento River. Some of the little towns we'll see along the river are Courtland, Isleton, Hood, Rio Vista, and Freeport. This is a not to be missed tour. While touring the river area we'll cross several historical bridges. We will be having a fully catered BBQ lunch at the end of our drive. Bring your appetites!

CRAB 37 Committee

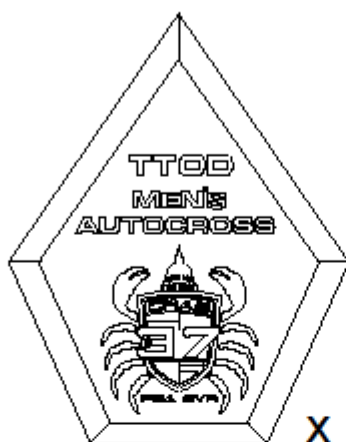
<u>Name</u>	<u>Title</u>	<u>Contact</u>
Bob Lozito	Chair	916-505-2409
Collin Fat	Co Chair	916-955-7966
Cookie Anderson	F&B	916-988-6534
Ed Busuttill	Autocross	916-686-2161
Bill Conner	Hospitality	916-847-1588
Janet Conner	Volunteers	916-939-3882
Deb Dunn	Decorations	916-837-0203
Mike Dunn	Sponsors	916-837-0203
Bill Fargo	Registration	916-802-4679
Weyland Fat	Beverage	916-798-9676
Elaine Fat	Goodie Bags	916-698-5220
Tara Jones	Beer & Brat	209-670-4597
Eric Harrauld	Beer & Brat	209-670-4597
Jon Kramer	Facilities	209-304-7240
John Leet	Media	360-713-1214
Matt Menning	Tour	408-375-9089
Lisa Menning	Tour	408-375-9089
Kim Nelson	Walking Tour	916-337-7716
Joy Nieslony	Treasurer	530-515-5242
George Okamoto	Welcome Party	916-919-2673
Lisa Okamoto	Welcome Party	916-919-2673
Eduardo Ortega	Photos	916-548-0067
Ed Parra	Sponsors	916-730-8672
Bob Peake	Crabkhana	916-365-1819
Al Price	Concours	916-600-5406
Mardi Quain	Decorations	650-504-4866
Alma Thompson	F & B	916-342-3434
Richard Walker	Registration	916-988-7468
Richard Wetzel	Rally	530-304-6555
Rosemary Wu	Goodie Bags	916-797-4510

Appendix 11

CRAB 37 Sponsorship List			Rev. 4			30-Apr-18
<u>Level</u>						
Platinum		Niello Concours at Serrano				
		Niello Porsche				
		Bertolucci Body & Fender Shop				
Gold		Appearance Solutions				
		Midtown Autoworks				
		Tomlinson's Collision Repair				
		IPB Autosports				
		Detail Maniacs				
		A & A Metal Finishing Enterprises				
Silver		2 Shores				
		Specialized German				
		Luxury Motorcars				
Bronze		Elite AutoImports				
		EBS Racing				
		Calispeed Motorsports				
		Pacificpower Motorsports				
		Frank's Automotive				
		Anthony's Classic Auto Werks				
		Hooper Tires				
		Foreign Autohaus of El Dorado Hills				
		Borden Automotive Group				
Partners		TRG - The Racers Group				
		Interstate Oil Company				
		Reflections in Glass				
		The Dirty Shirt Company				
		Griot's Garage				
		Kevin Chang, DDS				
		Riebes Napa Auto Parts				
		Hagerty Insurance				
		Dick MacFarlane				
		Marv & Ruth Stark				
		Dustin MacFarlane				
Total: 32 Sponsors for CRAB 37						



x 1



x 1



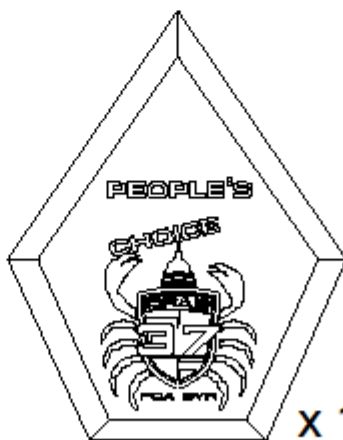
x 12



x 2



x 1



x 1



x 5



Right Chest



Left Chest

www.ProformaJohnston.com - Lorrie@ProformaJohnston.com - 877.764.5063

**Marketing
Plan
CRAB 37
May 18-20,
2018**

Tactic	Item	Description	Primary Audience
Events	Presidents Meeting	Pitch	Zone 7
Registration	Registration link	Registration link	All
Ad	Drifter Jan Ad	Print ad	SVR Members
Ad	Drifter Feb Ad	Print ad	SVR Members
Ad	Drifter Mar Ad	Print ad	SVR Members
Ad	Drifter Apr Ad	Print ad	SVR Members
Ad	Drifter May Ad	Print ad	SVR Members
Partners	Niello email	Promotion in eZine	SVR Non-members
Web	Event landing page	Page on website with all CRAB content and links	All
Web	SVR Home Page Banner	Rotating banner ad for promotion	Members and Non-Me
Web	Promo link all sections	Add a sidebar promotion on 1st tier pages of website	All
Web	Blog post Jan	Feature highlight - promo in email/social	All
Web	Blog post Feb	Feature highlight - promo in email/social	All
Web	Blog post Mar	Feature highlight - promo in email/social	All
Web	Blog post Apr	Feature highlight - promo in email/social	All
Web	Blog post May	Feature highlight - promo in email/social	All
Video	Testimonial Video	Video interviews with past attendees, including people from regions outside SVR.	All
Mailer	Flyer in SVR Directory	Include flyer in the distribution of the updated SVR directories	SVR Members
Social Media	Facebook posts	Regular posts promoting specific aspects of CRAB	SVR Members
Social Media	Twitter posts	Regular posts promoting specific aspects of CRAB	PCA
Social Media	Instagram posts	Regular posts promoting specific aspects of CRAB	PCA
Email	Email to membership - Feb	Email specifically highlighting CRAB	SVR Members
Email	Email to membership - Mar	Email specifically highlighting CRAB	SVR Members
Email	Email to membership - Apr	Email specifically highlighting CRAB	SVR Members
Email	Email to membership - May	Email specifically highlighting CRAB	SVR Members
Local media	TV/radio coverage	Invite local media to attend, for use in future marketing efforts	All
Partners	Partner customer handouts	Provide partners with collateral to promote to Porsche customers	SVR Non-members
PCA	Zone 7 promotion	Contact zone 7 regions to promote on web/email	Zone 7

GOT CRAB?

Don't Miss SVR'S Premier 3-day Event

May 18-20, 2018

Register NOW: <http://svr-pcaor.org/wp/crab-2018>

