



Leadership Best Practices Guide

updated for 2026

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Introduction and Thank You

Thank you for accepting an incredibly rewarding and challenging position as a Regional Director (RD) or Chapter President (CP) in the Ferrari Club of America. The entire club thanks you for working hard to provide unique and rewarding member experiences, with like-minded enthusiasts. Your willingness to volunteer your time is what makes us the largest and best Ferrari club in the world.

This guide was developed to help you, it is a work in progress to be updated as we continue to grow and improve the club. Throughout this manual, sections aimed at either the RD or CP (or both) are marked, we expect that you familiarize yourself with the entire manual, so you understand the big picture of best governance practices whether your leadership role is at the National, Region or Chapter level. Information that you absolutely need to know will be clearly identified in this guide.

In fairness to all and for the protection of you, the members and the club, FCA national expects you to abide by the by-laws and codes and refer to these best practices.

Ferrari Club of America Code of Conduct (Also refer to FCA Policies and Procedures)

All Members in a leadership position in the Ferrari Club of America (FCA) are expected to be bound by a simple Code of Conduct.

Leadership positions are defined as the Ferrari Club of America Executive Committee as well as all Regional Directors who are also members of the FCA's Board of Directors. In addition, leadership positions include Regional and Chapter positions throughout the club.

The officers of the FCA are defined in the Bylaws. Officers of Regions are the RD, the Treasurer, and those designated as Vice-Presidents and Secretary, officers of Chapters are the President and the Treasurer. Real authority to contractually bind the Club is limited to the identified officers and those designated by the RD or President, there is only one Ferrari Club of America.

Each person holding a leadership position is seen as a Representative of the Ferrari Club of America and therefore needs to take additional care in their behavior and communications with others.

All Club Officers must always comply with all applicable laws and regulations. The FCA will not condone the activities of members who achieve results through violation of the law or unethical business dealings.

The FCA expects its Officers to conduct themselves in a businesslike manner. The FCA strictly prohibits the acceptance of bribes, payments, and secret commissions from suppliers or others.

Club Officers must take care to separate their personal roles from their FCA positions when communicating on matters not involving the FCA's business. Officers must not use the FCA's identification, stationery, supplies, and equipment for personal or political matters. In the age of electronic social media, it is important for Officers to distinguish as much as possible when they are commenting as an individual or as an Officer of the Club. Don't post anything that you would not want your family and friends to see.

Club Officers will protect and not disclose to others any information that is considered FCA proprietary or sensitive. This commitment to non-disclosure will continue after the member is no longer an Officer or member of the club as per the Club's non-disclosure agreement.

Code of Conduct: Addendum

From our bylaws, please refer to Article III, Section E, Bullet 2:

Any member may be expelled from the Corporation by action of the Board of Directors for conduct which reflects adversely on the Ferrari Club of America or Ferrari S.p.A. and its subsidiaries. This action will require a two-thirds vote of the members of the Board of Directors.

Ferrari North America (FNA) and Ferrari SpA. Do NOT contact them.

The FCA National President and Chairman are the conduit to FNA on behalf of the club. If you feel you have a need to address the FNA, please relay it through the FCA President.

Annual Board of Directors Meeting

As a Regional Director, you are a voting member of the National Board of Directors and represent your Region's membership at the Annual Meeting. In the past, this is typically scheduled to take place on the first weekend of March and the club pays for your airfare (economy, no frills or upgrades), hotel room and tax (no incidentals) and meals.

Chapter Presidents and Chairs may also be invited to attend, dependent upon location and business need, although they are not voting members of the National Board. If you can't attend, designate someone from your Region Board to attend to ensure your Region is represented.

Essential Documents of the Club

These documents establish the operations and functionality of the Club. The documents can be found in the File Library available to RDs and CPs on the FCA web site.

IRS Public Documents:

IRS 990 (can be found on web site Guidestar.org) Letter of Determination

The FCA is a 501-c-7 'social and recreational organization' as defined by the IRS in our letter of Determination in 1972. This means that as a not-for-profit organization, FCA does not exist to profit individuals, has no ownership, and is not taxed on membership dues collected. We are NOT a charitable organization so funds given to the club are not tax deductible. We pay sales tax and are taxed on unrelated business income (UBIT).

Branding/Unique Positioning Statements:

Mission Statement Values
Vision

Governing Documents:

By-Laws- National only
Articles of Incorporation
Policies and Procedures - National, if required regionally - contact the executive director for guidance and approval

Operating Guides and Forms:

Leadership Best Practices Guide Logo and Visual Identity Guide
Insurance Waivers and Rider Guide Concours Forms
Track Information (TEM and RER) Cavaliere Nominations Forms
FCA Policies and Procedures

Region Organization (RD, CP)

Make your life easier, enjoy your leadership role more by building a team who can help you with everything from membership to finances to meetings! There are required and optional board positions.

Required Regional Board Positions: The Bylaws state there are 3 positions required for a regional board.

- Regional Director
- Treasurer - Must be different from the RD and not in business with, related to or married/partnered to the RD.
- Regional Board Member - Can be one, some or all Chapter Presidents if you have Chapters.

Optional Board Positions: strongly suggested but not required.

- Vice President - May be one of the elected Chapter Presidents.
- Secretary
- Membership Director
- Events director
- Chapter Presidents, where chapters exist
- Director(s) at Large

There is no need to over-organize; focus on membership and events.

Chapter Organization (CP)

President: Leader of the chapter and responsible for activities and the budget within it. Make sure that the other positions within the chapter are filled and that they are capable of properly performing their duties.

Vice President(s): Provide support in areas of the state that can run their own events to increase member participation.

Treasurer (optional): If a Chapter has an independent treasury, a Treasurer must be elected and the treasury must be set up according to FCA National specifications at the Regional level. With, or without, a Treasurer the Chapter is to report through the Regional Treasurer only and funds recorded in Regional bank account.

Membership Chair: To increase membership, dedication to developing new members is essential.

Partner/Sponsor Chair: Manages the mutually beneficial relationships with businesses who support the Club, Region and/or Chapter. Sponsorship money is essential to cover potential event losses and to keep event costs low for members. A Partner/Sponsor Chair should have the ability to develop potential accounts but you as president should have final say in sponsorship deals.

Track Chair (if needed): Look for someone with a lot of track experience. See "Hosting a Track Event", not all chapters have track events or multiple events.

Finances (RD, CP)

On the 22nd of each month, financial reports must be filed with the national office by region and by Chapter. Chapters should also copy their Home Region Treasurer and RD, while the Region Treasurer is responsible for generating and sending reports, ultimately, the business affairs of the Region are the RD's responsibility, and the RD needs to communicate with the Treasurer.

Many Regions are reporting their finances via QuickBooks or Excel, which National can use. We provide a standardized Chart of Accounts and other information, as the national accounting system migrates, we will work with the regions to produce appropriate reporting processes.

Failure to report in a timely manner can cause the monthly dues check to be withheld until the reports are received and can result in Treasurer, Chapter President or Regional Director removal from their position by a 2/3rd vote of the Executive Committee.

Following the IRS audit of the club in 2010, we have been told to expect repeat visits to ensure compliance and will select a Region to audit in conjunction with National's books.

We have no control over which Region they select. Let's work together to be certain you are prepared to answer Region or Chapter finance questions.

Reports are to be sent via email to:

- National treasurer - Jim Schimmel - schimmel.fca@gmail.com
- Executive Director - Belinda Steyer - director@ferrariclubofamerica.org
- Staff Accountant - Aaron Pierpoint - aaron@ferrariclubofamerica.org

Elections (RD, CP)

Regions are required to hold elections for Region Director as described in the FCA Bylaws. There are term limits of 2 consecutive 2-year terms, it is recommended that these elections and those for other Board positions occur in the Fall, ideally in October or early November, to allow an effective transition before January 1 of the following year. Avoid December elections.

This transition timing ensures the most current RD attends the subsequent March BoD Meeting. The Elections section in the Bylaws spells out the sequence and recommended structure for elections, National will assist you with the electronic ballot tool.

Begin filling your leadership pipeline the year before the position is up for election!

Mechanics of Holding Region Elections

Allow at least three months for the election process to be completed. The following steps describe the typical Election Process for a Region:

1. Review National By-Laws
2. Regional Board appoints an unbiased Regional Election Committee (REC)
3. REC should consist of three experienced, active members who are capable of remaining impartial.
4. Define Board Positions to be filled (common approach is RD, Treasurer, and 3 to 7 Assistant RD positions)
5. REC announces the election and sends out "Call for Nominees" notice.
6. Interested members submit one-page resumes for consideration.
7. REC holds the nominees to a standard of a "member in good standing".
8. REC often has to recruit people to fill some of the Open Positions.
9. REC announces one or more qualified candidates for each Open Position and provides candidate resumes to all members.
10. The REC works with the Executive Director so all members in good standing receive a ballot, including resume information, either from the REC or by using the national electronic election system.
11. Members who are "Current" can vote
12. FCA Executive Director counts ballots and reports results to the Region Director or REC Chair
13. REC announces election results to its membership.

Use National's Electronic Ballot System!

1. Once you decide upon your selection of candidates, follow these steps:
2. Communicate your start date, candidate slate and optional biographies (100 words or less) to the Executive Director.
3. Is the ballot (1) a single slate or (2) as individual candidates by office?
4. Notify your members about the election and the start date.
5. Members who don't receive the ballot should contact the Executive Director.
6. Common pitfalls: ballot goes to spam filter; changed email addresses but didn't notify the club; not a current member on start date; your Region is not their Primary Region.

Member Data and Reports (RD, CP)

Use your login (member number) and password. While this web site will allow you to view member reports and send electronic communications, it will not allow you to change member records. Members can and should be encouraged to update their own records by logging in to Member Profile through the web site. If a member has trouble signing in or renewing, contact the Executive Director.

Automated Reports (RD, CP)

Each Region has a variety of reports that are available to RDs and CPs anytime in YM. They contain all the information needed to inform leadership of membership trends and to reach out to any members. Please let the Executive Director know who should have access to these reports.

The available reports are:

- Active members

- New members within the last 30 days
- New members within the last week
- Expiring members in the next 30 days
- Expired members
- Renewed members
- The Membership Chair also sends out a monthly membership report to the RD's

All these reports are in real-time, so they are always up to date and available to you at any time. Chapter reports can be created upon request, otherwise, all Chapter information can easily be filtered from the Region report.

Communicating with Members

There are three options to communicate with your members electronically.

YM: As an RD/CP there are two tools available once you sign in.

- Email – text only format
- Messaging – A more robust option that includes images, video, hyperlinks, and attachments. The member(s) will be prompted to log in to their FCA account to read the message (functioning in the same way as LinkedIn.)

Constant Contact: A robust email system that can include images, video, hyperlinks, and customization plus reporting. Regions/Chapters that opt-in to this program will have an account under National's umbrella at no cost to the Region/Chapter.

Resources Available from National

- Take advantage of the National relationship with these vendors!
- Constant Contact: email messaging
- Web site: A microsite on the National site with your domain name
- Legacy QuickBooks: A discounted rate when you secure a license under the National account. We are migrating to a new accounting platform in 2026.
- Reg Fox: Set up an account for your Region under the National account that takes event registrations and deposits event revenue in your regional bank account.
- Zoom: Use National's account for large group meetings and webinars audio, video, screen share, white board, chat and recording capabilities.
- Google Meet: Use National's account for small group meetings with audio, video, screen share, white board, chat.
- Contact the Executive Director to utilize these resources.

Insurance

The club carries two insurance policies that affect you.

Director's & Officer's liability policy, which covers our Board members and officers including national, regional and chapter elected and appointed officers. Our D & O provider requires that only the primary member can hold elected office. The member's partner or spouse is welcome to serve on Committees or help organize events.

Hayden Woods Insurance is our General Liability carrier for events in the US and Canada

Moving events require that participants (drivers and passengers) sign a waiver; if any minors (age 17 and under) participate, there is a single page Minor waiver that must be completed. The Club will be utilizing SmartWaiver to accept electronic Signatures. Printable waivers are available in the Leadership Resources file library on the FCA web site.

For waivers for Regional/Chapter competitive events you can contact Hayden Wood Insurance directly. To contact our HWI representative for any questions, please call Elaine LeBlanc (elaine@haydenwood.com) (855) 210-2179.

Business Cards, Letterhead, Envelopes (RD, CP)

You will often need to represent the club to 3rd parties and cards give a professional appearance. Per our agreement with Ferrari SpA you must not design your own business card or letterhead using the club logo. You must follow the approved layout, see **Stationary Guidelines** later in this document.

To have business cards prepared, contact David Williams at dwilliams308@earthlink.net David prepares the electronic file with your information and emails the file(s) to you. You may have them printed at the printer of your choice, national does not cover printing cost. David can also provide you with the electronic file for your approved business envelope, letterhead and business card format. This format has been approved by Ferrari SpA and must be adhered to exactly.

No modifications to the font or layout should be made, for letterhead and envelopes, you will need to supply your name, address, telephone, email and any website address information to David when you make your request.

Publications

News Bulletin

Deadlines: The deadline for all News Bulletin text, event fliers and other materials is always the 8th of each month for the following month, please note that the 8th does not mean the 10th. You will have missed the issue in production, with a long wait until the next one.

Calendar submissions: A complete events calendar should be sent as early as is available each year, further submissions or changes can be made at any point throughout year. Any non-FCA events should be indicated as such.

Listings are restricted to a maximum of five lines each, or roughly sixty words, David is happy to edit for length and formatting, it is not necessary to send your full calendar each month, only corrections and additions as searching for whatever might be different, can cause something to get missed.

It is not our policy to include “tbd” dates, or each board meeting, these should be handled within regional emails, in cases of repetitive dates, such as F1 viewings or coffee gatherings, a

condensed sub-head may be established to save column inches. As an example, twice-monthly coffee gatherings will not appear in the News Bulletin as twenty-four separate events.

Event fliers: All key regional FCA events are eligible to be featured as a quarter-page event flier at no cost to the region. All high-financial-exposure FCA track meets can be featured as a no-cost half- page flier, but please be very selective. All event fliers can run for a maximum of two sequential months, and they may be updated should new information be relevant, you cannot buy a third insertion or a larger size. You are asked to rely on regional emails for greater exposure than what is offered here.

All regional event fliers must include your FCA region’s logo, these fliers are for FCA regions only and not for non-FCA events. No region can have more than three event fliers in a single issue, or a maximum of three-quarters of a page. Fliers should be sent as completed high resolution .jpg or .pdf files and should be sent in color to appear in the electronic issue. Please note these specific dimensions:

quarter page: 3.625” wide x 4.75” high
half page, vertical: 3.625” wide x 9.75” high
half page, horizontal: 7.5” wide x 4.75” high

Cover photos: Please submit your best high-resolution images, there are twelve opportunities each year for a region to claim the cover!

Prancing Horse

Deadlines: The submission deadlines for all Prancing Horse text and photography, as well as annual publication dates, must be consistent each year with the information below.

Issue	Due Date	Publication Date
Q2	May 15	3rd week of May
Q3	August 15	3rd Week of August
Q4	November 15	3rd week of November
Q1 Next Year	February 15	3rd week of February

Regional events coverage: Each region or chapter should have an appointed member who can write descriptive text and provide a few good photos for some of your more popular events. This is a great chance to show the entire FCA community the fun you’re having and entice them to join you at future events. This space is intended to show off your larger events and not necessarily every gathering. You know what your key events are and these are the ones to submit. Of course, a great day is a great day, so even if only ten members partake in a drive, please don’t hesitate to send it in.

Photographs: Any event photography should be sent in at the highest possible resolution. The reason is that any of these images could also be considered for the magazine’s cover, but only the best, clearest, images can be eligible. We all read lots of magazines, so you’ll know a great cover shot when you see it. There are four opportunities each year for a region or chapter to claim the cover!

Event fliers: Upcoming regional and chapter events are not promoted through the Prancing Horse.

The lone exception being the FCA's Annual Meet. Promotion is handled through the News Bulletin or your own email blasts.

Feature articles: The Prancing Horse is "your" magazine, so what would you most like to see within? Do you have a story idea? A photo you're proud of? Do you know a member or collector or re-storer who should really be considered for feature coverage? What is the Prancing Horse lacking . . . or what seems overexposed?

All good questions. The Prancing Horse should be your favorite magazine and one that you're proud to keep and show off. If it's not, then how can I help make it so? We would like to hear your comments.

Event Planning and Management

Budgeting: This is the place to begin, a spreadsheet for each event needs to be completed and submitted to the RD at least two weeks prior to event signing a contract or announcement of the event. After the event is completed a P&L final is due within 2 weeks.

Determine all the costs of an event so that you can plan for revenue from sponsorships and event tickets to cover the costs and even generate a profit. You should also determine how much sponsorship money and how many paid tickets to the event will be required to break even. This will help you to make a good decision in a situation in which you might need to cancel or postpone an event. A good rule of thumb is to have sponsorships cover non-refundable costs for the event.

National Partners/Regional and Chapter Sponsors:

National Partners are official National Partners of the FCA. They pay an annual fee to be a National Partner for a three-year term. They also have various legal benefits which include exclusivity for their negotiated category/categories and the opportunity to participate in regional and chapter events through event activations.

National Partners are often happy to contribute swag for regional/chapter events. Please contact our FCA National Event Activation Chair, who will be happy to help you with an event activation form. Regional and Chapter Sponsors can be important contributors to your regional and chapter budgets/event activities including social reunions, rallies and track events. They can also be an important source of funds as advertisers in your local printed or digital publications.

FCA Resources: The FCA has a national slide deck which may be useful as a guide to create your own regional/chapter slide deck for presentation to potential sponsors. The FCA also has a National Partner and Sponsor leadership guide available to help regional/chapter leadership.

You are highly encouraged to incorporate a sponsor chair at your regional/chapter level.

FCA National Partners Protocols: DO NOT UNDER ANY CIRCUMSTANCES, CONTACT, DIRECTLY OR INDIRECTLY, ANY OF OUR NATIONAL PARTNERS.

If you have any questions or doubts, please contact our National Corporate Partnerships Chair and/or our National Event Activation Chair. We are here to help you and very much appreciate your collaborative teamwork.

Event Deposits and Reimbursements (RD, CP)

All event deposit checks should be sent to the Regional (or Chapter if applicable) Treasurer. A copy should be made of the check along with recording the payee's name and amount in case it is lost in the mail.

All reimbursements should include the receipt along with what it is for so that it can be charged to the proper account, receipts are required for reimbursement. All reimbursements will be made as quickly as possible, and it is recommended that you email the treasurer and let them know what you are sending the necessary information so that they can look for it in the mail. Remember there are strict requirements on the Treasurers for reports.

Event Authorization and Final Numbers (RD, CP)

Some events can be very large potential losses to the club, signing a contract opens the club to liability. **All contracts must be reviewed and approved by the Regional Director prior to signing; there are no exceptions.** This is especially true for Track Events and hotel and restaurant contracts with guarantees.

For all events with potential losses, an event projection spreadsheet should be completed and submitted to your Region or Chapter Board for approval. This is very simple and only used to make sure that all potential expenses are included so there are no unpleasant surprises.

Within two weeks of the conclusion of the event, a final profit or loss statement should be sent to the Board, the spreadsheet is the same as the projection with your final costs. We are not out to make a profit on every event, breaking even is fine, large or consistent losses are not affordable and usually due to poor planning.

Event Types (RD, CP) The events are the lifeblood of the club

It is recommended that you shoot for one event per month at a minimum in the chapter and multiple for larger States, numerous events have been tried over the years. Don't be afraid to try something new, always follow an event with a wrap-up meeting to go over what went well, what could be improved, and if the event should be held again.

Member Dinners and Lunches

A Ferrari Enzo dinner on a weekend around his birthday (February 18, 1898) is a must, these are one of the easiest to put together. All you need is an approximate headcount and a restaurant with adequate and exclusive parking, most restaurants are more than willing to have us, but it is important that you visit with them and schedule at least one month in advance to allow you to send out an announcement to members. Avoid agreeing to minimum attendee agreements, this can leave the club on the hook for a substantial loss.

Rallies and Drives

Ferraris are meant to be driven, and members love to get together and drive, these events take planning and time, so it is important that you prepare a map and run the route prior to the event. Using Google can be dangerous, road names change, conditions of the road surface can be bad,

and road closure and construction can destroy a fun event. There are several drive planning Apps available, check with your regional director or with national for suggestions and experience of such Apps. Printed maps are a must, even a few cars can get separated at lights or due to traffic.

Remember: a signed waiver from the driver and passengers is always required!

Weekend Getaways

These take up a lot of planning but tend to be the most enjoyable events for members, this type of event usually has high potential loss exposure and must be approved by the Regional Director. See the event planning section for help in planning the event.

Technical Sessions

Find a local dealer if one is available that is willing to host a technical session on something simple like brake changes, oil changes, scheduled maintenance, etc. This is a great business incentive for them as they will most likely get new customers out of it and thus are willing to host it. They may even be willing to have refreshments and pay for this.

F1 or Exotic Auto Auction Viewings

This is generally one of the easiest to plan, you just need a member, dealer or partner/sponsor, or even a local restaurant that is willing to host it. You will still need to send out announcements and support the host, the race does not need to be live, they can be prerecorded and even historical races.

Cars & Coffee

One of the easiest event of all, there are cars and coffee events all over most States. Contact the organizers and ask for fixed spaces, meet at the show early so everyone can park together.

Car Shows

Many car shows would love to have a group of Ferrari owners bring their cars, try to set up a car corral or reserved parking location for the group. Meet earlier at some place other than the event and have a short rally to the event.

Track Events

This takes a lot of work and requires someone with prior track event experience to work and is probably the highest monetary exposure to the club of any event and requires Regional Director approval. Please see the Planning a Track Event section on the national website.

Christmas or Holiday Parties

This requires a few months of planning to execute properly; hotels and other venues book up quickly so waiting to the last minute can be a big mistake. Start to contact and visit venues 2- 3 months prior, if it is a Christmas party, try to schedule a date 2- 3 weeks prior to Christmas as people have other parties the weeks before. You will need food and drink so check with your local caterers or restaurant venues.

These can be pay as you go events with separate checks, or you will need to set a registration fee. Your Regional Director should have experience in hosting these types of events and can provide a spreadsheet with prior expenses to help with costing.

Weekend Events Hotels

All hotel contracts guaranteeing a minimum number of rooms must be approved by the Regional Director before signing.

This is the key component of the event, without the hotel you can't set the dates so this should be done first, it is never too early to set up the hotel, often up to a year early for very large events may be necessary. Most hotels have a person that schedules events and is willing to help, ask for a proposal and check online for standard rates to compare, the hotel usually has some wiggle room so don't necessarily take the first offer.

Even if it is their best rate, they often offer discounted or free amenities, free or reduced parking, secure separate parking, free shuttle for the group to dinner, free internet and breakfast are a few of the items that we've been able to negotiate. You won't know unless you ask! Ask for help from other regions who run similar events and from national, who have lots of experience in events.

Minimum room night guarantees can be tricky; this is the minimum number of nights that the club has to guarantee to get the reduced rate. Always try to fight for no guarantee, but if you must, always err on the conservative side. The risk of too many rooms will sink an event faster than anything, there is no good rule of thumb other than past attendance to estimate this, if this is a new event send out an email to members to gauge attendance. A recommendation is to come up with a good estimate and guarantee a few less rooms, most hotels have an attrition rate which usually runs 20%. This means if you guarantee 10 room nights you only have to fill 8, keep this in mind as you set your number.

There are a couple ways to overcome this minimum number, experience from past events shows us that most hotels don't keep up with the number of rooms they book. They only look at them as the event approaches. Often, you can agree to 10 rooms and book 15 at a reduced rate before they catch that the rooms have sold out. This isn't guaranteed but it can be a help, this also keeps your number low but gets you the rooms you need. A second way is to ask for a waiver if you release the rooms early enough before the event for the hotel to fill them.

The big downfall here is that members tend to book late and an early cutoff leaves people without rooms, if you use this approach, you should promote the event heavily and make sure the members are aware of the early cut off. 30 days is the standard number of days before the event for the hotel to reclaim the unused rooms, hotels will often negotiate this date. If you are confident in the number of rooms, set this date as late as possible.

Event Calendar and Event Promotion (RD, CP)

Ensure that our whole membership knows what you are up to and the great events you are taking place in your chapters and regions. Successful events start with a successful event calendar, to get people to events they need to know early so they can add it to their schedule.

The year's event schedule or at least the first 6 months' schedule should be completed by January 1st. All the details of each event do not need to be complete, but the dates should be set and submitted to the News Bulletin. Also submit photos and stories to the Prancing Horse for inclusion in the Region and Chapter Events section and submit your event calendar to David Williams (dwilliams308@earthlink.net), so that he can include it in our monthly News Bulletin.

Please funnel event submissions through RD's so David's email traffic is contained somewhat, see the addendum on the PH and NB in this document for more information on both.

The club's social media presence is growing exponentially and has become a key tool in our membership growth. If you have a great photo, event or fun announcement, send it to our Communications group at: info@ferrariclubofamerica.org

Failure to plan and promote the event is a failed event, you must promote it early. If you wait until too late, no one is coming. Once the hotel and dates are set, send out an announcement just so members can get it on their calendar, 6 months ahead is fine. Just make the email short and to the point so people actually read it.

Often, the announcements are long, and the important information is buried in the middle. Unfortunately, members do not thoroughly read them so keep them short but make sure that you include the hotel website, phone number, and registration code so that members can book them. Also, include the dates and location, even if it is in the subject line, include it in the email.

Put important text in another color or bold to eliminate them from calling or emailing you for this information, you'll be amazed at how many calls and emails you get asking for information that is included.

Recommended Event Communication Timetable:

Recommendation for 2 to 6 months out:

- Initial Announcement 2 months out: Begin promotion.
- 2 months out: Registration form needs to be completed and sent out
- Send emails every two weeks.
- 1 month out: Send an email reminder weekly.
- 3 days before: Final email - Send final specific event details.

Final Email: This is one of the most important emails you can send as it makes your life and the members much easier as you will receive many fewer questions and calls, and the members will come prepared. This email should include:

- Detailed time schedule for each day
- Registration location
- Weather forecast
- Items to bring
- Attire requirements

Plan with the New Member in mind, try to remember what it was like the first event you attended. Make sure that all members, especially new ones, are greeted and welcomed to events, introduce the new members to current members and make sure that the new members have existing members assigned to talk with them about their Ferrari, their interests, the club events, etc.

Develop a welcoming email/letter to be sent to the new member, also one for expiring members, (National has automated much of this recently and is doing even more as you read this). Mention new members and put their photo in emails and in social media (with their approval) to chapter members; this helps to acknowledge and welcome the new members, and it also helps the membership remember

their names.

- Look for members who are not mixing and make a point to strike up a conversation with them.
- Have social events that encourage spouses/partners to attend.
- Make sure that chapter presidents are notified when new members join.

Scheduling the Area Events:

This should also be done early so it can be noted on the registration email, this helps to sell it, often the events are not near you so reach out to members that are local to the event. They often have great ideas on dinner venues and things to do; they may be members of a club or know someone and can get a discount so don't be afraid to ask for their help.

You'll quickly learn that you can't do everything. Other car clubs can be a great help.

Announcements

The events are for the members, that's the whole reason we have them, you want members to feel comfortable and come back. Keep them aware of what is going on and what is coming up, dinners are a great time to announce what is going on the next day, thank them for coming, and make them aware of anything they need to know. It is a great time to recognize new members. New members don't know anyone and may feel isolated, if you announce their names and welcome them hopefully others will take the time to speak with them and make them feel welcome, and they come back. It is your responsibility to take a few minutes to meet them and introduce them to others, if new members have a good time, they will come back.

Don't forget to thank your partners/sponsors, provide them with space if they want it, and keep them totally informed! They are nice enough to give you their money and goods to make the event successful, so make sure that you give them some bang for their buck by recognizing their generosity.

Track Events Running an Event

There is a track manual and information on track events that has been written by National and is available in the Leadership Resource file library. You need to get and read this great source of information as requirements can change year to year.

Scheduling

Most tracks book up early so it is important to confirm a date as far in advance as possible. Track events are probably the highest liability for potential monetary losses; it is imperative that you have a heavy buy-in from members. Pre-season rates are usually much less expensive, for a first-time event it is a good idea to look at dates outside of prime season to limit liability.

Promotion

Once your date is set it is never too early to send out an announcement so that people can get it on their calendar. A good method to help fill up the event and bring in people outside your region is to publish it in the monthly News Bulletin. The News Bulletin allows each region a 1/4-page ad for events. Submittals are required to your RD by the 5th of the month preceding publication.

Insurance

The FCA has special track insurance that must be obtained at least 2 weeks prior to an event (earlier is better). The track may require it even earlier, check your contract for their specific requirement. Currently, FCA insurance is through Hayden Wood Insurance (855) 210-2179. They generally require

a copy of the contract to make sure that the track liability requirements are met.

Costs

Track events can be expensive and include a lot of additional costs besides just the track rental, there are corner workers, ambulances, firetrucks, radios, insurance, and a host of other possibilities that must be budgeted for, so it is important to make sure you have enough members buy in before booking an event.

It is also important to have someone with track experience working with you to help you understand what these costs are. In addition to the fixed costs there are additional hidden costs, these are things such as track damage, fuel or oil drops on the track, damage to track or paddock surfaces from trailers, etc. These are unforeseen costs that can be very expensive, for example if a car drops its oil on the track the absorbent material to get it up can be \$500.

You can't plan for these incidents, so it is best to have an additional waiver form signed by drivers, that states if an individual causes an incident like this the member is responsible for it. The waiver also limits your liability and can be the difference between breaking even and losing a lot of money.

Track Waivers

Each driver, passenger, or spectator must sign a waiver before entering the track, there are no exceptions, these forms are available from Hayden Wood, and you should have a stack with you at all events.

Child Waivers

Anyone 17 years old and under must sign this, this must also be signed by the parent or guardian.

Assumption of Risk and Indemnity Waiver

This waiver protects you and the club from liability, often the track uses the same waiver, but you must still get each driver, passenger, and spectator to sign it.

Damage waivers

Tracks charge extra for damage, something as simple as running over a cone can cost \$50 or more, as mentioned above, if a car drops some oil on the track, you could be looking in the hundreds of dollars. A simple way to limit this liability is to create a damage waiver that states if a member does damage to the track that is not covered by insurance, they are responsible for it.

Accidents

If an accident occurs while at an FCA sponsored or organized event, photograph all of the vehicles involved and the site of the accident, also, if possible, everyone involved including witnesses. Obtain the names, addresses, phone numbers, license plates numbers and driver's license numbers of all those involved and at least the name, address, and phone numbers of all witnesses. Write a brief description of what happened and to what the witnesses can testify, describe the weather conditions, visibility, etc. Notify the Executive Director of the incident as soon as possible.

Note that gathering this information in no manner implies that the FCA and its insurers assume any liability, this is done for our own protection.

Track Related

For an incident at an FCA sponsored Track Event gather all the information as above, additionally check with the track management to see if the track is covered (you should already know this), by cameras recording the action. If so, get a copy of the recording or at the very least have two or more responsible members not involved in the incident view the tape before departing the track.

Make sure that the FCA Incident Report is completed.

Logo Use (RD, CP)

We have significant legal restrictions on the use of the official (round) FCA logo, restrictions apply to the size, placement and application of the logo.

The long F font, the rectangular nose badge image and the Cavallino (in part or in whole) are off limits except within the approved logos. David Williams can send e-files with the approved logos upon request.

Visual Identity Guidelines

This is the Only Official Logo Approved for use after 1st January 2026



This official circular logo is owned by Ferrari and contains protected trademarks; it is licensed to FCA for *limited uses*.

Also refer to the “FCA Logo Guidelines” in the Leadership Resources file library, the most recent version.

Approved uses of the circular Logo:

- All bona-fide Club uses, except for clothing and other merchandise.
- All merchandise with official logo must be approved by Ferrari and sold only to members.
- Guidelines provided for stationery layouts.

Stationery Guidelines

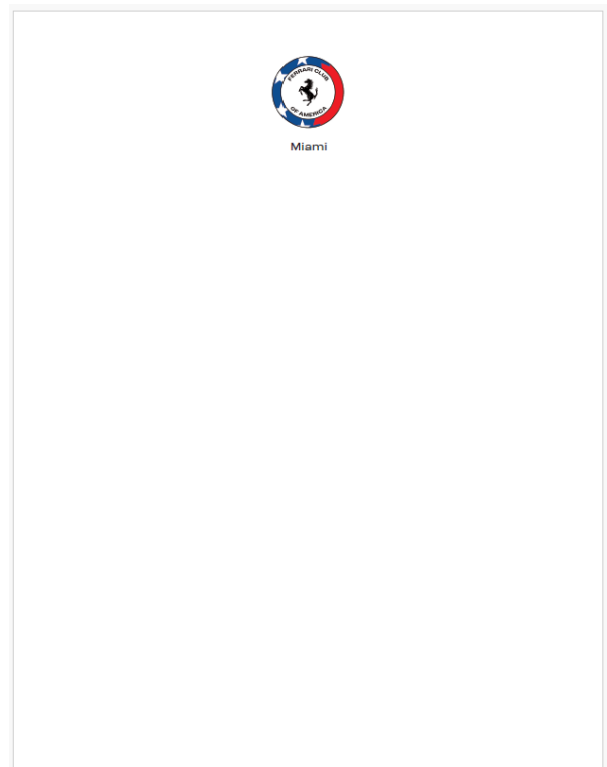
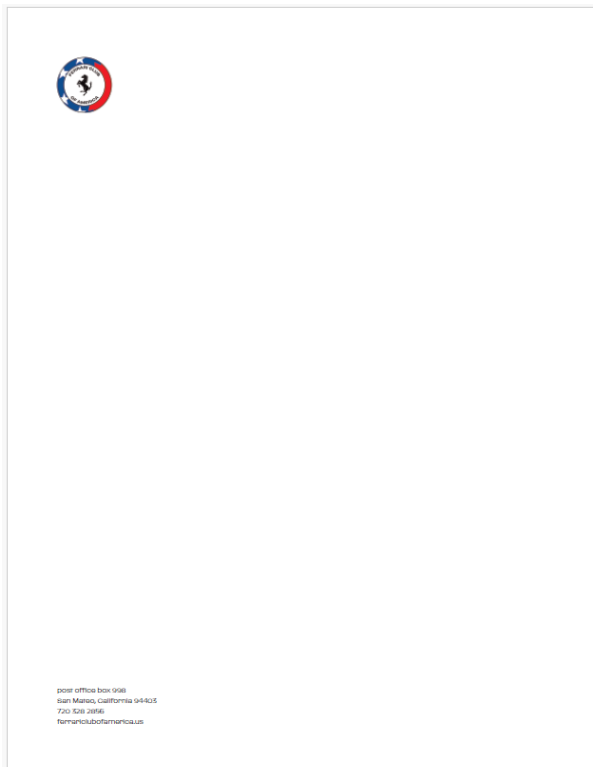
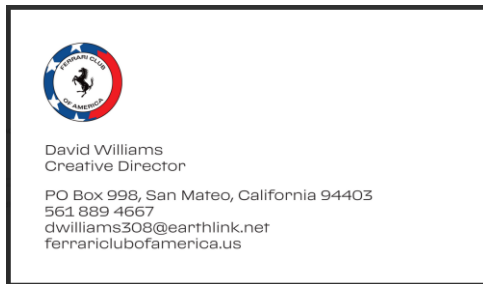
Regions and Chapters are not required to use stationery with the circular logo, however we strongly recommend using this to recognize FCA the brand.

- Any other design that does not comply with the above or uses any Ferrari trademark is Not permissible.
- If circular logo stationery is desired, National provides an MS Word template for letterhead, you may use the generic club address, email and phone or use the region, chapter or personal information (e.g. Chapter President, Regional Director).

Artwork for business cards and letterhead can be ordered by submitting contact details to David Williams, PH/NB Editor - dwilliams308@earthlink.net

Examples of Business Cards and Letterhead:

You can choose to include your personal information; name, title, email, chapter or region and personal or club address, or use national's business address. Make sure that you specify this to David.



Choices for Regions and Chapters

- *Bona-fide club purposes only.*
- Use the National circular logos, as is, no customization.
- Request and use approved region/chapter versions of the circular logos, subject to same rules and limitations as for the National circular logo, see above.
- Development of unique region or chapter logo is not approved by national.
- Do not use any Ferrari trademarks.

Regions and Chapter Logo designs approved by Ferrari SpA

Any Region or Chapter wishing to obtain approved Ferrari SpA artwork should make their requests through the FCA Executive Director, see examples below:



HOUSTON CHAPTER



MISSOURI / SOUTHERN ILLINOIS
CHAPTER

We do have the Alternate FCA Logo.



Why do we have the FCA Alternate logo?

- FCA Logotype is “owned” by the Club and can be:
 - Used freely on merchandise for sale to members (or to non-members)
 - Used by approved sponsors and partners.
 - Combined with other graphic elements to create unique region/chapter/event.

Update for Previous Unique Logo Options

These type of Chapter and Event designs are no longer acceptable.

