

Clifford J. Musante

Position: Member – Board of Directors, Audi Club Golden Gate

Submission Date: November 26th, 2008

I'm seeking election to the Board of Directors for the Golden Gate chapter of the ACNA, and I would appreciate your support. I have held the position of Interim BOD member since approximately March of 2008, at which time I assumed the position previously held by Kenny Gorman.

I have always been a car enthusiast, but it was not until 2001 that I embraced the Audi brand with my first purchase of an A6 4.2L wide-body. I drove this car for about 4 years, in a relatively stock form, until the fateful day that I attended an ALMS race where the Audi Club was hosting their hospitality event. It was at this event that I joined the Audi Club, and became interested in improving my driving skills. Attending the Driver's Education event at Infineon Raceway in Sonoma, CA initiated an association that I enthusiastically enjoy. That was in October of 2005, and since then I've attended over a dozen 'Driving Events' hosted by the Golden Gate and SOCAL chapters. I am now a devout Audi enthusiast who has retired his beloved, yet well worn A6, in favor of a new 2009 A4 S-Line. This beauty is already well modified, and just in time for a new season of track events.

I am now an interim BoD member, and have -since assuming this role in March of this year- been volunteering at the club's various events during most of 2007 too. In fact, for the last 5 or 6 events, I've been responsible for designing, automating and printing all of the nametags, and packet covers for the Driver's Events. I have also volunteered for our social get-togethers where help was needed with the checking-in of guests, selling hats & raffle tickets, judging the 'Show & Shines', cooking/grilling, and any number of other tasks and duties that were necessary as we put on our world class events.

In my current role on the BoD, I hold the position of Web and Communications Director. In that role, it is my responsibility to ensure that we have an effective website, and a clear, compelling, and entertaining way of keeping our members informed of the upcoming events. To support this objective, I coordinated and created a new website which went live in June of this year. The new website is organized for the benefit of the members, and it puts great emphasis on making it easy for our members to find information about the club, upcoming events, and our sponsors. Although it took a tremendous amount of work, I viewed it as a personally gratifying experience to re-create and customize our website. I am very glad to say that many members have expressed extremely positive feedback about the site. A great number of you have also commented that the regular emails that I send out, as a way of alerting them of upcoming events, are also very useful, well written,

and entertaining. I usually receive several questions from members after each email, and I devote a good amount of time to answering the questions in a full and accurate manner.

In addition to my duties as Webmaster and Communications director, some of you will recognize me as the BoD member that introduced you to the specifics of your first Driving Event. Taking responsibility for this 'First-Timer's Briefing' for the past year has included delivering this briefing, and producing an entire information packet that contains all of the briefing material, along with specific information for each track. With a packet like this we can now allow another person to deliver this briefing in a consistent manner in the event that I am not available to do so. I would say that active participation has been both my contribution and my pleasure during the past year.

My professional life has me holding the role of a senior technical executive at a local software company. The leadership experience that comes from this role, and from previous roles, helps me to understand how to get things done, and how to exploit technology for the sake of making our members web experiences richer, more efficient, and more effective. I am known for my organizational skills, and for being able to produce a cooperative environment where we can be decisive, fair, and forward looking.

I believe that our chapter of the Audi Club of North America has a greater potential to grow its membership than any other chapter. We are uniquely positioned with a powerful demographic of members, in an area of the country where Audi dealerships, and Audi enthusiasts abound. In the future, I see this chapter growing to twice its current size, with a greater number of events, including perhaps more fun drives, go-karting, group attendance car shows, and a host of other events. My hope is that through our combined efforts, you as a member will only notice that there is still a lot of fun in getting together. In my capacity as Web and Communications Director, I will work with the Membership Director to develop tools and processes to ensure that we retain our current members, and grow to a stronger and more powerful chapter.

I ask for your support so that I may continue to improve our chapter, and grow its membership. As a BoD member I will continue to serve our members, and I will strive to be a Director that all club members can be proud of, and in whom they feel embodies the spirit of the club in everything that they do.