
Audi Club Golden Gate Chapter

Board of Directors Candidacy Statement

Dave Ruddock

Hello to all the members of the Golden Gate Chapter,

Well it seems like only yesterday that I was elected to the Golden Gate Board, but it has been well over 3 years now. During that time I have met with many of you in person, via email and phone and I must say that the members of the Golden Gate Chapter are some of the best people I have met and worked with in many years. I've made more new friends during my time on the board than any other time in my life; it has been a true pleasure.

As the Marketing and Public Relations Chairman over the last 3 years +, I've been a part of a great team of fellow board members, while many have transitioned off the board, many have come on as new faces with fresh ideas. It's been the work of all these men and women together that has made the Golden Gate Chapter the successful organization it is today and I'm privileged to have worked with them. I am not one to pontificate on my personal accomplishments while serving you, the membership, but this is an election and I do think there are more great things ahead that I can help provide the Golden Gate Chapter!

My role as Marketing Chairman has been a fantastic challenge to undertake and has provided the chapter some excellent returns, both financially and with the development of long term relationships of prominent automotive and motorsport companies both locally and nationwide. Sponsorship comes to us in several forms; cold hard cash, products we auction and raffle for revenue and event support services that provide benefit for the members attending (trackside services, technical inspections, repairs). The Golden Gate Chapter now has the largest sponsorship support of all Audi Club Chapters nationwide, it has allowed us in part to make some significant capitol investments for the betterment of the club and the members, some of the major items this year alone include:

- Club Trailer with Graphics
- 36 New Bell Helmets for Safety Compliance at Track Events
- Motorola Radios for Event Coordination
- Automated Lane Toss Lights

Adding value to both the membership and our sponsors is my #1 priority and is always the approach I take when promoting the chapter to these companies. I developed a very clear and concise sponsorship agreement which specifically details all aspects of club and sponsor relations, it's been welcomed by our sponsors and our board as it defines the commitments made by both parties. One exciting new example of the added value relationship is with our new website, we now have a real-time solution for our sponsors to communicate to the membership their latest information, from member only specials and discounts, open house's to model introductions, it will all be coming to you monthly via your email – and there's more to come so stay tuned! Another important aspect of marketing has been developing the "look" of the club; I take great pride in designing the graphics for the club, from the new trailer, the annual sponsorship banners and many of the promotional images on the website – I'm a stickler for detail and I want the Golden Gate Chapter to always look contemporary to the membership, our sponsors and to reflect the prestige of the cars we all drive – Audi's!

Public Relations is something we all do everyday as members, we talk about our cars, our experiences, our events, just about anything Audi to most anyone that will listen. The entire Golden Gate Board is involved to a great degree in communicating information to the membership, the website, email, web forums, welcome to the club phone calls and letters, we as board members do this on a daily basis and is enjoyed by all – that's one definition of public relations.

My personal goal in the PR arena is to provide the membership more events and venues to participate in as members, to develop a calendar that the membership can look forward to every year. When I started three years ago, the chapter held anywhere from 5 to 8 events a year. This was due in large part to the available management support, the board was small and overworked, when the board was expanded it looked to me as a great opportunity to add to the event list and provide more things for all of us to participate in.

We have scheduled 19 events this year, up 3 from last year; my objective has been to offer events that reflect the demographics of the entire membership. We're not all track junkies, tuners, race enthusiasts, wine connoisseurs, skiers, parents of teenagers, but we ARE ALL some of those and more and we love our cars. To provide opportunities for all members varied interests has had it's up's and down's, some of our new events have been overwhelming successes and some have had a lukewarm response, but first and foremost, the chapter is now eager to listen to new ideas and thoughts and really looks forward to the next great new event that grabs everyone's attention – several member ideas are on the calendar this year and will be posted at the 1st of the year.

One particular event that I have developed is the club's hospitality event at the American Le Mans Race at Laguna Seca. It started out some years ago with 20 to 30 of us huddled inside a tent with no walls and an ice chest of refreshments, it's now been transformed into the clubs largest annual event for the last 3 years, with 175-200 members and their families attending each year, having dinner trackside and one exciting time – it's also one of if not the largest Audi owner event in North America. I'm elated to produce an event that provides the smiling faces, new and renewed friendships and entire families participating in one of their clubs events, to be part of that is why I became a board member in the first place.

I look forward to the opportunity to serve the Golden Gate Chapter for another term, it's been a great experience and one that I would like to continue. I appreciate all of your support and I am confident that I can help the membership accomplish the goals we all have for the Golden Gate Chapter.

Thank you,

Dave Ruddock

Marketing and Public Relations Chairman
Audi Club Golden Gate Chapter



National Sponsorship Co-Chairman
Audi Club North America

