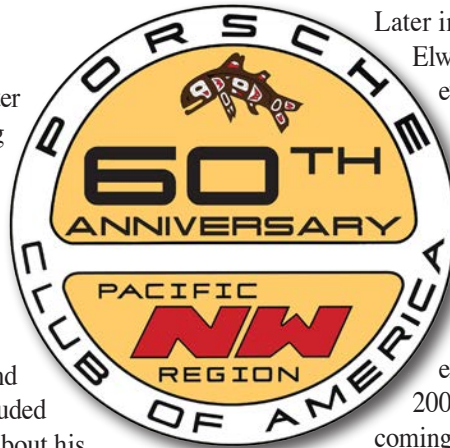


# PNWR Newsletter History

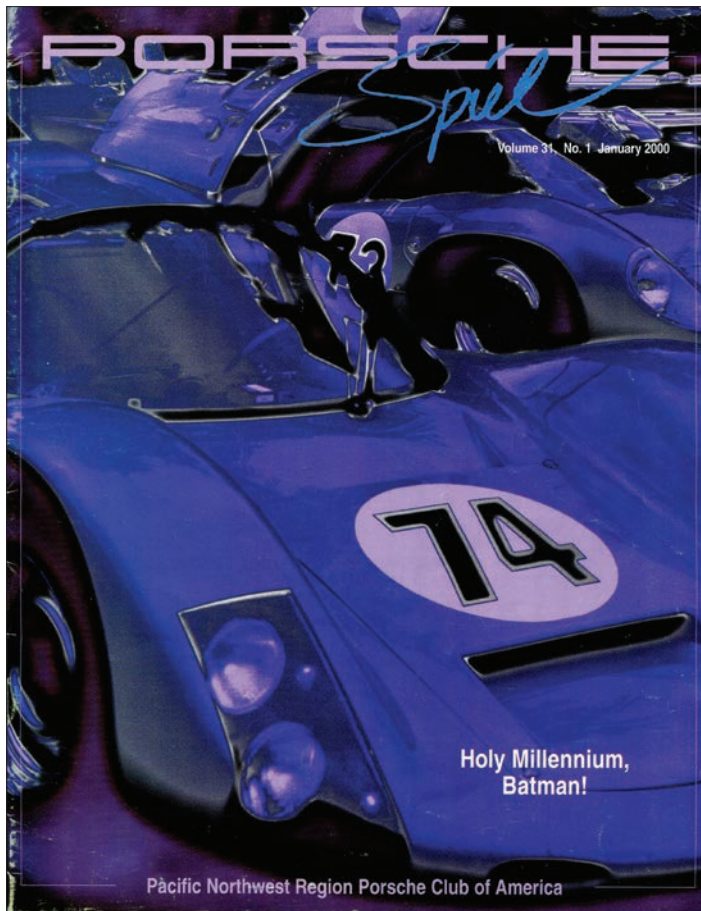
Article and *Spiel* cover scans by Jay Gillotti

## Part III

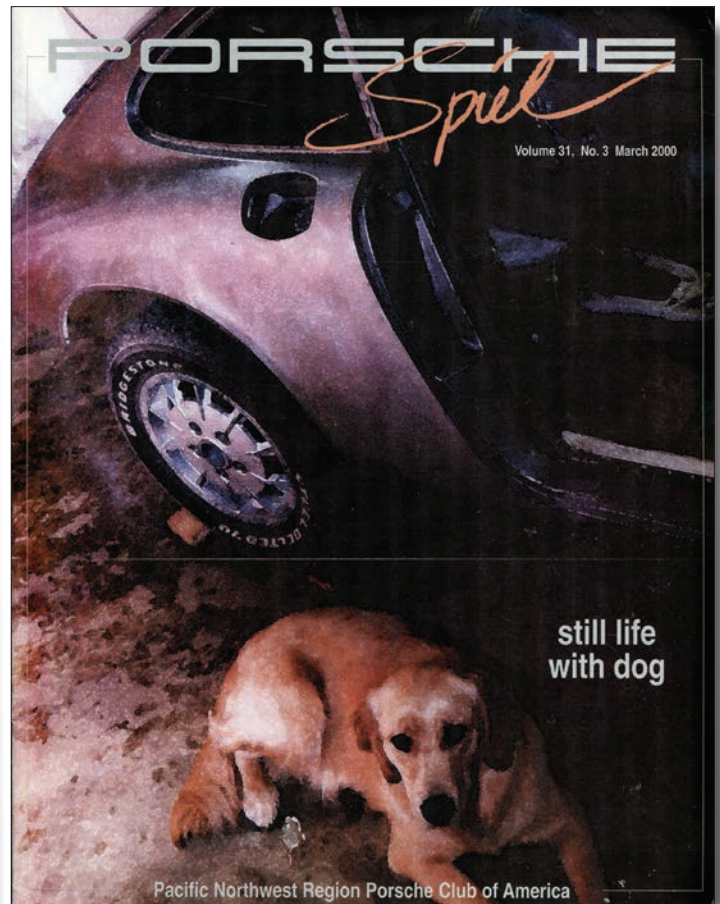
Our third and final installment of the newsletter history starts in January of 2000. The Y2K bug apparently did not affect the *Spiel*. However, Editor Tess McMillan did produce quite an 'arty' cover. It showed the Wade Carter family's yellow 904 as if it had passed through a time warp and turned purple. These early 2000s editions would be familiar to today's readers with many of our same departments and two or three feature articles. January 2000 included an article from future president, Ward Carter about his visit to the Porsche factory. The main difference compared to the current *Spiel* is that these editions did not carry regular columns from Concours, Tech and Tour chairs.



Later in 2000, the Editorship transitioned to Gary Elwood. Under Gary, the *Spiel* began to expand and evolve into something even closer to today's version. By January of 2001, several of the department chairs were contributing columns and Jim Bell restarted a long-running history column called 'Tell Me 'bout the Good Ol' Days'. That column continued for many years thanks to Jim's personal archive of *Panorama* and *Spiel* issues. Use of color inside the *Spiel* gradually expanded during the early 2000s and in March of 2002, Gary acknowledged significant technical help coming from future editor, Barb Coplen. The issues in this period are usually 42 pages, up from 22 just a couple of years earlier.



Porsche *Spiel* Cover January 2000.



Porsche *Spiel* Cover March 2000.





Porsche Spiel Cover March 2002.

The April 2002 issue has to get my vote for the craziest *Spiel*. The cover itself is interesting, showing a picture of expert race technician and suspension guru, Greg Fordahl, during a tech session at his shop. However, one quickly notices that the binding is on the right (April Fools!). Not only was the binding on the right, but the entire magazine is printed essentially backwards. Points for creativity, but I must say it is more than a little difficult to get one's head around reading this way.

Denise Missler served as editor for about two and a half years, 2004 into 2006, before Barb Coplen took over. Barb and her husband, Dennis, were already very active long-term members. By this same time Barb was also looking after a well-established, stand-alone website under the [pnwr.org](http://pnwr.org) domain. I believe Barb initiated the yellow/black issue ID label/logo which remains on the cover to date. Many of our current members will have seen examples of Barb's newsletters and they are even closer to the current format than those from earlier in the 2000s. To this reader, it seems that Barb brought a new level of professionalism in design and style to the *Spiel*. The issues have a cleaner look with many design elements that are still in use. 46 to 50 page issues became standard and all of the regular columns we have today are present.



Porsche Spiel Cover April 2002.

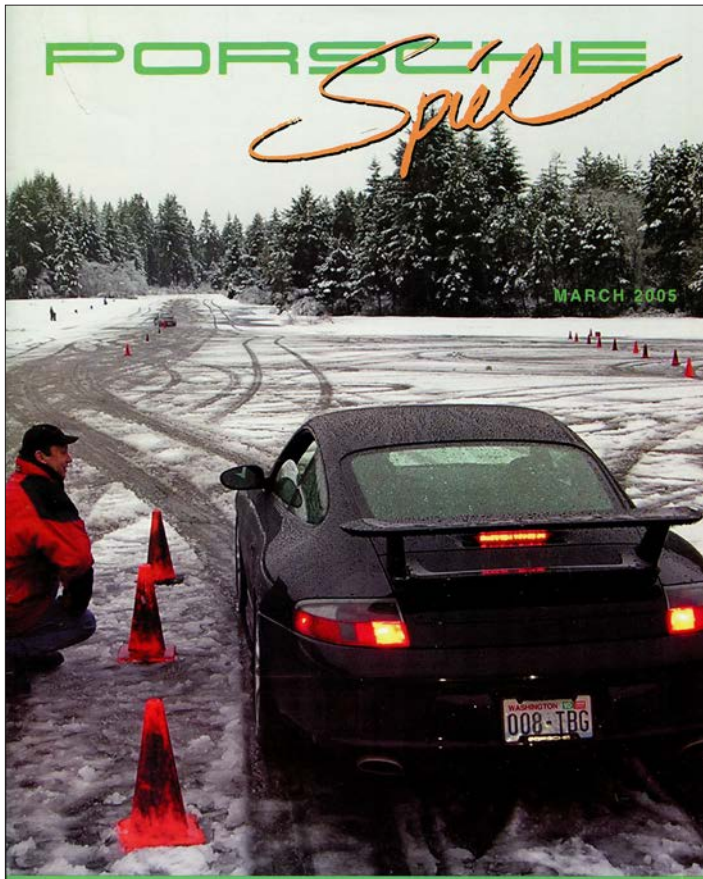
In 2007, the *Spiel* won the Heinmiller award at Porsche Parade for best overall newsletter, regardless of PCA Region size. During much of her tenure, Barb had a lot of help from Diane Koontz in an Associate Editor role. Diane and her husband, Emmett, were enthusiastic volunteers and Diane contributed in many ways, not the least being her often excellent photographs. Thanks to Barb and Diane, PNWR again won the prestigious Heinmiller award in 2010.

As Barb's tenure went on, it seems to me that her covers became a bit more creative and textured, sometimes rivalling the artistry of *Panorama*. The maturing of digital photo technology no doubt has helped both in terms of photo quality and the ability to experiment. Digital and now mobile phone photo technology has made it so many members can offer superb photos as potential cover shots and for event coverage. However, in 2009, for our 50th anniversary, I made a contrarian suggestion to Barb and we had no photo at all (!) on the November cover. It was just plain yellow with our 50th logo displayed. My thought, even as a brand new member, was 'how can you sum up 50 years in just one photo?'

One of the great benefits of the current *Spiel* is that it is available on the internet. The online version went live in January, 2011. This has expanded the features and the reach of the *Spiel*. We have readers from all around the world. It also means that we have an

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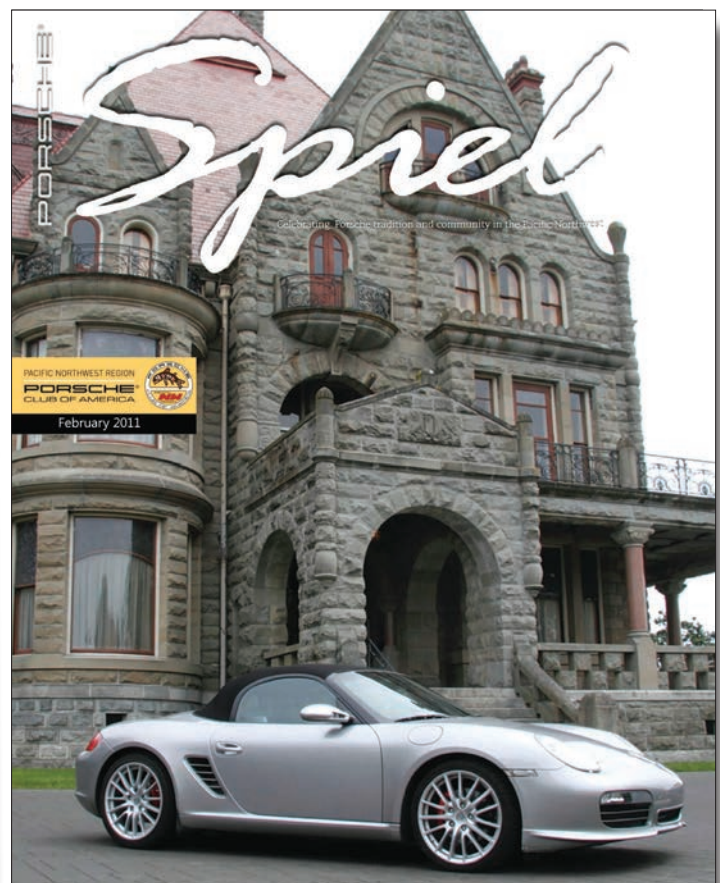
Porsche *Spiel* Cover March 2005.



Porsche *Spiel* Cover November 2007.



Porsche *Spiel* Cover November 2008.



Porsche *Spiel* Cover February 2011.



electronic archive back to the beginning of 2011. Those issues are accessible through our website at [www.pnwr.org](http://www.pnwr.org). The first issue in that archive is one that was a bit of a milestone for me and perhaps the *Spiel* itself. We worked through the PCNA Club rep, Paul Gregor, to source the cover photo from Porsche's Archive. This was to support a story about 'The Taxi', 917 035/015, which was used for VIP rides at Weissach in the 1970s. As it happens, our own Bill Rogers had taken terrific snapshots of the car during a Treffen visit in 1977. Putting the cover photo together with Bill's period shots and my research on the history of the car made for a very nice feature and, in a way, became a template for the chapters in my book.

Husband and wife team, Richard and Dolores Ranhofer were the editors of the *Spiel* from March 2012 to December 2013. They continued with Barb's basic format and the occasional artsy or abstract cover shot alongside the more typical Porsche beauty shots. I give credit to Richard and Dolores for not fixing what wasn't broken (can't say anything was broken) as the *Spiel* remained a contender for national awards. The PNWR *Spiel* team won the Betty Jo Turner award for 2013 as best overall newsletter, the award having been renamed in honor of the long term *Panorama* Editor in 2012. As noted above, all of Richard and Dolores' issues are available for reading online.

In January of 2014, the current team of David Cook and Dean Holbrook took over the helm. As Editor, David has brought great enthusiasm for Porsche and for creative or unusual stories. It remains a delicate balancing act to serve the newsletter function, covering club events well alongside more general features and all in proportion to advertising. David and Dean continue to juggle all the many inputs and sources of material very well. For those who aren't aware, Dean Holbrook brings decades of professional experience to his role as the Art Director. He worked for many years at Petersen Publishing on magazines like *Motor Trend*, *Car Craft* and *Circle Track*. Although the *Spiel* has a relatively consistent, stable format, things are always shifting and changing behind the scenes. Advertising, event notices, columns, photos and even whole stories sometimes need to be adjusted to the timing of events on the calendar or other priorities.

Since 2014, the *Spiel* has collected two 3rd place, one 2nd place and one 1st place award in the large Region class for PCA newsletters at Porsche Parade.

The current state of the *Spiel* is healthy and robust. It remains at 50 or more pages of great information every month. A large percentage of the print version is now in color and the online version is fully displayed in color. All of the familiar departments remain but the regular contributors strive to add information and valuable content beyond simply recapping and previewing events. Allan Caldwell's Tech Notes column continues to be a treasure trove of information and advice on common problems, issues and upgrades applicable to our cars. Members continue to step up with event reports and impressions as well as feature articles about Porsche experiences both local and around the world. Between the event notices in the

*Spiel*, on the website and through our texting program our members have every opportunity to make the most of what the PNWR has to offer. And even if you never make it to a Board meeting, the minutes are right there in *Spiel* so you can know what the leadership team is thinking about and working on. Lots of little gems in that fine print.

It is more than a little stunning when one stops to consider the countless hours of evening and weekend time that volunteers have spent over the past 60 years to build and maintain the PNWR. The newsletter has been a big part of the glue that holds the club together and also a significant consumer of volunteer time. I have often said that the *Spiel* is the single most important asset of the PNWR. Speaking personally, I know that even a relatively simple piece of mine can take up five hours or more of time to write.

As this is my 54th feature article for the *Spiel*, that adds up to at least 265 hours just writing the articles. Think what that would translate to in terms of volunteer time for the *Spiel* principals like Barb, David and Dean over the past 15 years. As we head into the next 60 years, don't forget to thank a volunteer (or two) as you enjoy the many great products and events at the heart of PCA/PNWR.

I hope everyone has enjoyed our journey through the PNWR newsletter history. In truth, we barely scratched the surface of the material in the archive and I'm sure I missed some important notes. Perhaps there will be future projects that look back at other aspects of the rich history of the *Spiel*.



**Porsche *Spiel* Cover March 2016.**