



THE NCRS ITS LEGACY & ITS MEMBERSHIP

A TALE OF FUTURE SURVIVAL

OR

A CIRCULAR FIRING SQUAD



OBSERVATIONS - PRO

NCRS contribution is immeasurable for;

- ✓ Authenticity
- ✓ Legendary brand recognition
- ✓ Technical Forum content / contributors is BoB
- ✓ Reliable “Implied” value(s) for Corvettes thru 2010
- ✓ “Show quality” value(s) for ALL Corvettes (Flight Judged, Open Class (Stock and Custom))



OBSERVATIONS – PRO Cont'd

NCRS Legacy = 's, Relevance & Recognition via;

- ✓ Structured, Objective, Disciplined Field Judging Cadre thru 2010
- ✓ Qualified Judging Chairs by models; ➔ C1, C2, etc.
- ✓ Judge knowledge base resides in ; ➔ 300, 400 & 500+ points
- ✓ Extremely knowledgeable and experienced
- ✓ Quantified & qualified experience = skill set discipline
- ✓ OJ's component = the future of NCRS – not the cars
- ✓ C1's are unique dwindling value-add for new NCRS members



OBSERVATIONS – PRO Cont'd

NCRS Legacy = 's, Judging Knowledge via;

- ✓ NCRS judging cadre / documentation skills ↑ at assessing originality vs originality standards
- ✓ Revision manuals edits are improving & create more appeal vs. B/W versions
- ✓ Accumulated & diverse vs. static judging knowledge = 's > flexibility
- ✓ NCRS judging cadre is overall experiencing;
 - Reasonable retention
 - High Star (point) levels continues to grow



OBSERVATIONS – PRO Cont'd

NCRS Legacy vs. NCCC Direction;

- ✓ NCRS interests is juxtaposed priority tier vs CCC interests
- ✓ NCRS 1st interest is technical (slowing)
- ✓ NCCC 1st interest is social (growing) } Reverse Polarity
- ✓ INCCC's gaining interest at a faster rate than NCRS
- ✓ New Corvette sales volumes increase with technology / performance / appearance
- ✓ Climbing new Corvette prices are price inelastic
- ✓ CCC's memberships are blossoming driven by" C7-C8 sales
- ✓ As different as NCC's are to NCRS, both are better together than apart
- ✓ New NCRS Open Class is one bridge to closing the NCCC gap
- ✓ NCRS Forum (knowledge / helpfulness of members) is one bridge to close the gap



OBSERVATIONS – CON

NCRS has earned;

A historically negative “originality only” perception

Years of a hung out “unwelcome sign” for non-purists

“My Ride” initiative spawned the popularity of NCCC’s

NCRS judging standards have earned;

Simultaneously created a Corvette hobby / social vacuum

Incented resto-mods

Drove out my ride and C7-C8 social enthusiasts

Are late to the “resto-mods” party & interest explosion



OBSERVATIONS – CON

NCRS judges sought;

- ✓ Gravitated toward individual recognition / reward of their knowledge and skill
- ✓ “Cherry picked” high point value judging event participation
- ✓ Configured meets for max. points aka “frequent flyer” program (i.e. no short trips)

NCRS Corvette member / NCCC’s member feedback;

Findings;

- ✓ NCRS National & Chapter memb’ship ratio’s falling vs. percent of Corvettes built
- ✓ NCRS National Judging Event repeatedly occurs where Corvette density is **not**
- ✓ NCRS brand is losing its impact to the broader Corvette enthusiast crowd (BaT)
- ✓ NCRS National membership viewed as a “drag” on NCRS Chapter appeal
- ✓ No “test drive incentives” to capture bundled new NCRS membership at National - Chapter level
- ✓ Unicorn incentives for NCRS Chapter prepaid membership discounts
- ✓ NCCC’s membership does not identify with 73 yr old NCRS members / judges
- ✓ Corvette owners do not identify with senior NCRS judges for a variety of reasons



PROPOSED SOLUTIONS National & Chapter

Assumptions / Rationale

- Anno
- ❖ The name of the program is “We Are Better Together Than Apart”
 - ❖ NCRS FL consistently ranks in the top three states for Corvette DMV registrations
 - ❖ NCRS FL is underway to test an outbound state wide Ambassador program
 - ❖ Candidates are current NCCC members seeking technical resources / judging
 - ❖ The initiative is NOT intended to replace / poach on NCCC membership
 - ❖ NCRS is nearing the “evaporating ice cube” concept of an organization
 - ❖ The NCRS core of competency is a precious asset – and now it needs to be protected and preserve its legacy