

## **Minutes of the January 15-16, 2011 National Board meeting**

The National Board Meeting, conducted at the Grand Hyatt Hotel, Dallas-Fort Worth Airport, was called to order by President Bruce Hazard at 8:00 a.m. Other Board members present included Mark Jon Calabrese, Louis Goldsman, JR Schneider, Michael Lingenfelter, Mark Doran, Jeff Cowan, Paul Dunlevy, and John Sullivan. National Office staff present included Frank Patek, Linda Axelson and *Roundel* Editor in Chief Satch Carlson. Club Racing Chairman Gary Davis was in attendance with guest Larry Koch of BMW of North America. Guests joining the afternoon session were Erik Wensburg and Phil Abrahmi.

President Hazard reported that the meeting minutes from the October Board Meeting had been approved by conference call on December 9, 2010, and dispensed with the reading of the minutes. Motion for approval of the conference call vote was made by Paul Dunlevy and seconded by John Sullivan. The motion passed by a vote of 9-0.

### **BOARD MEMBER REPORTS**

The pre-meeting reports submitted by the President, Executive Vice President, Secretary, Treasurer, Pacific Region Vice President, North Central Region Vice President, and South Central Region Vice President were submitted without further revisions. Paul Dunlevy reported on pending DEC action against the Sunshine Bimmers regarding DEC insurance issues. Michael Lingenfelter and John Sullivan each reported one newsletter delinquency existing in their respective regions.

### **NATIONAL EVENTS**

**Oktoberfest.** Manager Linda Axelson reported that the Oktoberfest 2011 headquarters hotel is already sold out. A sponsorship agreement with Sonax Car Care products is pending for the Oktoberfest Concours and other selected events. Registration is set to go live on March 1, 2011.

The revised Oktoberfest Concours rules as presented by Goetz Pfafflin creating a Novice class, eliminating the Expert class, modifying the concours score sheet and establishing a concours registration fee were approved by a vote of 9-0, following motion for approval by Mark Doran and seconded by Louis Goldsman.

Overall Performance scoring is to be the responsibility of the Executive Vice-President. Steven Schlossman is responsible for the development of a new spreadsheet scoring program.

Following discussion about the options for Oktoberfest 2012, John Sullivan presented a motion to conduct the event at Lime Rock, CT, in early September 2011. Following a second by Jeff Cowan, the motion passed by a vote of 9-0.

Locations being considered for Oktoberfest 2013 include Laguna Seca, Pikes Peak, and Las Vegas.

**Regional Congress.** The experimental North Central Regional Caucus is to be conducted in Chicago on February 19, 2011. Registration of chapter participants is underway. Program content is being developed by NCRVP Michael Lingenfelter. National representation will consist of President Hazard and Executive Director Patek.

## **REGIONAL EVENTS STATUS APPROVAL and UPDATES**

**Vintage in the Vineyards.** May 27-28, 2011. A location change is pending due to growth. Event funding of \$3,000 was proposed by a motion from Paul Dunlevy, Second John Sullivan. Approved 9-0.

**Pittsburgh Vintage Grand Prix.** July 16-24, 2011. A change of the sanctioning body has taken place and a BMW run group has been added. Motion

**Hilton Head Concours.** November 5-6, 2011. Motion for National/Regional event status was presented by Paul Dunlevy and seconded by Mark Doran. Approved 9-0. Support funding for the High End event was approved up to \$5,000.

**Vintage @ Saratoga.** July 16-17. Proposed for Regional status by John Sullivan and seconded by Michael Lingenfelter. Approved 9-0. The Patroon Chapter organized event will receive RVP funding with proceeds to benefit the Hole in the Woods Camp. A tour is planned for Friday and a Concours on Saturday.

**Baltimore Grand Prix.** September 2-4. Motion for Regional status of this National Capital sponsored event was presented by Paul Dunlevy and seconded by John Sullivan. Approved 9-0.

**Sebring Race Corral.** March 16-19, 2011. Motion for Regional status by Paul Dunlevy, Second Mark Doran. Approved 9-0.

**BMW Festorics & West Coast Summer Weekend.** August 19 German Car Concours; August 17-18 Wine Tours; August 20-21 Motorsports Reunion.

**New Events.** Michael Lingenfelter reported on the development of a Regional Driving tour that would circle Lake Michigan, September 15-18, 2011. Starting point expected to be Lake Geneva, Wisc., with overnight stops at Door County,

Wisc., and Mackinac Island, Michigan. The tour will conclude at the Gilmore Auto Museum in SW Michigan.

**BMWNA Corrals.** Larry Koch reported on the pending corrals scheduled for Daytona, Mid-Ohio, Road America, Laguna Seca, Sebring, and Road Atlanta. Pending consideration are events at Long Beach and Baltimore. The official introduction of the 1M Coupe will be as the Pace Car at Daytona.

## **NATIONAL PROGRAMS AND SERVICES**

**Website and Database Update.** Training on the new software has been delayed due to weather. Beta testing is underway.

**Club Racing Update.** Gary Davis reported on the development of a new Sports Class replacing the Stock class. Increased participation is anticipated. A time Trials program is under discussion between Club Racing and the DEC along with a Time Trials license plan. Warranty issues related to competitive events will require additional specific disclosures. Minimum standards should be developed and incorporated into the stand alone Operations Manual for DEC and CR activities.

**Raffle.** Raffle cars have been selected. Grand Prize to consist of his and hers M cars.

**Charity Awards.** Matching funds of \$20,000 are incorporated into the budget.

**Congresses.** The 2011 DEC gathering has been cancelled due to budget limitations. A congress is planned for 2012 with airfare to be paid for two representatives per chapter and with rooms to be shared. Meetings are to be conducted for Chapter Presidents and DEC representatives with one representative for each meeting agenda. NCR Caucus is developmental model for future determination of Regional vs. National Congresses.

## **POLICY AND ADMINISTRATION**

**Ombudsman Update.** Alex April and Barry Kleckner were approved by a vote of 9-0 as new Ombudsmen. Motion by Paul Dunlevy, seconded by Bruce Hazard.

**Member Benefits.** Frank Patek reported on the status of current benefits agreements. IHG Hotels program offering 20% advance reservation discount approved by Board. Sponsorship by German brewery is under negotiation.

**Regional Re-alignment of Chapters.** The formal announcement of the re-alignment proposal from the July Board meeting has taken place and the six

month period for chapter comments is now underway. Approval and publication of the minutes on September 16, 2010, will permit voting on the proposal at the March 2011 Board meeting.

**Non-Geographic Chapters.** Ops manual guidelines (Section 9) for Forming a New Chapter proposal in relation to Non-Geographic Chapters developed by Mark Jon Calabrese, Paul Dunlevy and Jeff Cowan were presented with suggested new language. Motion for approval was made by Jeff Cowan and seconded by Paul Dunlevy. Motion approved 9-0.

## **FINANCIAL**

**2011 Budget.** Budget projection is for a net profit of \$175k. Budget approval motion by Paul Dunlevy and seconded by John Sullivan. Approved 9-0.

**2010 Budget.** Treasurer Louis Goldsman reported an estimated profit of \$197k with major contribution from raffle income **before impact of possible year end and audit adjustments.**

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## **CHAPTER ISSUES**

**Conference Calls.** North Central Region reported full participation at December call planning NCR Caucus agenda. North Atlantic Region reported 23 persons on the last Conference Call. The topic was ♦Chapter Event Sponsorship, what works♦

**Chapter Member Recognition Program.** Criteria for the selection of Chapter Performance awards has been deferred to the Membership Committee. No new developments.

**Probation Report.** First Coast Chapter described as withering and struggling for survival. Sunshine Bimmers are questionable in meeting Minimum Standards. SARVP is to review compliance and report at next meeting.

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## **MEMBERSHIP**

**Membership Committee.** Bruce Hazard stressed that the membership growth is the number one goal for 2011. This will need to include increasing rates of retention as well as recruitment and be an emphasis for the chapters as well as nationally. Michael Lingenfelter noted that a 3% increase in retention rate calculated to net 10% growth. Membership survey has been electronically completed of 9,000 new members and 12,000 lapsed members. Survey yielded 10% response rate of new members and 5% response of lapsed members. Two key points identified are the need to emphasize the value of club membership and respond to the demand for more car show opportunities. High lease rate of vehicles also reported.

**CPO Recruitment Program.** The sample issue of Roundel for the CPO Recruitment Program was reviewed. We are still awaiting delivery of the CPO contact information. Discussion was held about merits of addressing the CPO target group with No Brainer type postcards.

**Recess:** The Open Board Meeting was adjourned at 4:25 PM, until Sunday January 16, 2011, for consideration of the balance of the Agenda. The Board then re-convened in Executive Session.

### **Draft Minutes of the January 16, 2011 National Board Meeting**

The National Board Meeting resumed at 8:34a.m. on Sunday January 16, 2011, with all Board Members present, when the meeting was gavelled into session by President Hazard. Also in attendance were Satch Carlson, Linda Axelson, and Executive Director Frank Patek.

### **DISCUSSION TOPICS**

**Chapter Re-alignment.** Discussions with effected chapters have not revealed any objections. Further discussions to occur before Annual Meeting in March.

**Board Meeting Quorum.** Discussion was held regarding inclusion of definition in Bylaws of a meeting Quorum for the National Board. No action taken.

**General Meeting at Oktoberfest.** Agreement of the Board that a General Membership meeting should be included at Oktoberfest 2011.

**Chapter and Member Recognition.** Standards for recognition and awards are still pending future discussion.

**Future Meetings and Conference Calls.** The scheduled conference call has been set for February 24, 2011. The next Board meeting and the Annual Meeting are scheduled for Greenville, SC, March 19-20, 2011.

**Adjournment.** The meeting was adjourned by unanimous vote.

Minutes approved by Conference Call 2/24/11

J.R. Schneider

BMW CCA  
Board of Directors Meeting  
January 15-16, 2011

Grand Hyatt DFW  
Dallas/Fort Worth Airport, TX

BMW Car Club  
of America







**BMW Car Club of America  
Board Meeting  
Dallas, Texas  
January 15-16, 2011**

***Agenda***

**Saturday January 15th**

**08:00 Call to Order**

**Introduction:** Members, Guests.

**Minutes:** The minutes of the July 10-11, 2010 Board meeting were approved by vote of the Board on December 9, 2010. Reading of the minutes will be waived.

**Affirmation of votes on conference calls since the last Board Meeting.**

- None

**08:05 Reports**

- President
- Executive Vice-President
- Secretary
- Treasurer
- South Atlantic Regional Vice President
- North Atlantic Regional Vice President
- Pacific Regional Vice President
- South Central Regional Vice President
- North Central Regional Vice President
- Executive Director
- Roundel
- Driving Events Committee
- Membership Committee
- Club Racing

**08:35 Reports Continue Until Completed**

**Discussion of Listed Topics**

**09:45 Break**

**10:00 Resume Discussion of Listed Topics**

**New Business**

**Noon Lunch**

**1:00 Continue Discussion & New Business**

**Executive Session**

**5:00 Recess**

**BMW Car Club of America  
Board Meeting  
Dallas, Texas  
January 15-16, 2011**

**Sunday January 16th**

**08:00 Resume Discussion Topics, New Business, Executive Session as necessary**

**10:00 Adjourn**

**BMW Car Club of America  
Board Meeting  
Dallas, Texas  
January 15-16, 2011**

***Discussion Topics***

**1. National Events**

Oktoberfest

- 2010
  - o Final issues
- 2011 – Barber Motorsport Park
  - October 10-16, 2010
  - Event rules development
  - Overall Performance scoring
- Future
  - o 2012 – Colorado?
  - o Lime Rock

Regional Chapter Congress (North Central Caucus)  
2011 - North Central Region, Chicago

**2. Regional Events**

Updates:

- Vintage at the Vineyards May 2011
- Pittsburg Vintage Grand Prix July 2011
- Monterey Historics August 2011
  - o Festorics
  - o West Coast Concours

New Requests

- National Capital Chapter corral
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Regional Driving Tours

**3. National Programs and Services**

IT Update

- Status of conversion project

Club Racing

Driving Events

Charity Awards

Raffle

**BMW Car Club of America  
Board Meeting  
Dallas, Texas  
January 15-16, 2011**

**4. Policy and Administration**

- Ombudsman update
- Tech Rep's update
- Benefits Update
- National Elections
  - 2011 planning
- Realignment of regions
  - Notice to affected Chapters
- Non-Geographical Chapters

**5. Foundation**

- Update

**6. Financial**

- 2010 budget status/issues
- 2011 Budget

**7. Chapter Issues**

- Conference calls
- Chapter probation report
- Chapter toolbox
- Chapter/member Recognition program
- Discussion of what the chapter structure of the future should be
  - Request for non-geographical chapter status by Z-Club SIG

**8. Membership**

- Membership Drive Update
- Membership Committee Update
- Marketing
  - Special Offer to CPO owners

**9. BMW of North America**

**10. New Business:**

**BMW Car Club of America  
Board Meeting  
Dallas, Texas  
January 15-16, 2011**

**11. Future Meetings**

Board meetings –

March 19-20, 2011, Greenville, NC

Annual Meeting

March 19, 2011, 5 pm, Greenville, NC

Conference Call –

February





BMW Car Club of America, Inc.  
Bruce Hazard  
President  
2984 S Milwaukee Circle  
Denver, CO 80210  
303-324-6541  
President@bmwcca.org

January 6, 2011

**To:** Board of Directors, BMW CCA  
Executive Director, BMW CCA

**Subject:** President Pre Meeting Report – October Board Meeting

**Travel:**

- Board Meeting – October, San Francisco

**Planned Travel:**

- Board Meeting – January 15-16, 2011, Dallas, TX

No other business of note to report.

Respectively Submitted







BMW Car Club of America, INC  
Mark Jon Calabrese  
Executive Vice President  
2774 Scarlet Rd  
Germantown, TN 38139  
(901) 759-9085 H, (901) 378-1888 C  
E-Mail [mj@calabrese.cc](mailto:mj@calabrese.cc)

January 5, 2011

To: Board of Directors, BMW CCA  
Executive Director, BMW CCA

Subject: Vice President's Pre-Meeting Report, January 2011 Board Meeting

**TRAVEL**

- October 29-31, 2010 Board Meeting, San Francisco, CA \$381.30

**PLANNED TRAVEL**

- January 15-16, 2011 Board Meeting, Dallas, TX

**OKTOBERFEST 2011**

- It is with great pleasure that I can report that Linda has been successful in recruiting Sonax USA to be our Concours Sponsor for Oktoberfest 2011. I'll let her fill us in on the details during our meeting on Saturday. Preparation for Ofest is coming along nicely although we are still searching for a Rally Master.

Respectfully submitted

M J Calabrese





BMW Car Club of America, Inc.  
 Louis P. Goldsman  
 Treasurer  
 5296 Via Jacinto  
 Dos Vientos Ranch, CA 91320-6895  
 Phone: 805-499-3849  
 E-Mail: [treasurer@bmwcca.org](mailto:treasurer@bmwcca.org)

January 3, 2011

To: BMW CCA Board of Directors  
 BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

Travel: BMW CCA Board Meeting, October 30-31, 2010 – \$271.19  
 Planned Travel: BMW CCA Board Meeting, Ft. Worth, January 15-16, 2011

Income Statement – Period Ending November 30, 2010

	January 1 – November 30, 2010	Budget
Ordinary Income/Expense		
Total Income	\$4,845,470.78	\$4,840,999.99
Total Cost of Goods Sold	1,184,888.02	1,207,466.66
Gross Profit	\$3,660,582.76	\$3,633,533.33
Total Expense	3,323,699.39	3,329,295.44
Net Ordinary Income	\$336,883.37	\$304,237.89
Net Other Income	(111,578.31)	(231,916.67)
Net Income	\$225,305.06	\$72,321.22

Balance Sheet – as at November 30, 2010

Assets	
Total Current Assets	\$1,403,469.64
Total Fixed Assets	246,520.40
Total Other Assets	1,844,813.85
Total Assets	\$3,494,803.89
Liabilities & Equity	
Total Current Liabilities	\$2,935,129.69
Total Liabilities	\$2,935,129.69
Total Equity	559,674.20
Total Liabilities & Equity	\$3,494,803.89

Respectfully submitted,  
 Louis Goldsman



# BMW Car Club of America, Inc.

## Profit & Loss Budget vs. Actual

January through November 2010

	<b>TOTAL</b>
	<b>Jan - Nov 10</b>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>4000 - Revenues</b>	
Total 4005 - Membership Dues	2,458,041.04
4010.07 - First Class & Air Mail Revenue	8,408.47
4015.07 - Classified Advertising Revenue	7,451.00
4020.07 - Commercial Advertising Revenue	793,381.58
4025.07 - Reprints Revenue	4,040.50
Total 4030.01 - Merchandise Sales	27,834.73
Total 4035 - Royalty Income	8,178.21
4040.08 - Net Raffle Income	912,725.00
Total 4045.01 - Registrations	289,418.31
Total 4050.01 - Sponsorship	185,896.00
4055.01 - List Rentals	36,500.00
Total 4060 - Friends of BMW	50.00
4070.01 - Credit Card Affinity Fees	100,000.00
Total 4078 - Advertising Revenue	13,600.00
Total 4090.01 - Other Revenues	63.19
Total 4095 - SC Sales Tax Income	-117.25
4099.01 - Default Income	
Total 4000 - Revenues	<u>4,845,470.78</u>
Total Income	4,845,470.78
<b>Cost of Goods Sold</b>	
<b>5000 - Direct Costs</b>	
5005.00 - Chapter Dues Rebates	895,552.82
Total 5010.01 - Cost of Merchandise Sold	47,207.46
5016.07 - Roundel Advertising Rep	155,609.88
5020.01 - Credit Card Fees	86,517.86
Total 5000 - Direct Costs	<u>1,184,888.02</u>
Total Cost of Goods Sold	<u>1,184,888.02</u>
Gross Profit	<u>3,660,582.76</u>
Total Expense	<u>3,323,699.39</u>
Net Ordinary Income	<u>336,883.37</u>
Net Other Income	-111,578.31
Net Income	<u><u>225,305.06</u></u>





BMW Car Club of America, Inc.  
J.R. Schneider  
National Secretary  
2320 NW 59<sup>th</sup> Street  
Oklahoma City, OK 73112  
405-840-0073  
jrschneid@earthlink.net

January 7, 2011

To: BMW CCA National Board, Frank Patek

Subject: Secretary's Pre-Meeting Report

Conference Call Voting:

12/9/10      Approval of October 30-31, 2010 Board  
Meeting Minutes  
Motion: Michael Lingenfelter; Second: Paul Dunlevy  
Vote: 8-0 in favor. Mark Jon Calabrese, absent







BMW Car Club of America, Inc.  
John E. Sullivan  
North Atlantic Region Vice President  
334 Elmwood Ave.  
Wollaston, MA 02170  
northatlanticrvp@bmwcca.org

**To:** Board of Directors, BMW CCA  
Executive Director, BMW CCA

**Date:** January 8, 2011

**Subject:** North Atlantic RVP Pre-Meeting Report for January 15 - 16, 2011 BOD Meeting.

**Travel & Expenses:**

- BOD Meeting San Francisco, CA Miscellaneous Travel Expenses \$172.11
- BOD Meeting Dallas, TX Air Fare \$289.40

**Planned Travel:**

- BOD Meeting Dallas TX January 15 – 16
- BOD/Annual Meeting Greenville SC March 19 - 20

**RVP Discretionary Funds:**

- Green Mtn. Chapter OktoberFAST Regional Event Site Fees \$500.00
- Mtn. State, Pine Tree & Pocono Chapters Membership Recruiting & Retention \$300.00

**Newsletter Delinquencies:**

- Two Pending as of this Report

**Relevant Notes:**

- Regional Conference Call "Chapter Event Sponsorship, What Works" Nov. 29, 2010  
23 persons attended the Call.

Respectfully submitted,

John E. Sullivan





BMW Car Club of America, Inc.  
Michael Lingenfelter  
RVP, North Central Region  
15106 Kampen Circle  
Carmel, IN 46033  
317-513-0788  
E-Mail [northcentralrvp@bmwcca.org](mailto:northcentralrvp@bmwcca.org)

January 7, 2011

To: Board of Directors, BMW CCA  
Executive Director, BMW CCA

From: Michael Lingenfelter, North Central Regional VP

Subject: Pre-Meeting Report, October 2010 Board Meeting

Chapter Highlights: None to report.

Completed Travel:

10/30/2010 National board meeting (\$253.10)

The amount of funds used from my travel allowance is \$253.10 for the reported period and \$3198.18 for FY2010 (specific amounts for each expensed travel this period noted above).

Planned Travel:

01/15/2011 National board meeting  
02/19/2011 North Central Region chapter caucus (Chicago IL)  
02/26/2011 Motor City Chapter Winterfest (Traverse City MI)

Conference Calls (notes available upon request):

12/13/10 NCR chapter presidents; chapter logo standards

12/06/10 National membership committee  
12/20/10 National membership committee

Regards,

Mike





# 2011 BMW CCA North Central Region Chapter Caucus



# Chapter Caucus Agenda

## Saturday, February 19

8:30	Introductions
9:00	Leadership Exercise I
10:15	Break
10:30	Membership Discussion I
12:00	Lunch
12:45	Leadership Exercise II
2:00	Strategic Planning
2:45	Break
3:00	Strategic Planning (continued)

## Sunday, February 20

8:30	Chapter Events
9:45	Break
10:00	Membership Discussion II
12:00	Adjourn



# Introductions

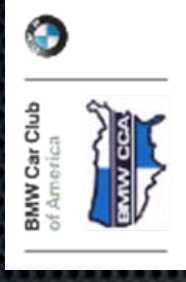
- Name
- Chapter & Position(s)
- “This weekend’s caucus will be a success for me personally if ...”





# Leadership Exercises I & II

- Case studies pertaining to chapter volunteer management and/or politics
- Opportunity to role-play simulated chapter leadership scenarios
- Become better prepared to resolve situations when they actually occur
- Exercise approach
  - Small-group problem-solving (25 minutes)
  - Group read-out and discussion (50 minutes)





# Membership Discussion I

- Read-out of 4Q 2010 membership survey
- Translate survey results into chapter SWOT
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats
- Other chapter trends, circumstances impacting member retention and recruitment
- Images the Club portrays



# Membership Discussion II

- Actions ideally coordinated, executed at national level
- Actions ideally executed at chapter level
- Information, resources chapters need to optimally execute
- Re-inventing our image, re-positioning our brand



BMW Car Club  
of America





# Strategic Planning

## **Strategic Plan**

A process and resulting document to guide the organization.

A roadmap for the leadership, staff and committees.

## **Mission**

The mission statement is the reason for the organization's existence; its purpose.

## **Vision**

Vivid description and aspiration to describe how the organization desires to be perceived.

## **Values**

Guiding principles for the organization.

## **Goals**

The core competencies and desired outcomes.

## **Strategies**

The programs and projects for achieving the goals.

## **Tactics**

Identification of deadlines, delegation and key performance measures.

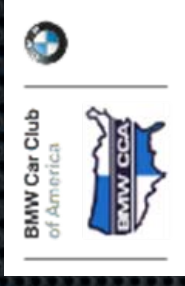


# Mission Statement

The reason for the organization's existence; its purpose.

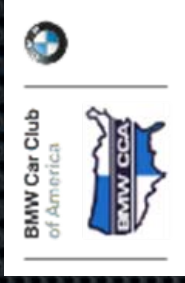
**Crisp and short; easy to articulate and clearly understood.**

**The mission of the BMW Car Club of America is to enhance the BMW experience through camaraderie, education and social responsibility.**





# Vision



Vivid description and aspiration to describe how the organization desires to be perceived.

Example: “the most credible resource and united voice in the industry”

**The premier car club experience.**



# Values

Guiding principles for the organization.

**Example: “integrity, customer focus, transparency and diversity”**

**Appreciation for the marque and its heritage.  
Camaraderie among members.  
Sharing of knowledge and expertise.  
Motoring citizenship, lifelong driving skills and social responsibility.**



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of America





# Goals

The core competencies and desired outcomes.

**3 to 7 realistic, well-stated objectives for the organization to pursue and achieve.**

- I. Member satisfaction, recruitment and retention.
- II. Service to the national network of chapters.
- III. Effective communication strategies.
- IV. Dynamic events and activities.
- V. Social responsibility and integration with the BMW CCA Foundation.
- VI. Premier car club organization structure.



# Strategies

## I. Member satisfaction, recruitment and retention

- Membership performance measures
- Membership growth strategy
- Changing demographics
- Target niches and SIGs
- Chapter efforts in recruitment and retention
- Vehicle transfer
- Dues schedule

## II. Service to the national network of chapters

- Service to chapters
- Chapter expansion
- Technology integration
- Leadership development

## III. Effective communication strategies

- Communication tools and preferences
- *Roundel*
- Member communication preferences
- Chapter communication
- Chapter communications
- Surveys and feedback



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# Strategies (continued)

## IV. Dynamic events and activities

- Oktoberfest
- One-day meet events
- Regional events
- Tours -- domestic and international
- Track events
- Events and activities comprehensive strategy

## V. Social responsibility and integration with the BMW CCA Foundation

- Lifelong driver skills training
- Cause marketing
- Foundation awareness
- Business development

## VI. Premier car club organization structure

- Technology investment
- National headquarters
- Revenue sources
- Chapter structure
- Strategic plan
- Committees



## (7) Measures of Association Success

1. Customer service culture “We’re here to serve you.” “Every day, every member.”
2. Alignment of products and services with mission Mission is consistent with deliverables of benefits and features.
3. Data-driven strategies Information gathering and analysis; evidence-based decision making.
4. Dialog and engagement Internal and external dialogs among stakeholders, volunteer leaders and professional staff.
5. CEO as broker of ideas CEO communicates and encourages visionary thinking.
6. Organizational adaptability Responsive to change, able to adapt, not limited by structure and culture.
7. Alliance building Beneficial partnership and collaborative efforts.



# Good to Great

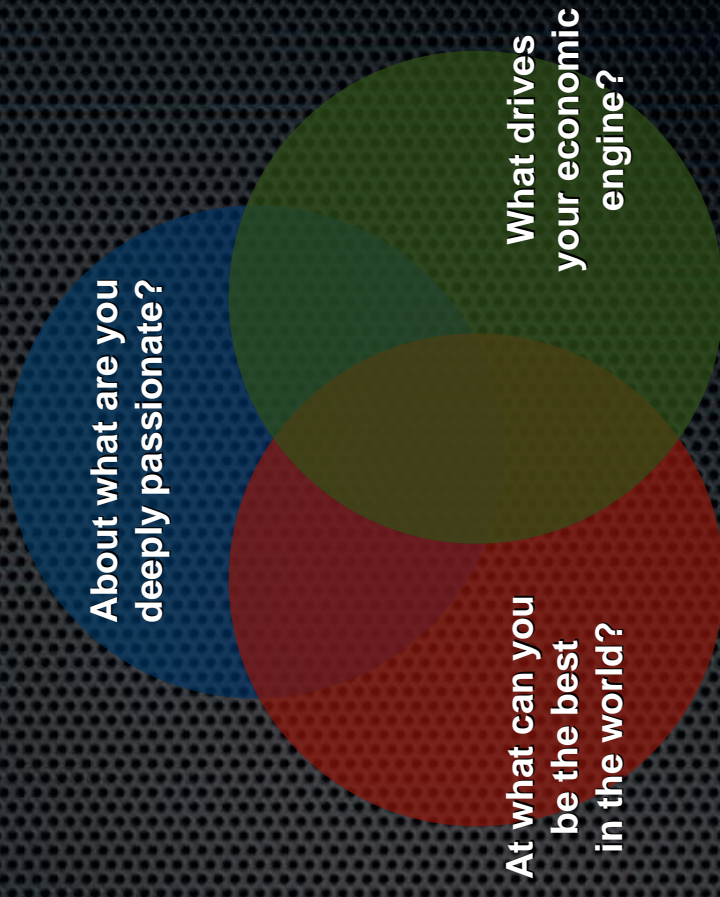
Do you know what is Core and what is not? The fundamental distinguishing dynamic of enduring great organizations is that they preserve a cherished core ideology while simultaneously stimulating progress and change in everything that is not part of the core ideology.

Level 5 Leaders channel their ego needs away from themselves and into the larger goal of building a great organization. You can accomplish anything in life, provided that you do not mind who gets the credit.

Who's on the Bus? Are the right people in the right seats? Who's on your leadership team? Too big, too small, or just right? Do they have the right positions?

Hedgehog Concept Successful leaders tend to be sly -- never gaining the clarifying advantage but instead being scattered, diffused and inconsistent.

Flywheel Concept As the organization progresses, with systems and successes, things become easier and other larger challenges can be tackled.





# Chapter Events

- Share dates and locations of events of interest (or impact) to surrounding chapters
  - Driving schools
  - Driving tours
  - Special events (race corrals, car shows, unique destinations)
- Exchange plans and ideas for event marketing



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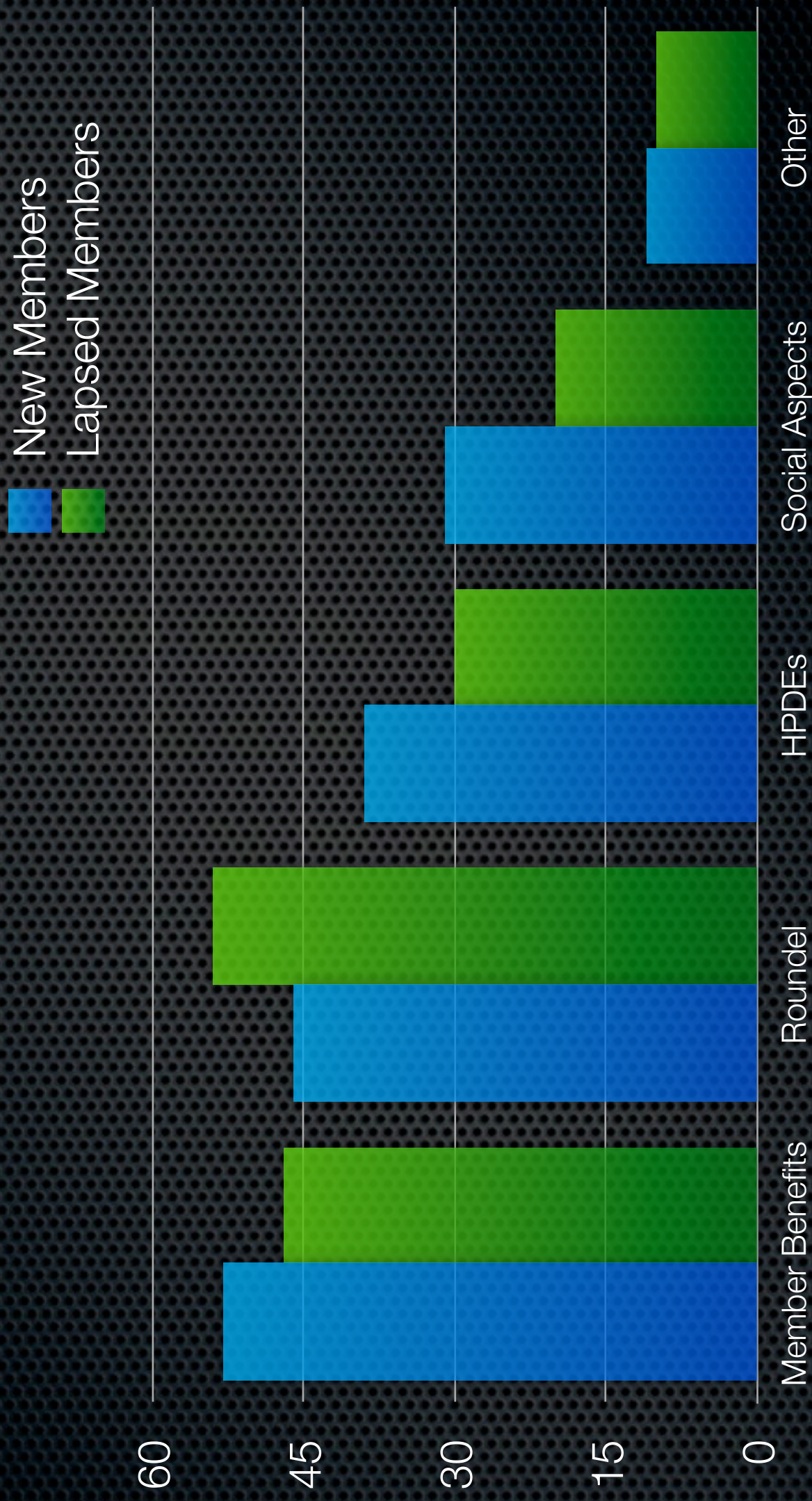




# 4Q 2010 BMW CCA Membership Survey Results

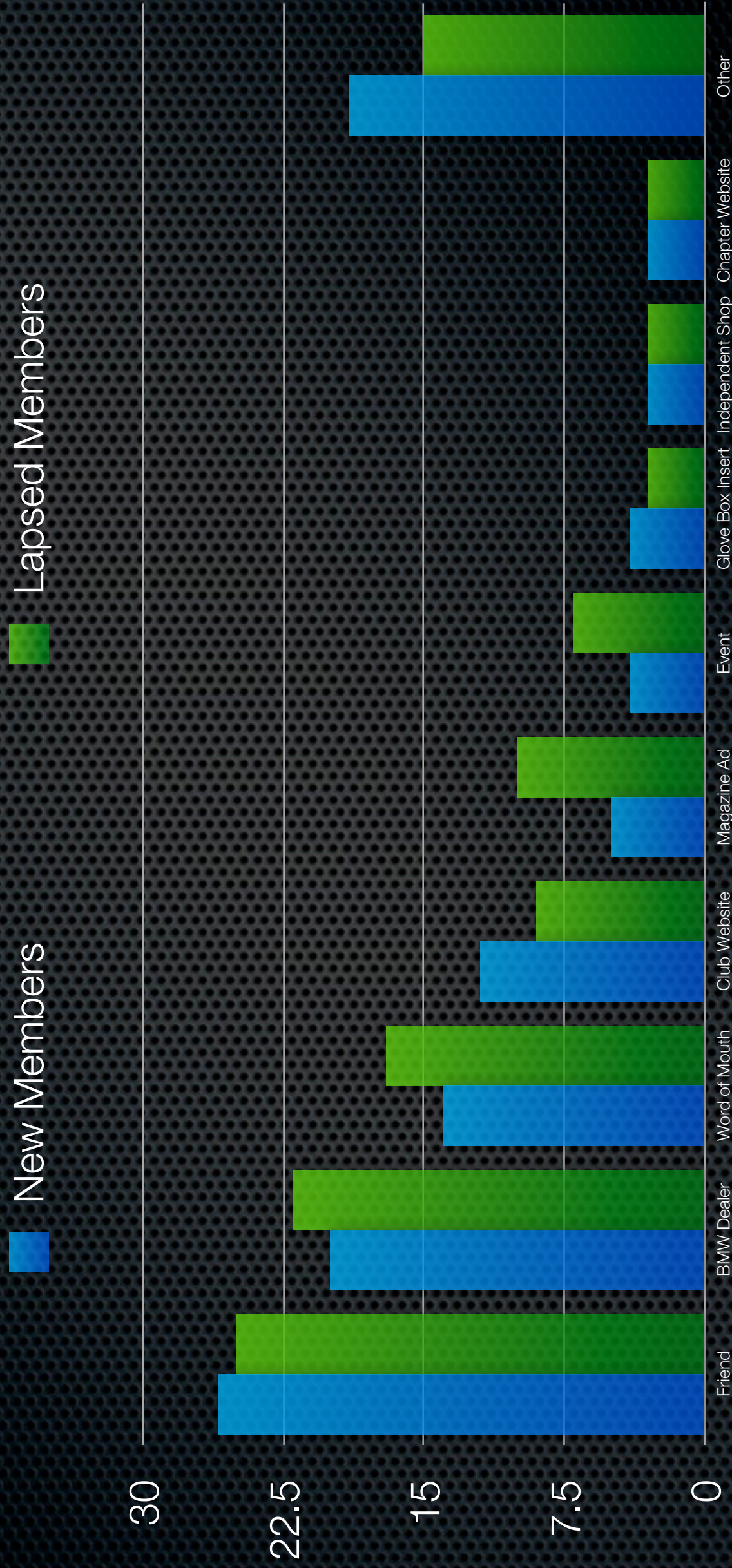


# What prompted you to join BMW CCA?



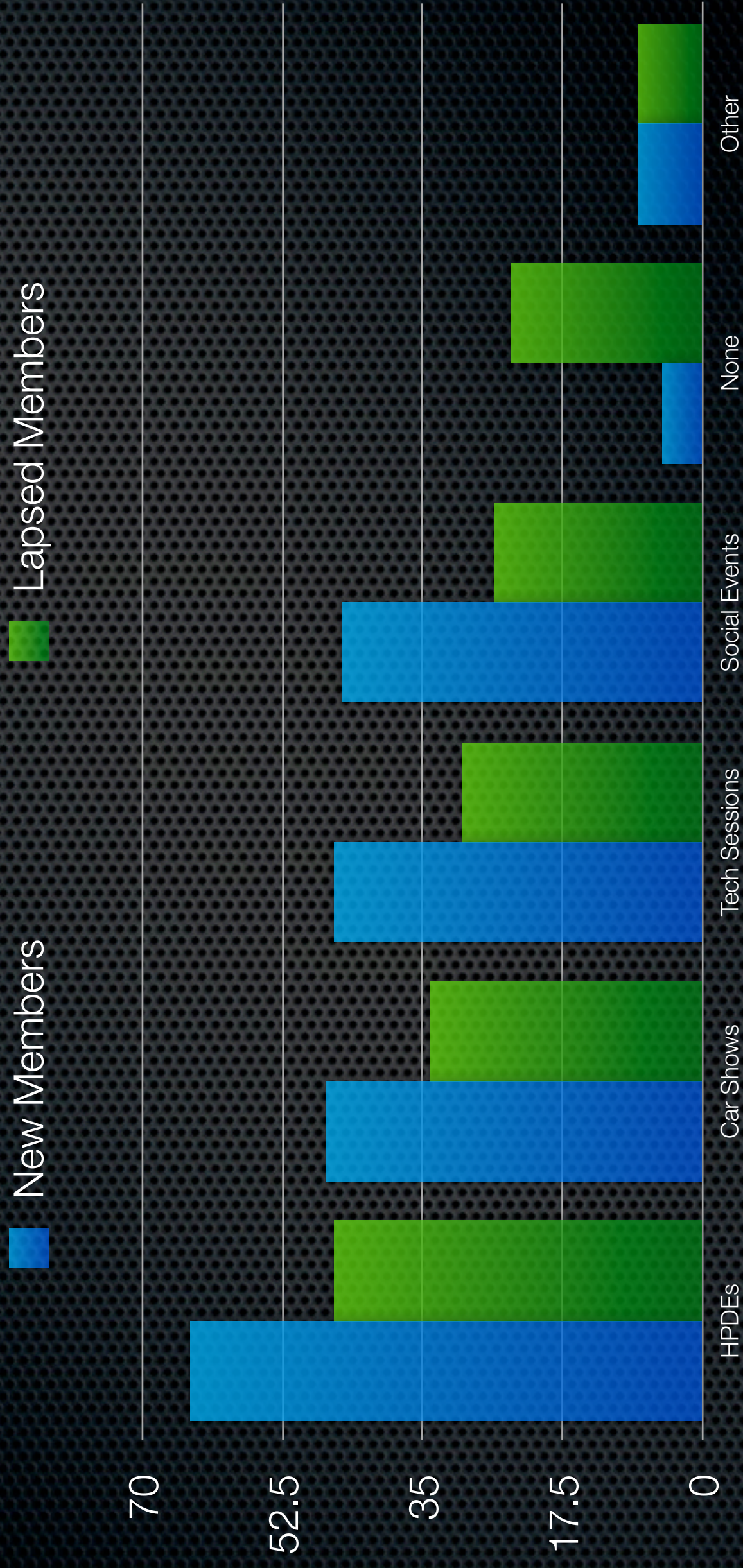


# How did you first learn about BMW CCA?





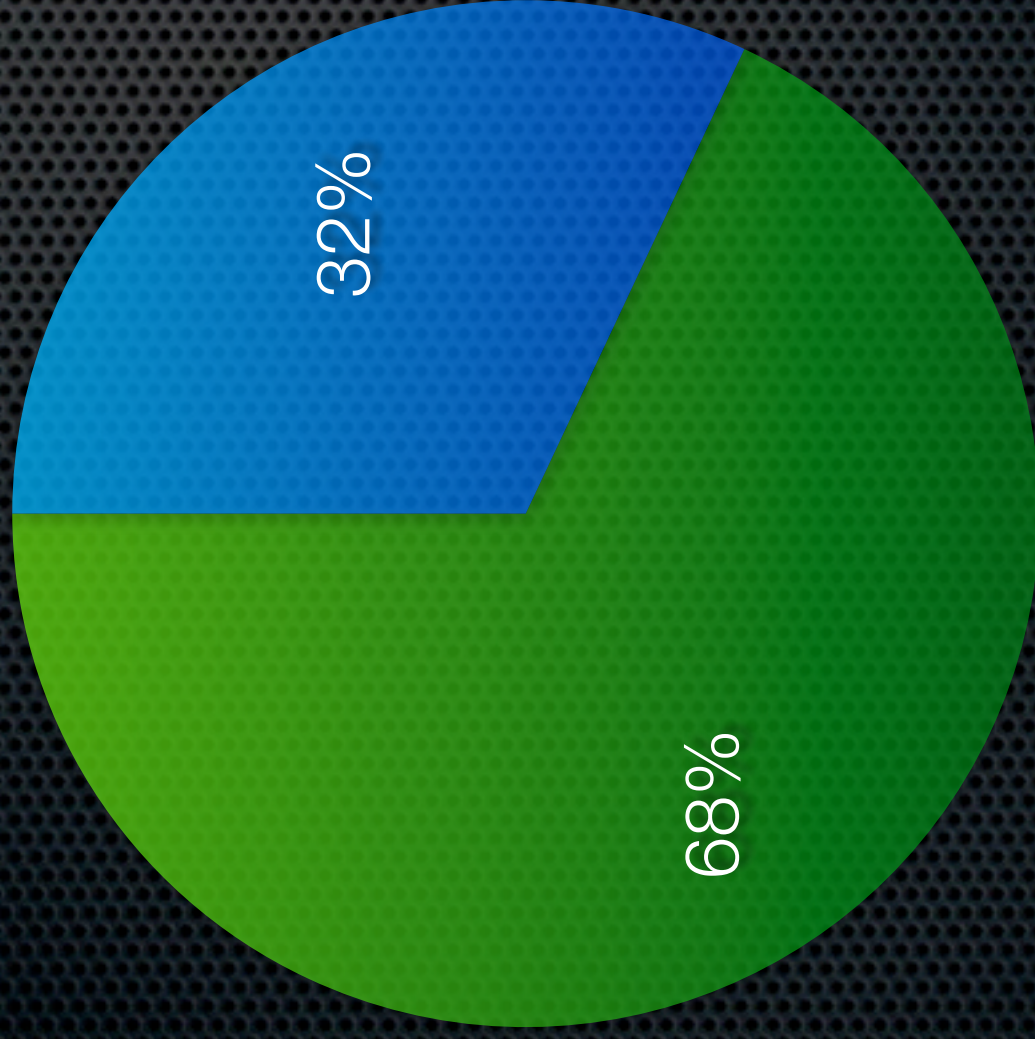
# What types of club events are/were of interest to you?



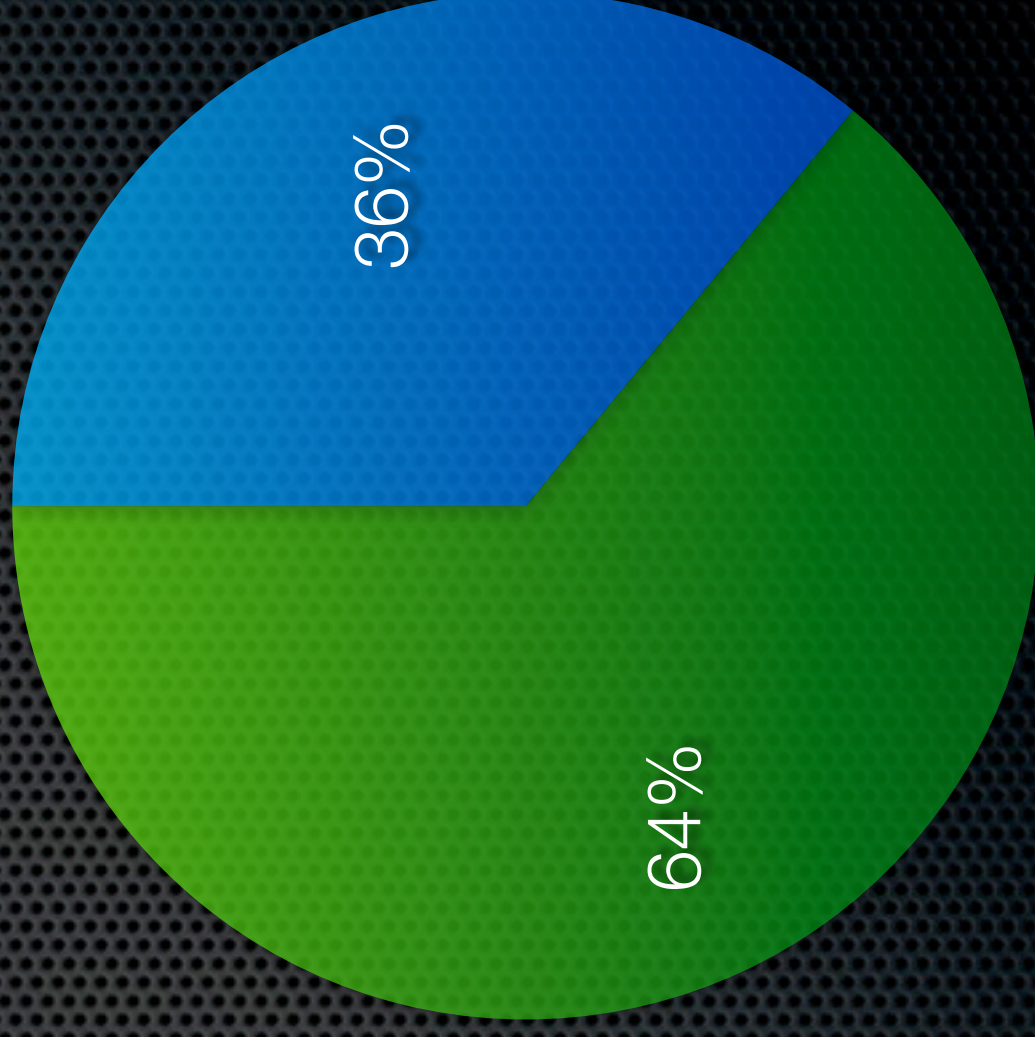


# Did/do you attend local chapter events?

Lapsed Members



New Members

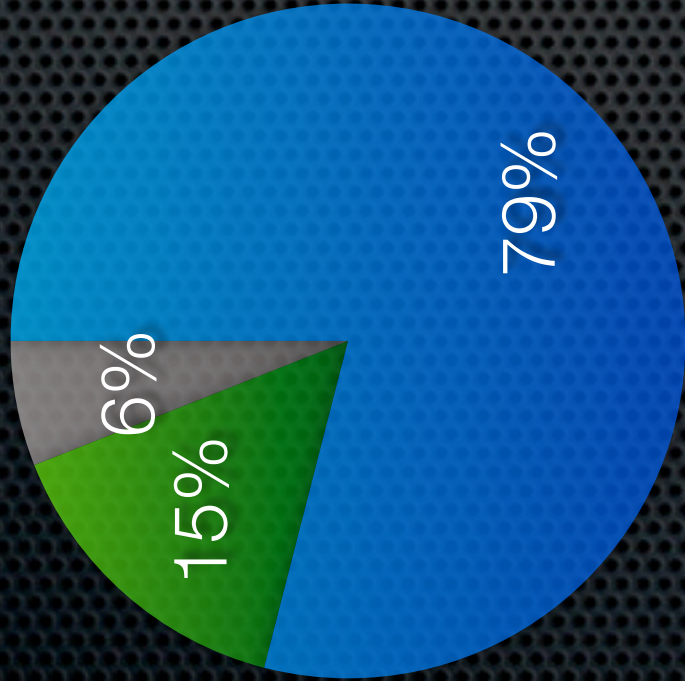


● Yes ● No

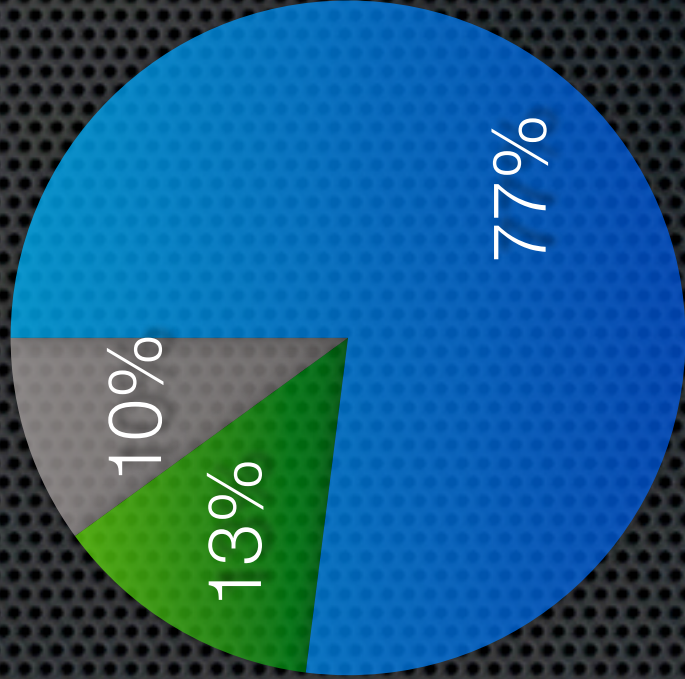


Most lapsed members are aware of local chapter events but choose not to participate.

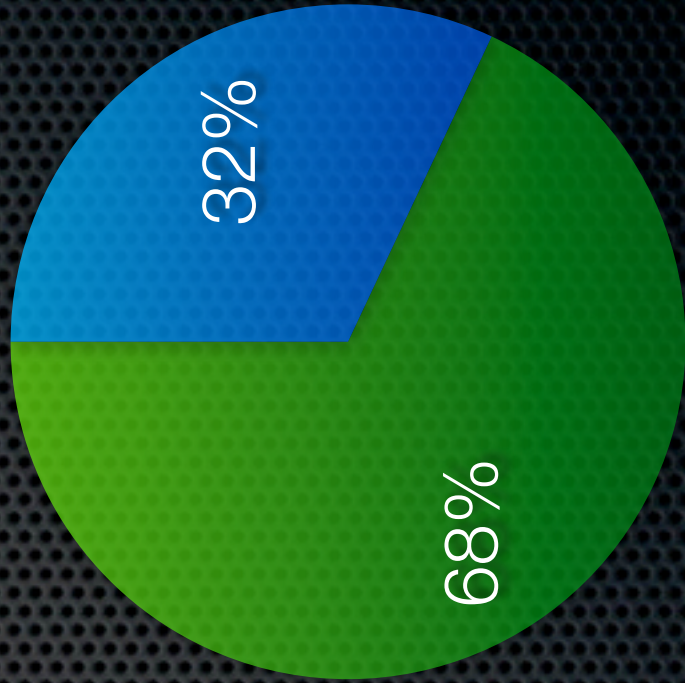
Did you regularly read your chapter newsletter?



Did you receive timely notification of Club events?



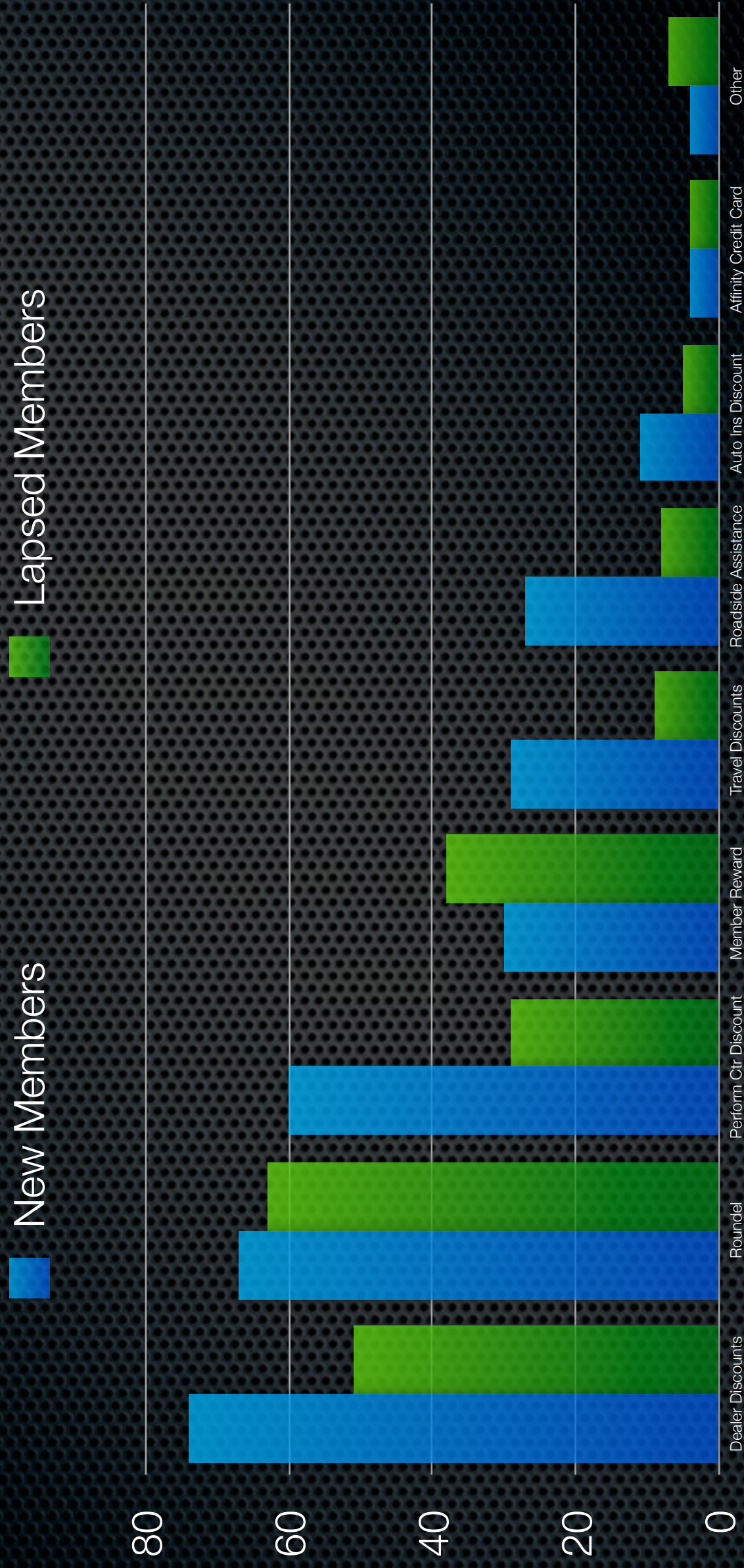
Did you attend local chapter events?



● Yes ● No ● N/A



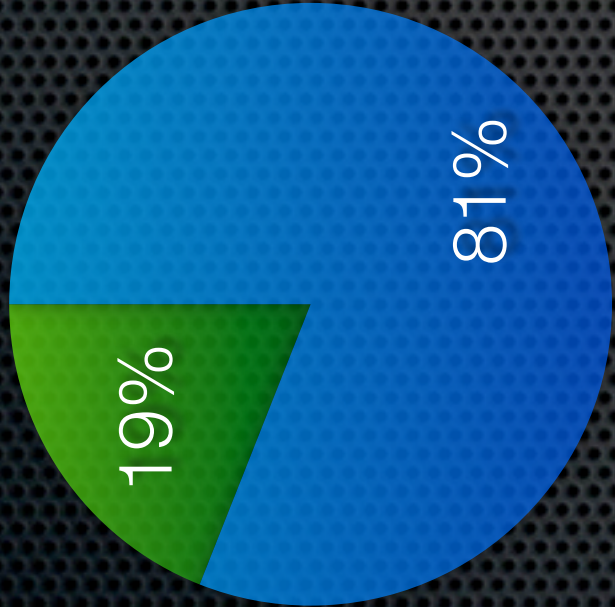
# What BMW CCA membership benefits are/were of interest and/or value to you?



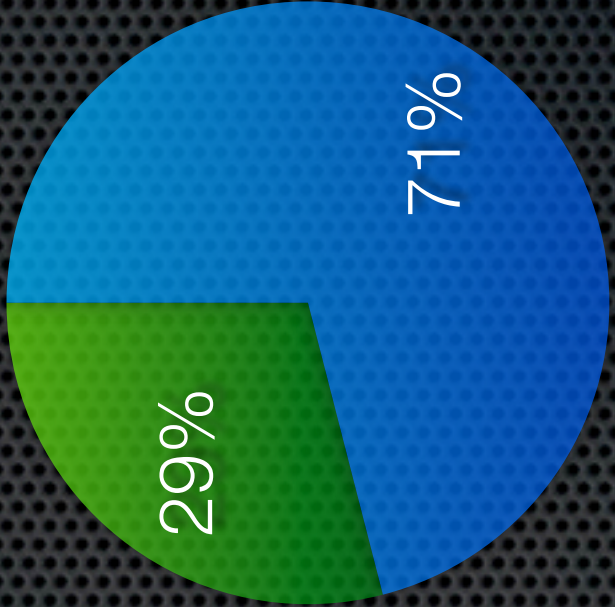


Most lapsed members are aware of membership benefits and still own a BMW.

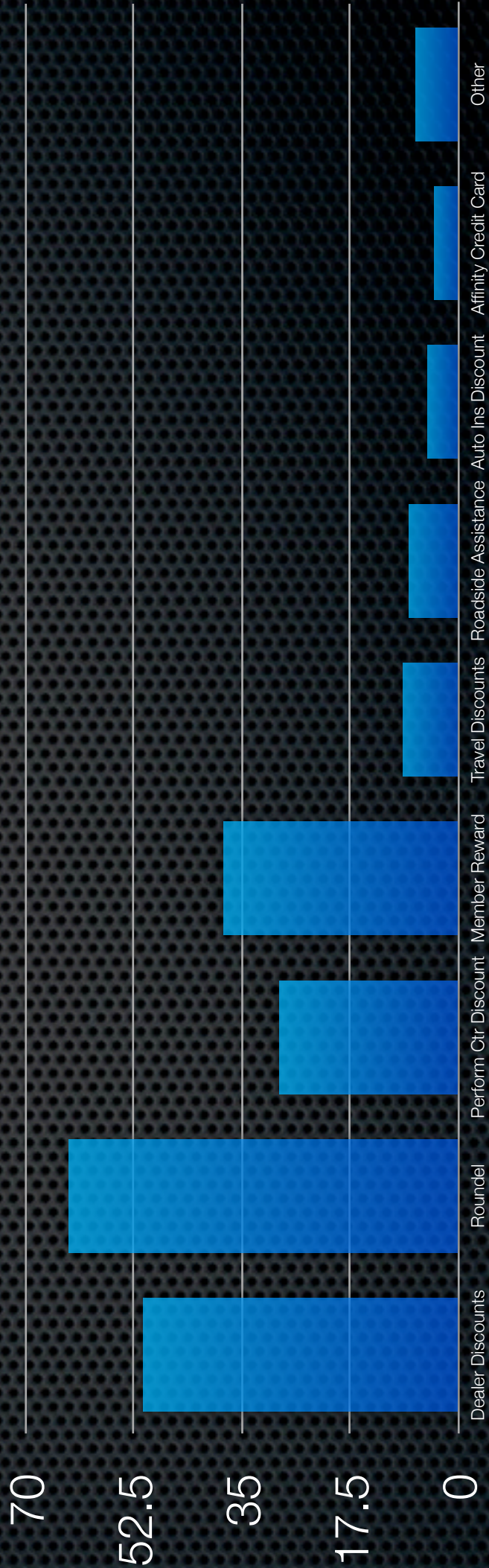
Aware of membership benefits



Still own a BMW



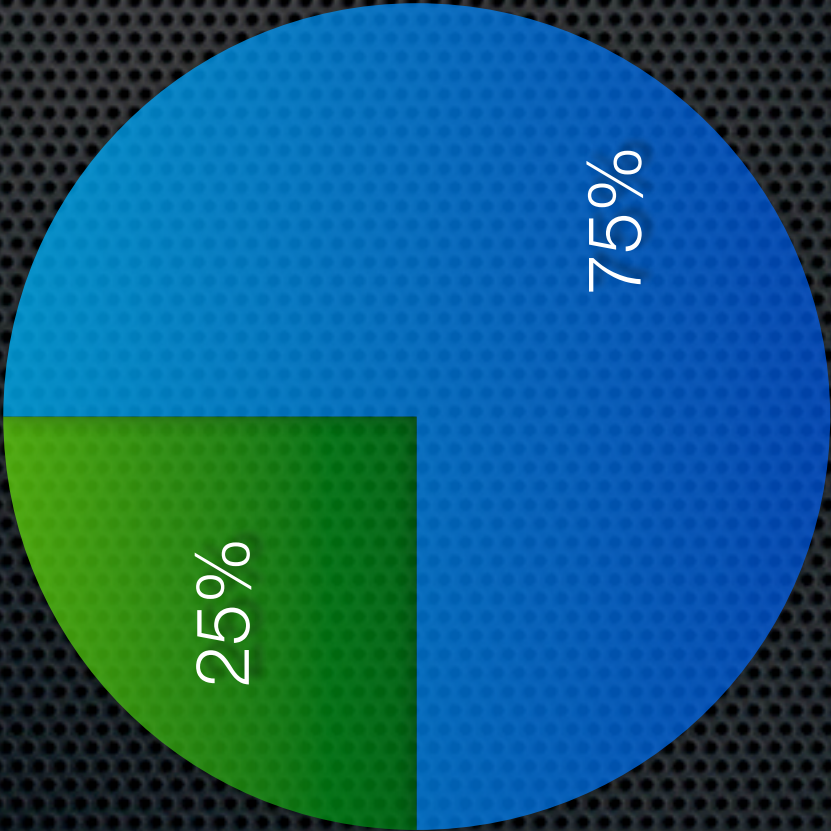
● Yes ● No



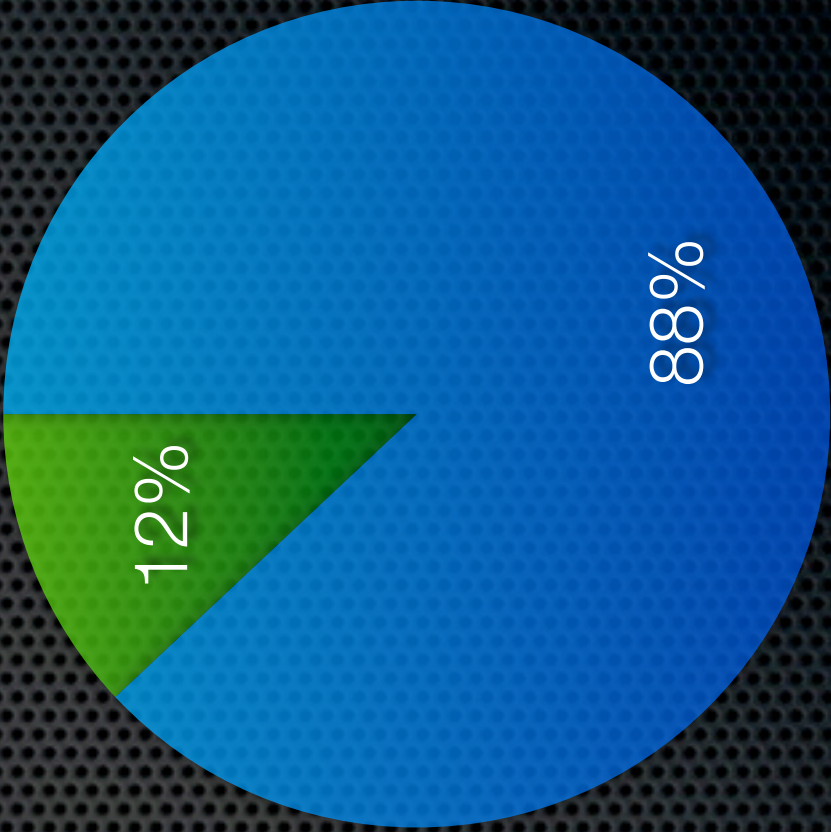


Do you read the Roundel every month?

Lapsed Members



New Members

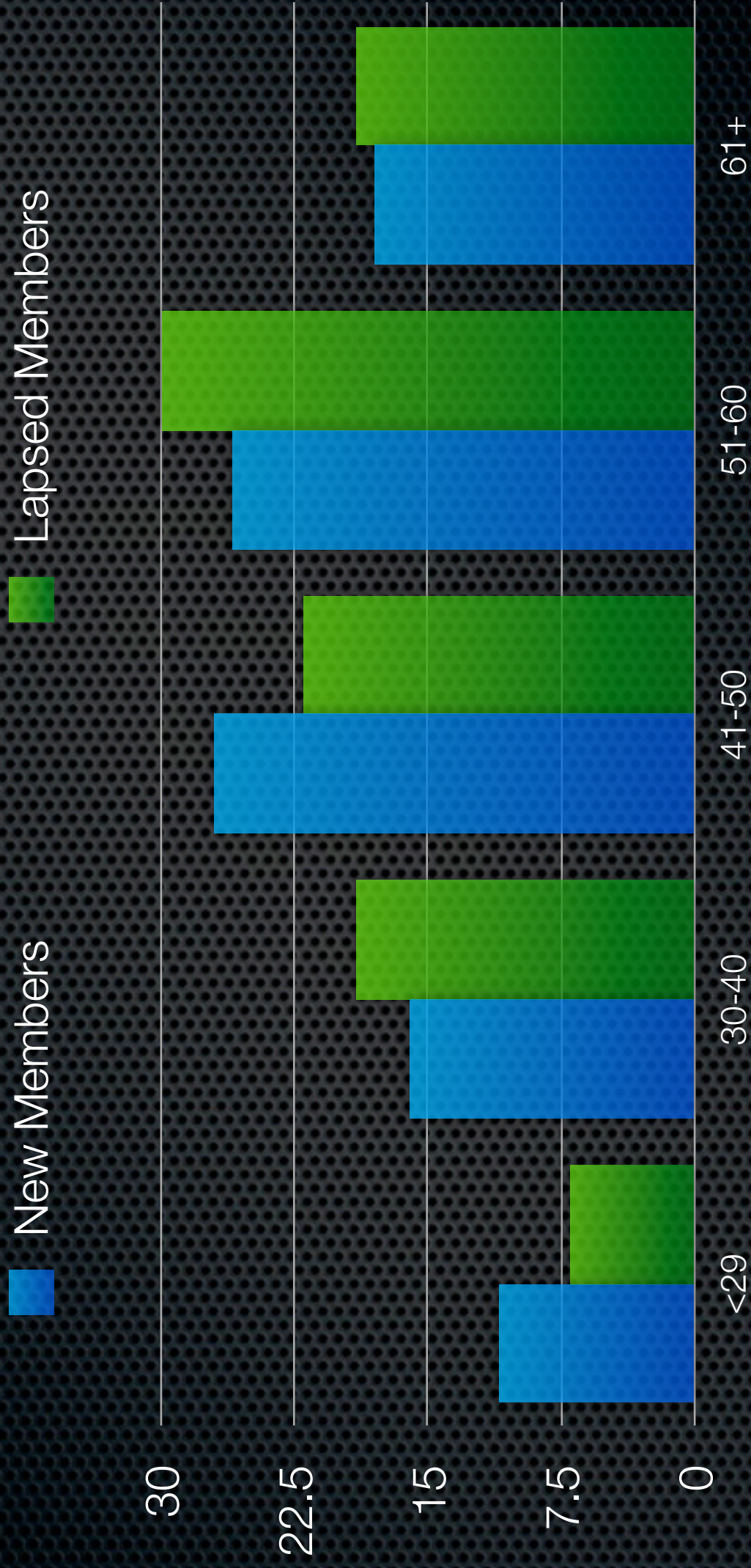


● Yes

● No



What is your age group?







BMW Car Club of America, Inc.  
Jeff Cowan  
RVP, Pacific Region  
425 Concord Dr.  
Menlo Park, CA 94025  
650.322.4938  
pacificrvp@bmwcca.org

January 7, 2011

To: Board of Directors, BMW CCA  
Executive Director, BMW CCA  
From: Jeff Cowan, Pacific Region RVP  
Subject: Pre-Meeting Report, January 2011 Board Meeting

Chapter Issues:

- None

Delinquent Newsletter status

- Sonora, Central Cal, Hawaii, Rattlesnake all beyond 90 days and have been contacted.

Completed Travel:

- None

Total amount of funds used from my travel allowance 2010 is \$2239.59.

Planned travel:

- None

Discretionary funds used in 2010: \$1600

07/17/10	Portland NASCAR Corral/Pro3 Race - Puget Sound/Oregon chapters - \$500
11/1/10	Sacramento Chapter ALMS loss coverage - \$400
11/1/10	Central Cal Chapter fundraiser - \$200
11/1/10	Hawaii Chapter Tech Session - \$500

Discretionary funds planned:

- None

Regards,

Jeff Cowan





BMW Car Club of America, Inc.  
Mark Doran  
South Central Regional Vice President  
1777 South Harrison Street  
Suite 70  
Denver, Colorado 80210  
303-758-4200  
southcentralrvp@bmwcca.org

**To:** *Board of Directors, BMW CCA*  
*Executive Director, BMW CCA*

**Date:** January 4, 2011

**Subject:** South Central RVP Pre-Meeting Report January 14-16 2011 Board Meeting

**Completed Travel & Expenses:**

Oct 29-31, 2010 National board meeting – San Francisco CA \$229.40

**RVP Discretionary Funds:** None

**Chapter issues:** None to report.

**Planned Travel:**

Jan 7-9, 2011 DEC annual committee meeting Dallas TX.

Jan 14-16, 2001 National Board Meeting Dallas TX.

Respectfully submitted  
Mark Doran





BMW Car Club of America, Inc.  
Paul Dunlevy  
South Atlantic Regional Vice President  
6424 Littlewood Road  
Kernersville, NC 27284  
336-996-3149  
southatlanticrvp@bmwcca.org

**To:** *Board of Directors, BMW CCA*  
*Executive Director, BMW CCA*

**Date:** January 5, 2011

**Subject:** South Atlantic RVP Pre-Meeting Report for January 15-16 Board meeting.

**Travel & Expenses**

January 14 - 16 Board Meeting in Dallas, TX – 357.79

**RVP Discretionary Funds – None**

Chapter Probation Report: First Coast – no newsletter.

**Newsletter Delinquencies – First Coast**

NCC is organizing a corral for the Baltimore Grand Prix and is requesting Regional status as well as any financial support that we can help with.

Sunshine has calendared several club races for the coming season.

They have finally submitted a newsletter but it is not in compliance with the minimum standards. April Curtis, representing the DEC for this region is on top of the investigation and I'm sure that we will have more details by meeting time.

Respectfully submitted,

Paul Dunlevy





BMW Car Club of America, Inc.  
Frank C. Patek, II  
Executive Director  
640 South Main Street, Ste 201  
Greenville, SC 29601  
864-250-0022  
[frank\\_patek@bmwcca.org](mailto:frank_patek@bmwcca.org)

Re: January 15, 2011 Board Meeting

#### **DATABASE/WEBSITE/OPERATIONS**

The Staff will spend the week of January 10-14 2011 undergoing training to utilize the new database system. Go live date for both the database and website remains February 1, 2011.

#### **Roundel**

The magazine continues to be one item our members consistently rank highest in member satisfaction. The launch of the new website will provide an opportunity to broaden *Roundel's* offerings.

#### **CHAPTER SERVICES**

Byron McCauley and Sueann Meskell are leading a team of volunteers to finish the chapter toolbox. Target release date for the chapter toolbox is mid-March 2011

Retention and Recruitment Committee has completed new surveys for lapsed members and current members. The lapsed member survey was sent via e mail to those members who had lapsed within the last 12 months, as of September 2010. The current member survey was sent to those members who had joined within the last 6 months, as of September 2010.

Retention and Recruitment Committee Board Rep Mike Lingenfelter will present the survey results to the Board.

#### **2011 DEC CONGRESS**

The DEC Congress was to be held the weekend of March 5, 2011 at the Grand Hyatt/DFW. This conference was cancelled.

#### **OKTOBERFEST 2011**

Renaissance Ross Bridge Resort will be the host hotel. It is a large self contained property with a spa, golf course and upscale lodging.

#### **REGIONAL EVENTS**

**Hilton Head Island Concours** – BMW will be the featured marque and BMW CCA has been sought out for our involvement. This event draws attendance from as far north as New York and to the Mississippi in the west.

**Saratoga Concours** – awaiting new request for funding and regional status.

**Twelve Hours of Sebring** – approved.

**OBX Cruise for the Cure** – approved.

**Vintage in the Vineyard** – approved.

**The Pittsburgh Vintage Grand Prix** – approved.

**Monterey Historics Weekend**

**The West Coast Concours – Legends of the Autobahn** approved

**Monterey Festorics** – approved

#### **AFFINITY/MEMBER BENEFIT PROGRAMS**

**IHG Hotels**-has approached us thru their relationship with BMW Motorsports and is offering Club Members as a 20% discount on advance purchase reservation at all of their properties which include Inter-Continental Hotels, Crowne Plaza, Holiday Inn, Holiday Inn Select, and Towne Place Suites (*See appendix a*)

Additionally, they will purchase 6 full page 4 color ads in *Roundel* and will advertise on the new website.

**ABInBev** – represents Spaten Bier and has submitted a preliminary offer to support the club thru hospitality at events, raffle prizes, cross promotions to help grow membership and ads in *Roundel*. This could have substantial impact on operations and deserves a careful review. (*See appendix b*)

**Liberty Mutual** has 606 policies in force by the end of 2010. 12 months. LM is concerned about the decreasing size of the list. Liberty Mutual has renewed its agreement with BMW CCA for 2011, and committed to six full page ads in *Roundel* as well as providing sponsorship to three BMW CCA Regional Events and O’fest. Liberty Mutual will do a minimum of two direct mail campaigns this year.

**Roadside Assistance** has been available through Nations Safe Driving since November 2008. Program cost is \$3.00 per member per month or \$36.00 per year and provides coverage for the member, spouse and up to three children.

1. As of **December 31, 2009 1,021** members had **upgraded to Premier Membership.**
2. As of **March 15, 2010 1,216** members had **upgraded to Premier Membership, an increase of 195**, or an average 2.6 per day.
3. As of **June 30, 2010 1552** members had **upgraded to Premier Membership, an increase of 336**, or an average of 3.08 per day.
4. As of **October 21, 2010 1781** members had **upgraded to Premier Membership, an increase of 229**, or an average of 2.02 per day.
5. As of **December 31, 201 1900** members had **upgraded to PremierMembership, an increase of 119**, or an average of 1.67 per day.

#### **MEMBERSHIP**

During 2010 staff aggressively campaigned to bring lapsed members back to the Club and to upgrade one year members to two and three year memberships. Ultimately 4407 lapsed members rejoined the club. Using a combination of special gifts and rates we managed to bring back 1225 lapsed members. Using this same combination we were able to move  
(*See attached*)

#### **ADVERTISING**



The survey conducted in 2009 by Mendelsohn showed that our members are most likely to read *Car and Driver* (circulation 1.2Million) and *Road and Track* Magazines (circulation 600,000), making them the most likely magazines to place BMW CCA advertising.

*Car and Driver* Rates

Full-page \$14,400

Half-page \$8,000

1/4 page \$4,235

*Road and Track* Rates

Full-page \$7,200

Half-page \$4,000

1/4 page \$2,118

**Ombudsman**

Requests from Alex April and Barry Kleckner

(*see attached*)

**VOLUNTEER RECOGNITION**

I propose that service officers and all others appointed by the board should be done so on an annual basis, that they should receive cards with their appointed office and term. When appropriate and with board approval volunteers should receive an annual gift recognizing their efforts on behalf of the club.



CHAPTER	Primary Members as of 2/2010	Same Members as of 12/2010	Total Membership as of 12/2010	Overall Member Gained/Lost	Retention of Same Members	Recruitment of New Members	Goals Met	Prize
HEARTOFDIXIE	482	391	714	232	81.12%	48.13%	RECRUITMENT	\$100.00 CCA Bucks
SMOKYMT	205	160	257	52	78.05%	25.37%	RECRUITMENT	\$100.00 CCA Bucks
ILLINI	206	166	233	27	80.58%	13.11%	NONE	
SANDIEGO	1207	946	1265	58	78.38%	4.81%	NONE	
RIVERCITY	293	238	307	14	81.23%	4.78%	NONE	
GULFCOAST	194	156	200	6	80.41%	3.09%	NONE	
PATROON	603	506	616	13	83.91%	2.16%	NONE	
MOUNTAIN	106	94	108	2	88.68%	1.89%	NONE	
NONUSA	353	307	355	2	86.97%	1.32%	NONE	
POCONO	167	145	169	2	86.83%	1.20%	NONE	
MICHIANA	479	388	483	4	81.00%	0.84%	NONE	
STLOUIS	655	508	660	5	77.56%	0.76%	NONE	
GREENMOUNTAIN	151	123	153	2	81.46%	0.57%	NONE	
CENTRALCAL	279	222	280	1	79.57%	0.36%	NONE	
MOTORCITY	584	479	580	-4	82.02%	-0.37%	NONE	
PINETREE	209	169	208	-1	80.86%	-0.48%	NONE	
GENESSEE	1090	887	1086	-4	81.38%	-0.68%	NONE	
ALLEGHENY	597	491	589	-8	82.24%	-1.20%	NONE	
HOOSIER	667	517	659	-8	77.51%	-1.34%	NONE	
SIERRA	123	102	121	-2	82.93%	-1.63%	NONE	
BLUEGRASS	440	329	432	-8	74.77%	-1.82%	NONE	
FIRSTCOAST	270	213	265	-5	78.89%	-1.85%	NONE	
HAWAII	280	238	274	-6	85.00%	-2.14%	NONE	
CTVALLEY	1738	1424	1695	-43	81.93%	-2.47%	NONE	
RATTLESNAKE	76	61	74	-2	80.26%	-2.63%	NONE	
BADGER	875	715	848	-27	81.71%	-3.09%	NONE	
NIITANY	598	492	579	-19	82.27%	-3.18%	NONE	
NEWJERSEY	2388	1943	2310	-78	81.37%	-3.27%	NONE	
WHITEMT	565	450	546	-19	79.65%	-3.36%	NONE	
NEWMEXICO	347	289	325	-22	83.29%	-3.50%	NONE	
NEWYORK	2427	1949	2336	-91	80.30%	-3.75%	NONE	
TEJAS	734	576	705	-29	78.47%	-3.95%	NONE	
BOSTON	2882	2380	2767	-115	82.58%	-3.99%	NONE	
BUCKEYE	1154	932	1105	-49	80.76%	-4.25%	NONE	
WINDYCITY	2174	1779	2078	-96	81.83%	-4.42%	NONE	
SANDLAPPER	814	653	778	-36	80.22%	-4.42%	NONE	
HOUSTON	1027	794	981	-46	77.31%	-4.48%	NONE	
LONESTAR	1128	873	1077	-51	77.39%	-4.52%	NONE	
PEACHTREE	1822	1417	1734	-88	77.77%	-4.83%	NONE	
BLUERIDGE	958	771	909	-49	80.48%	-5.11%	NONE	
ROCKYMT	1550	1234	1470	-80	79.61%	-5.16%	NONE	
BAYOU	445	341	421	-24	76.63%	-5.39%	NONE	
DELAWARE	1813	1485	1710	-103	81.91%	-5.68%	NONE	
GOLDENGATE	3994	3107	3766	-228	77.79%	-5.71%	NONE	
ROADRUNNER	698	558	658	-40	79.94%	-5.73%	NONE	
TARHEEL	2380	1866	2237	-143	78.40%	-6.01%	NONE	
NORTHSTAR	1021	780	957	-64	76.40%	-6.27%	NONE	
CAPITOL	5358	4248	5019	-339	79.28%	-6.33%	NONE	
OREGON	628	505	606	-22	80.41%	-6.34%	NONE	
PUGETSOUND	2259	1747	2113	-146	77.34%	-6.46%	NONE	
NORTHERNOHIO	769	607	719	-50	78.93%	-6.50%	NONE	
WASATCH	223	176	208	-15	78.92%	-6.73%	NONE	
LOSANGELES	2958	2340	2753	-205	79.11%	-6.93%	NONE	
EVERGLADES	1277	1008	1188	-89	78.94%	-6.97%	NONE	
KANSASCITY	572	419	532	-40	73.25%	-6.99%	NONE	
SINCITY	208	161	187	-21	77.40%	-7.58%	NONE	
INLAND	239	185	219	-20	77.41%	-8.37%	NONE	
FLORIDA	1059	827	958	-101	78.09%	-9.54%	NONE	
SUNBELT	292	225	264	-28	77.05%	-9.59%	NONE	
TIDEWATER	880	686	795	-85	77.95%	-9.66%	NONE	
SUNSHINE	576	442	520	-56	76.74%	-9.72%	NONE	
IOWA	436	352	393	-43	80.73%	-9.86%	NONE	
OLDHICKORY	277	197	256	-21	71.12%	-10.10%	NONE	
CHOOCHOO	135	98	120	-15	72.59%	-11.11%	NONE	
PUERTORICO	131	96	115	-16	73.28%	-12.21%	NONE	
SONORA	292	229	253	-39	78.42%	-13.36%	NONE	
SACRAMENTO	526	394	454	-72	74.90%	-13.69%	NONE	
MISSOURI	407	262	310	-97	64.37%	-23.83%	NONE	
ZERO	72	53	46	-26	73.61%	-36.11%	NONE	

<b>CHAPTER</b>	<b>Primary Members as of 2/2010</b>	<b>Total Membership as of 12/2010</b>	<b>Overall Member Gained/Lossed</b>	<b>Recruitment of New Members</b>
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<b>RIVERCITY</b>	293	307	14	4.78%
<b>GULFCOAST</b>	194	200	6	3.09%
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<b>MOUNTAIN</b>	106	108	2	1.89%
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<b>POCONO</b>	167	169	2	1.20%

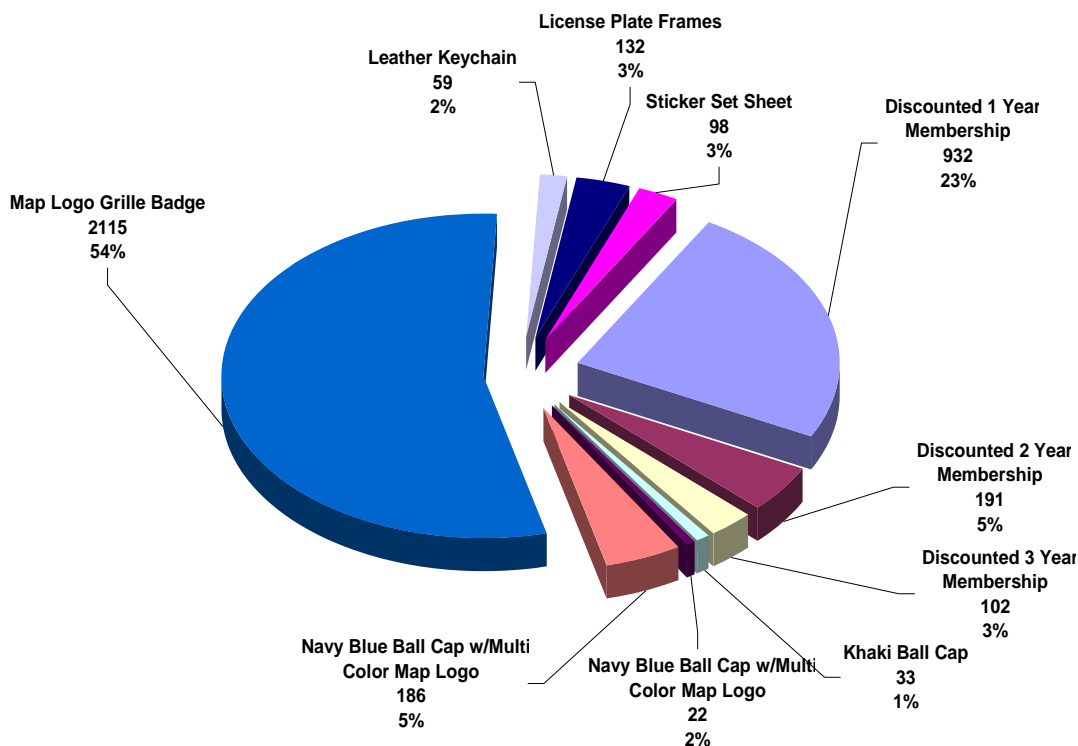


## Free Gift and Discounted Membership Offers

Members Who Received a Free Gift or a Discounted Membership for Joining and or Upgrading Their Membership Between 1/31/2010 and 12/31/2010

Offer	Count	Total Cost	Income	Net
Discounted 1 Year Membership	932	\$ 7,456.00	\$ 37,280.00	\$ 29,824.00
Discounted 2 Year Membership	191	\$ 2,101.00	\$ 15,280.00	\$ 13,179.00
Discounted 3 Year Membership	102	\$ 1,428.00	\$ 12,240.00	\$ 10,812.00
Khaki Ball Cap	33	\$ 358.05	\$ 3,003.00	\$ 2,644.95
Navy Blue Ball Cap w/1-Color Map Logo	22	\$ 161.92	\$ 2,002.00	\$ 1,840.08
Navy Blue Ball Cap w/Multi-Color Map Logo	186	\$ 1,547.52	\$ 8,928.00	\$ 7,380.48
Map Logo Grille Badge	2115	\$ 26,945.10	\$ 283,410.00	\$ 256,464.90
Leather Keychain	59	\$ 407.69	\$ 2,832.00	\$ 2,424.31
License Plate Frames	132	\$ 497.64	\$ 6,336.00	\$ 5,838.36
Sticker Set Sheet	98	\$ 262.64	\$ 4,704.00	\$ 4,441.36
<b>Totals:</b>	<b>3870</b>	<b>\$ 41,165.56</b>	<b>\$ 376,015.00</b>	<b>\$ 334,849.44</b>

## Free Gift and Discounted Membership Offers



<sup>†</sup> Costs of the memberships were calculated by subtracting the discounted rate from the normal rate



**BMW Car Club  
of America**



**BMW Car Club  
of America  
Allegheny Chapter**



**BMW Car Club  
of America  
Buckeye Chapter**



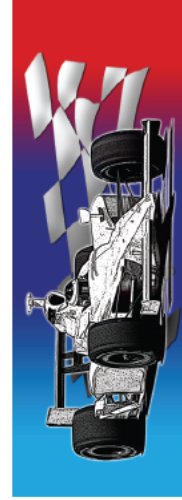
**BMW Car Club  
of America  
Delaware Valley Chapter**



**BMW Car Club  
of America  
Florida Suncoast**



**BMW Car Club  
of America  
The Hoosier Chapter**



**BMW Car Club  
of America  
Iowa Chapter**



**BMW Car Club  
of America  
Lone Star Chapter**



**BMW Car Club  
of America  
Oregon Chapter**



**BMW Car Club  
of America  
Peachtree Chapter**



**BMW Car Club  
of America  
Pine Tree Chapter**



**BMW Car Club  
of America  
Tejas Chapter**





**BMW Car Club  
of America  
Blue Ridge Chapter**



**BMW Car Club  
of America  
Central California Chapter**



**BMW Car Club  
of America  
Choo-Choo Bimmers**



**BMW Car Club  
of America  
First Coast Chapter**



**BMW Car Club  
of America  
Illini Chapter**



**BMW Car Club  
of America  
Kansas City**



**BMW Car Club  
of America  
New York Chapter**



**BMW Car Club  
of America  
Northern Ohio Chapter**



**BMW Car Club  
of America  
Old Hickory Chapter**



**BMW Car Club  
of America  
Puget Sound Region**



**BMW Car Club  
of America  
River City Bimmers**



**BMW Car Club  
of America  
San Diego Chapter**



**BMW Car Club  
of America  
Smoky Mtn Chapter**



**BMW Car Club  
of America  
Sunbelt Chapter**



**BMW Car Club  
of America  
Tarheel Chapter**





Frank C. Patek, II  
Executive Director

BMW Car Club of America, Inc  
640 South Main Street  
Suite 201  
Greenville, SC 29601

Frank, I would like to be considered for the position of BMW club Ombudsman. My Bio is as follows :

Barry Kleckner has had 30+ years of broad professional experience encompassing significant components of the commercial Information Technology industry. He has had extensive experience in new business development and consulting creating innovative solutions for prospective clients and negotiating win/win business relationships through Sales, Consulting and Delivery efforts for clients of the companies he has worked for. He has demonstrated a successful track record of commercial client relationship management with a demonstrated ability to resolve conflicts and mitigate disputes from small incidents to mega issues.

Barry began his graduate studies in Dispute Resolution and Conflict Management in 2005 at Southern Methodist University in Dallas. He is currently within 6 credits of finishing his Masters program and he maintains a 3.8 GPA. He has participated in ten mediation sessions at SMU's mediation clinic.

Barry has been a member of the Lone Star BMW club for several years and is the proud owner of a 2001 Black 325ci and a 2008 White 328i convertible.

Regards,

A handwritten signature in black ink that reads "BM Kleckner". The signature is written in a cursive, flowing style.

Barry M. Kleckner  
901 Creekline Way  
McKinney, Tx 75070  
972.529.4372





6336 Marquette Avenue  
Saint Louis, MO 63139

January 3, 2011

Board of Directors, BMW Car Club of America, Inc.

Dear Sirs/Madames:

This letter is in response to Bill Howard's Ombudsman vacancy posting from March 2008. I came upon this listing a couple months ago after reading a thread online about an e28 M535i which was damaged while waiting for restoration. Despite its less-than-fair condition, the owner was having fits convincing the at-fault party's carrier of its rarity and value as a collector's item. I was actually planning to refer the owner to an Ombudsman and, while looking up details, decided I would be a good fit for this position myself.

I didn't realize how important my experience and investigative/negotiation skills could be to the Club (and the BMW community, in general) until I hung up with you. I am confident the Club and others can benefit from my direct involvement with members' disputes (as well as any associated vendors and shops).

In my day-to-day duties in the Risk Management department as a Claims Analyst with Enterprise Holdings (aka Enterprise Rent-A-Car), I audit claims files for our in-house claims organization of approximately 400 individuals. In addition to my daily duties as an auditor, I am the go-to guy in the company for advice on losses involving BMWs (and, occasionally, other vehicles of interest). My experience in this industry spans 11 years and I have dealt with countless insurance companies, attorneys, body shops and claimants. One of the greatest skills I have acquired in the past 7 years in this specific position is my ability to take an objective stance on claims-related issues.

My membership with the CCA dates back to 1999, when I bought my first BMW, a 1983 528e. In total, seven BMWs have been loved and appreciated by me. I consider myself an E30 fan, most of all. I've done 20+ track days, a handful of autocrosses, a Club Race School and currently hold a Club Racing License. I have instructed at about a half dozen Street Survival Schools and have volunteered at several others. I've single-handedly organized 5 or 6 holiday parties for our local chapter and several Sonic Bimmer Burger drive-in events. Currently, I am the Social Coordinator, Membership Chair, and a Board Member for my 735+ member chapter.

As Ombudsman, I would be best utilized as a liaison between members and insurance companies and/or attorneys - this is the core of my experience. I will certainly give my full effort if a member has a dispute that would fall outside this realm (such as disputes with dealerships, manufacturers, etc.).

My intention is to chat with Dwayne Mosley in the coming days to find out how many hours per week I can expect to assist our members.

I look forward to hearing from the board regarding a decision in the coming weeks.

Sincerely,



Alex April  
Member # 177455

# Alex April

6336 Marquette Avenue • Saint Louis, MO 63139 • (314) 482-3412 • arecks@gmail.com

---

## **PROFESSIONAL EXPERIENCE**

### **Enterprise Rent-A-Car** Saint Louis, MO

**Dec. 2003 - Present**

#### **Corporate Liability Claims Analyst**

- Oversee all aspects of both internal and third-party administrator claims file audits
- Collaborate with Senior Management on independent special projects
- Research liability claims issues and team-up with all individuals to produce successful results
- Produce monthly and ad-hoc reports to communicate analysis results and statistics
- Organize and analyze audit data, then present audit results to claims management while on-site
- Participate in end-user testing of new software systems to facilitate future implementations

### **ELCO Administrative Services (a division of Enterprise)** Rockville, MD & Denver, CO

**Sept. 1999 - Dec. 2003**

#### **Senior Liability Claims Administrator**

- Managed moderate-exposure and complex vehicle-related claims for Enterprise
- Investigated and negotiated property damage, bodily injury, lost wage, and vehicle defect claims with claimants, attorneys and insurance companies
- Initiated new vendor contacts to expand business while maintaining existing business relationships
- Directed defense counsel concerning litigation strategies
- Relocated to assist with successful opening of new Denver operation in March 2002

### **Enterprise Rent-A-Car** Bethesda & Gaithersburg, MD

**Nov. 1998 – Sept. 1999**

#### **Management Trainee**

- Dealt with all aspects of customer service, including complaints with vehicles, general disputes, rates and billing
- Handled telephone and walk-in inquiries while ascertaining vehicle availability and determining rates
- Managed accounts receivable list and collected outstanding debts
- Helped Gaithersburg branch earn outstanding customer satisfaction rating of 90%
- Underwrote automobile rental contracts

## **COMPUTER EXPERIENCE**

- Proficient in Microsoft Access/Excel/Word/Outlook and Business Objects software

## **EDUCATION**

### **Syracuse University**

**Dean's List:** Spring 1995-Spring 1998

B.A., cum laude, in Policy Studies, with a concentration in Society and the Legal System

GPA: 3.59 out of 4.00

## **PERSONAL INTERESTS / VOLUNTEER WORK**

### **BMW Car Club of America** Various Chapters

**Sept. 1999 – Present**

#### **Secretary/Membership Coordinator/Social Events Coordinator/Driving Instructor**

- Plan and organize numerous chapter social events, including annual holiday party for 80+ guests
- Support effective budgetary, membership, and driving event initiatives at board meetings
- Hold membership drives at various local events and maintain relationships with local dealers to increase enrollment
- Provide volunteer in-car instruction to teen students for emergency accident-avoidance / car-control safety schools





## Pre-Meeting Report

January 7, 2011

To: BMW CCA Board of Directors

Subject: Manager/National Events

### Grand Hyatt DFW

Dallas/Fort Worth Airport  
Dallas, TX

### Oktoberfest 2010 – Road America

There are no final issues.

### Oktoberfest 2011 – Barber Motorsports – October 10 – 16, 2011

The current pick up (including CCA blocked rooms) is:

Date	10/7	10/8	10/9	10/10	10/11	10/12	10/13	10/14	10/15	10/16	Total
Contract (Revised)	11	41	143	234	234	234	234	234	125	30	1520
Pick Up	8	38	126	227	233	234	234	229	106	21	1456
Availability	3	3	17	7	1	0	0	5	19	9	64

Autocross – Peachtree Chapter, Bruce Herstowski to chair - Regions Park

CR/Club Race School – Sunshine Bimmers, Patrick Spikes to chair

TSD Rally - HOD to provide a route, I will contact the team from 2009 to run.

Gymkhana - Heart of Dixie Chapter, Troy Wesson to chair – Barber Motorsports

Driving School – 23 instructors to date have signed up. Register thru motorsportreg.com

Photo Contest - Darlene Doran

Trivia – TBD

2011 Concours rules development

Overall performance scoring – Steven is working on a standardized excel report.

Moving forward - my feeling is the EVP should be responsible for the compilation of the final scoring for the Best Overall Trophy. If we get the results in a timely manner with the registration number, name, and points - we can compile the results easily.

Oktoberfest registration to go live March 1, 2011.

Oktoberfest 2012 – Under consideration

## **Lime Rock Park – Lakeville, CT.**

Interlake Resort Conference Center = 86, Lakeville

Days Inn = 63, Lakeville

Wake Robin = 38, Lakeville

Comfort Inn = 93, Barrington, MA (25 min)

Mohegan Sun 2.5 hours

Larry Engle and the NJ Chapter would consider running the Driving School.

## **Mid Ohio Sports Car Course – Lexington, Ohio**

Comfort Inn and Suites = 100, Bellville (15 min)

Quality Inn and Suites = 66, Bellville

Residence Inn = 106, Dublin (50-55 min)

Embassy Suites = 284, Dublin (1 hr, 10)

## **Oktoberfest 2013 – Under consideration**

PPIR

Laguna Seca

Las Vegas

## **NCR Chapter Congress – Hilton Rosemont, February 18-19, 2011**

Registration form was sent to the President, VP, Membership Chair, and DEC of the 14 NCR chapters.

## **The Vintage -**

Scott Sturdy requesting \$3000 for the event site fee. Continuing discussion about Liberty Mutual sponsorship dollars and the return on their investment. The vendor area location – as it's currently situated – is not good for vendor interaction.

We have secured a National Concours Sponsor in Sonax – Tom Eden's introduction.



In addition to the main feature of this version, namely the elimination of the "Expert Class" and introduction of the "Novice Class" plus a bunch of basic clean-ups, following are the key issues of this revised set of rules, etc. which I will forward to those CCA members who had provided input following Elkhart Lake once you have reviewed this version with the CCA Board.

1. The revised rules will be provided to the CCA folks at this time for their information (and not as a step to further negotiations and modifications). The recipients will be informed that this material had been submitted to you for your internal review and approval.
2. Provided I will have received your information about the German Concours sponsor by the time of the mailing, I will alert the recipients that there may be minor further rules revisions to acknowledge that sponsor, etc.
3. The recipients will be advised that we will have a nominal Concours registration fee starting in 2011 to help off-set the costs of the Concours (and at the same time hopefully avoid the increasing pattern of no-shows we have experienced in recent O'fest Concours events).
4. I will acknowledge that we appreciate the experts' offer to volunteer time for mentoring other Concours participants, and that a formal request for such volunteering will be issued in due course. (Note: You'll have to provide in the program for two mentoring sessions on Monday, one from 10:00 to 11:00 a.m. and one from 2:00 to 3:00 p.m.).
5. I will mention that whatever further refinements will be introduced will be done before the 2011 Concours rules are posted on the internet. - Make sure that Steve is aware of this commitment.





## **OKTOBERFEST CONCOURS**

The Oktoberfest Concours is an event focusing on cleanliness and attention to detail in the presentation of show entries. Authenticity of the vehicle, as originally manufactured, is not considered as a primary judging criterion, except in the Concours Original Class.

### **➤ General Rules**

1. Only BMWs may be entered by their legal registered owners.
2. Entrants must drive the car under its own power to the display position for judging.
3. A car must be entered in the class designated on the registration form.
4. Absolutely no work may be done on a car after the designated "rags down" time. Violators will be disqualified without exception.
5. Judging will be based on cleanliness and condition, except in Concours Original Class.
6. A registrant may enter only one BMW for competition. Additional cars may be presented in the Display Only category.
7. The Registrant and Co-registrant may share an entry; however, only one trophy will be awarded per winning entry.
8. Judges may not enter a BMW in the class they are responsible for judging.
9. Concours entrants, who have not previously placed 1st in any class in an Oktoberfest Concours, may (but are not required to) enter his or her car in a Novice Class.
  - In order to pass on experience from past Concours winners on how to prep a car for the Oktoberfest Concours, two no-cost prepsessions will be held on Monday. Past Concours winners have volunteered to share their knowledge and experience on how to get a car ready, providing cleaning tips and answering questions. Check the O'fest schedule for details. Anyone registered to participate in the Concours is welcome.
  - Owners of cars entered in the Concours as Novice are encouraged to be in attendance when their cars are judged, to be able to observe the areas being judged and how the judges look at the cars.
10. Decisions of the judges and/or event chairpersons are final.

### **➤ Display Rules**

1. Fill out Judging Sheet (Appendix A).
2. All personal items must be removed from the areas being judged.
3. Floor mats must be removed.
4. Glove boxes must be open.
5. Doors must be unlocked; locked cars will be disqualified.
6. No "For Sale" signs are permitted on or in the car.
7. If the trunk is being judged, the trunk lid must be open.
8. Factory-supplied tools shall be displayed in their open compartment.
9. The spare tire and wheel jack, carpet, removable floor panels, and any factory-supplied accessories must be displayed immediately behind the car.
10. If the engine is being judged, the hood must be open.
11. All windows shall be rolled down approximately 2 inches. Pop-out windows shall be opened fully.
  - On cars where the doors and / or windows do not open in a standard manner (such as on BMW Z1s) doors shall be in the down or open position with the windows fully open. Convertible tops on such cars shall be in the up position for judging
12. Ashtrays must be open.
13. Sunroofs shall be slid half open.
14. Convertible tops must be erected.
15. Gas filler doors must be open.
16. For Concours Original entries only the registrant or a designated representative must be present at the time his or her car is being judged.
17. Vehicles entered by professional or commercial restorers or coachbuilders shall be shown in Display Only category and will not be judged.
18. Trophies will be awarded to Novice Class entrants; if the top-judged Novice car places 1st, 2nd or 3rd in its Class, the entrant will receive two trophies.
  - Any participant who wins a Novice trophy will be eliminated from Novice eligibility in future years of Oktoberfest Concours competition.
19. Additional optional special trophies (Best of Show, People's Choice, etc.) may be awarded at the election of the Concours Committee.

## ➤ Scoring

Areas of judging, depending upon the class, are as follows:

- Exterior                      50 points maximum
- Interior                      50 points maximum
- Trunk                         30 points maximum
- Engine                      40 points maximum
- Undercarriage     40 points maximum

With respect to the Concours Original Class, a maximum of one point per sub-category in each major area may be deducted from the score if, in the opinion of the judges, a part or parts within the area are found to deviate from OEM specifications or have been modified in a non-authentic manner.

### **Bonus points are awarded as follows:**

1. One point for every 10,000 odometer miles up to a maximum of five points.
2. One point for each year of the car's age (model year is base) up to a maximum of five points.
3. One point per 500 miles driven to Oktoberfest from participant's home determined by

MapQuest ® "shortest distance" with a maximum of 10 points.

Note: This bonus is awarded only for miles that the car entered has actually been driven from the participant's home to Oktoberfest, not shipped or trailered.

## ➤ Judging Classes

- **Clean (CL):** Interior and Exterior.
- **Super Clean (SC):** Interior, Exterior, Trunk, and Engine Compartment.
- **Concours Original (CO):** Authenticity and originality are considered as primary criteria. Vehicles are prepared with attention to quality and originality to detail as expected in formal Concours d'Elegance.
- **Concours Modified (CM):** Authenticity is not considered; vehicles prepared with enhancements, modification and/or personalization as desired by owner.
- Concours entrants, who have not previously placed 1st in any class in an Oktoberfest Concours, may (but are not required to) enter his or her car in the **Novice Class**.

<b>Class</b>	<b>Models</b>	<b>Presentation Level</b>
Vintage/Classic (Vintage 1923-1960s) (Classic 1960-1970s)	700, 1600-2000 4-door, 1600-2002, 2000 C/CS, E3 Sedans (Bavaria, 3.0S), E9 Coupes (2800 CS, 3.0 CS), E21 3 Series, E12 5 Series	CL (Clean only)
Second Generation Modern 1980s	E30 3 Series, E28 5 Series and E24 6 Series, E23 7 Series and M1	CL & SC
Third Generation Modern 1990s	E36 3 Series, E34 5 Series, E32 7 Series and E31 8 Series	CL & SC
Fourth Generation Modern 2000s	E46 3 Series, E39 5 Series and E38 7 Series	CL & SC
Fifth Generation Modern New Current Production	E87 1 Series, E90, E91, E92, E93 3 Series, E60 5 Series, E63 6 Series, E65 7 Series, E88 X3 E53 and E70 X5 and E71 X6	CL & SC
Z Cars	Z1, Z3, Z4 and Z8	CL & SC
Race Cars	All	CL (Clean only)
Concours Original	All	CO
Concours Modified	All	CM
Novice Concours	All	CO & CM
Novice	All	CL
Display	All (BMW and MINI only.)	(not judged)

# BMW CCA OKTOBERFEST 2011

## CONCOURS d'ELEGANCE

☐ NOVICE

Judging Score Sheet (revised 12/20/2010)

Class			
<input type="checkbox"/> Vintage/Classic		<input type="checkbox"/> Clean	(100 points+)
<input type="checkbox"/> 1980s [2 <sup>nd</sup> Gen]	E23, E24, E28, E30, M1	<input type="checkbox"/> Super Clean	(170 points+)
<input type="checkbox"/> 1990s [3 <sup>rd</sup> Gen]	E31, E32, E34, E36	<input type="checkbox"/> Concours	(210 points+)
<input type="checkbox"/> 2000s [4 <sup>th</sup> Gen]	E38, E39, E46		
<input type="checkbox"/> Current [5 <sup>th</sup> Gen]	E53, E60, E63, E65, E70, E71, E83, E87, E88, E90, E91, E92, E93	<input type="checkbox"/> Exhibition (display)	
		<input type="checkbox"/> Other	
<input type="checkbox"/> Z Cars			
<input type="checkbox"/> Race Cars			
<input type="checkbox"/> Concours Original			
<input type="checkbox"/> Concours Modified			

Entrant's Name:		Registration #	
Co-Entrant's Name:		Registration #	
BMW Model:	Year:	Color:	Miles
			driven to O'fest on odometer

Entrants must complete above information accurately and neatly; failure to do so could result in loss of points or miscalculation.

Entrant: Please do not write below this line.

Notes: Items #1 through #21 will be judged on the basis of "condition and cleanliness."

EXTERIOR – 50 points													
1	Exterior body panels and convertible top if present. Paint, fit and finish.	0	1	2	3	4	5	6	7	8	9	10	
2	All window glass, inside and out, mirrors, exterior light covers.	0	1	2	3	4	5	6	7	8	9	10	
3	Exterior trim, moldings, locks, tracks, emblems, antenna, wipers and blades, license plates, grills.	0	1	2	3	4	5	6	7	8	9	10	
4	Wheels and tires.	0	1	2	3	4	5	6	7	8	9	10	
5	Bumpers, inside and out, exhaust tips, fuel door, inside and out, sunroof track (as applicable)	0	1	2	3	4	5	6	7	8	9	10	
	Sub-total (Exterior)												
INTERIOR – 50 points													
6	Upholstery and headliner, visors.	0	1	2	3	4	5	6	7	8	9	10	
7	Seat belts, visors, mirrors, accessory lights and rear shelf.	0	1	2	3	4	5	6	7	8	9	10	
8	Door jams, hinges, gaskets, weather-stripping and door panels.	0	1	2	3	4	5	6	7	8	9	10	
9	Carpets, footwell, seat rails and pedals.	0	1	2	3	4	5	6	7	8	9	10	
10	Dash board, glove box, shift lever, ash trays, vents, cup holders, steering wheel, steering column and associated controls.	0	1	2	3	4	5	6	7	8	9	10	
	Sub-total (Interior)												



TRUNK [1] – 30 points												
11 [1]	Lid underside, latches, hinges, carpet, and side walls, painted surfaces .	0	1	2	3	4	5	6	7	8	9	10
12 [1]	Spare tire and well and related pieces, weather striping, trim.	0	1	2	3	4	5	6	7	8	9	10
13 [1]	Tools, jack & accessories, battery cables, covers.	0	1	2	3	4	5	6	7	8	9	10
	Sub-total (Trunk)											
ENGINE [1] – 40 points												
14 [1]	Basic Engine - block, head(s), timing covers, bell-housings, mounts, supporting frame element, intake, exhaust, all covers.	0	1	2	3	4	5	6	7	8	9	10
15 [1]	Engine Accessories - all other <b>engine-mounted</b> components, parts, wiring, hoses, filters, reservoirs, attached fans, belts, cables, etc.	0	1	2	3	4	5	6	7	8	9	10
16 [1]	Firewall, Wheel Housings, Sub-Frame - including cables, ducts, wiper motor, wall, brake and clutch reservoir, A/C lines and other components mounted to body. All other accessories / components within the compartment and not included in other categories (i.e. fuse box, cruise control, etc.	0	1	2	3	4	5	6	7	8	9	10
17 [1]	Hood (underside) and Compartment front Wall - underside - latches, hinges, struts, soundproofing, weather stripping, interior surfaces, radiator, shrouds, oil cooler, mountings, condenser, auxiliary fans, horns, headlight housings, etc.	0	1	2	3	4	5	6	7	8	9	10
	Sub-total (Engine)											
UNDERCARRIAGE [2] – 40 points												
18 [2]	Inside fender wells and wheels, front & rear, all underbody panels, gas tank.	0	1	2	3	4	5	6	7	8	9	10
19 [2]	Suspension members front and rear, springs, backing plates, brake lines, shocks, clips, wires.	0	1	2	3	4	5	6	7	8	9	10
20 [2]	Drive train- engine underside, transmission, drive shaft, diff, exhaust and cables.	0	1	2	3	4	5	6	7	8	9	10
21 [2]	Steering gear, arms & linkages, lines, fittings.	0	1	2	3	4	5	6	7	8	9	10
	Sub-total (Undercarriage)											
	Sub-total (lines 1 through 21)											
	Sum of sub-totals (lines 1 through 21)											
Bonus Points												
Bonus #1	Odometer Mileage (1 point/10,000 miles; max. 5 points)											
Bonus #2	Car Age (1 point/year; max. 5 points)											
Bonus #3	Mileage Driven to Oktoberfest (1 point/500 miles from point of origin to O'fest per MapQuest "shortest distance"; max.10 points)											
<b>Totals</b>												
<b>Grand Total</b>												
[1] applies to Super Clean and Concours. [2] applies to Concours only.												
<b>Total Score</b>												

Judge #1
Judge #2
Judge #3

Note: The following report contains confidential information intended for the use of BMW CCA board members in preparing for their meeting. It is not intended to be published or disseminated. A summary version for inclusion in the meeting minutes will be prepared if necessary.

**Satch Carlson, *Roundel* editor-in-chief**

**January 2011 Pre-Board-Meeting Report**

**Budget issues** (see Month-By-Month January-December 2010.xls): While I could spend hours and a dozen pages analyzing *Roundel*'s actual versus budgeted costs, let me just touch on a few areas as we prepare our budgets for 2011. Michael Slaff spent the year diligently selling ads in a difficult market. We held the book to 128 pages for the January–April issues, and saw a rise in advertising ratios from a dismal 26.32% in January to a high of over 40% in April. In May we expanded to 136 pages and dipped to 39%, but were back over 40% for the June issue. July and August dropped that percentage to 38%, and advertising declined even further in September, so we dropped back to 128 pages for the final quarter. October had a ratio of over 37% advertising; November dropped to just under 33%, and our December issue had a 39% ratio. As expected, our January 2011 ad ratio fell significantly, but it was not as bad as 2010: 29.90%, rising to 32.80% for the February issue.

We finished the year significantly under budget in most areas, spending at least \$100,000 less than projected, despite the addition of several expense accounts which had not been considered as *Roundel* accounts at the beginning of the year. (For 2011, I will be working with Frank, Peggy Helmke, and Lindsey Jefferson to better identify our exact costs in specific areas.)

*Roundel* continues to be the single most expensive Club undertaking. Indeed, the original projected 2010 budget for *Roundel* indicated a cost-over-income of \$745,000. However, revenues exceeded expectations, and expenses were held below projections in most areas, resulting in an actual cost that was less than \$600,000.

It is important to remember, however, that this figure does not represent a net loss— as *Roundel* is not a stand-alone project or a newsstand magazine. A portion of members' dues is assumed to constitute "subscription" payments for the magazine. The Club long ago assigned \$15 per membership to the magazine.

**Personnel matters:** We have several topics relating to personnel development which must be presented in sensitive session. I can say that I believe we have some great opportunities for exciting changes—especially online.

Overall, I am pleased with our performance in 2010—and judging from the letters we receive; I believe most members are, too. As always, I will close by saying I believe we have again held true to *Roundel*'s stated mission: to inform, entertain, and provide a sense of community for our members.







Ordinary Income/Expense				
Income				
	4000 · Revenues			
		4010.07 · First Class & Air Mail Revenue		
		4015.07 · Classified Advertising Revenue		
		4020.07 · Commercial Advertising Revenue		
		4025.07 · Reprints Revenue		
		4050.01 · Sponsorship		
		4078 · Advertising Revenue		
		4090.01 · Other Revenues		
			4091 · Vendor Discounts	
		Total 4090.01 · Other Revenues		
	Total 4000 · Revenues			
Total Income				
Cost of Goods Sold				
	5000 · Direct Costs			
		5016.07 · Roundel Advertising Rep		
	Total 5000 · Direct Costs			
Total COGS				
Gross Profit				
Expense				
	6005 · Salaries & Wages			
	6010 · Outside Contractors			
		6014.07 · Roundel Staff		
			6011.07 · Roundel Editor-in-Chief	
			6013.07 · Roundel Design	
		Total 6014.07 · Roundel Staff		
		6015 · Writers		
		6017 · Computer Services		
		6018.11 · Web Page Services		
		6021 · Design-Other		
		6010 · Outside Contractors - Other		
	Total 6010 · Outside Contractors			
	6020 · Production			
	6025 · Printing			
		6025E · Electronic Roundel Publishing		
		6025 · Printing - Other		
	Total 6025 · Printing			
	6026 · Postage			
		6026.01 · Postage-General		
		6026 · Postage - Other		
	Total 6026 · Postage			
	6040 · Travel & Entertainment			
		6040ME · Travel (Meals & Entertainment)		
		6041 · Meetings		
		6040 · Travel & Entertainment - Other		
	Total 6040 · Travel & Entertainment			
	6051 · Printed Business Supplies			
	6810 · Bad Debt Expense			
Total Expense				
Net Ordinary Income				
Net Income (figures in red signify net loss)				
	Offsetting income from CCA dues:			
	average 2010 membership number		68,000.00	
	* \$15/member		15.00	
		Total		
	net gain/loss			

Roundel

Jan - Dec 10	Budget	\$ Over/Under Budget	% of Budget
8339.51	9000.00	660.49	92.66%
7846.50	7500.00	346.50	104.62%
862433.53	800000.00	62433.53	107.8%
4358.00	4500.00	142.00	96.84%
1000.00			
10500.00			
0.00	11000.00	11000.00	0.0%
0.00	11000.00	11000.00	0.0%
894477.54	832000.00	62477.54	107.51%
894477.54	832000.00	62477.54	107.51%
168646.53	167000.00	1646.53	100.99%
168646.53	167000.00	1646.53	100.99%
168646.53	167000.00	1646.53	100.99%
725831.01	665000.00	60831.01	109.15%
8042.04			
109999.92	110000.00	-0.08	100.0%
92224.70	95000.00	-2775.30	97.08%
202224.62	205000.00	-2775.38	98.65%
171850.00	200000.00	-28150.00	85.93%
1909.73			
0.00	12000.00	-12000.00	0.0%
337.50			
0.00			
376321.85	417000.00	-40678.15	90.25%
14557.58	15000.00	-442.42	97.05%
14409.00			
543162.56	598000.00	-54837.44	90.83%
557571.56	598000.00	-40428.44	93.24%
0.00	380000.00	-380000.00	0.0%
355218.67			
355218.67	380000.00	-24781.33	93.48%
96.23			
941.10			
404.20			
1441.53			
130.50			
3279.40			
1316563.13	1410000.00	-93436.87	93.37%
590732.12	745000.00	154267.88	79.29%
590732.12	745000.00	154267.88	79.29%
1020000.00			
429267.88			

<p><b>Roundel expenses:</b></p> <p><b>January-December 2010</b></p>
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(Figures in Column B in red exceed yearly budget totals)

	YTD Accumulated totals	Yearly budget:	Per Month:
6005 · Salaries & Wages	<b>\$6,001.11</b>		
6010 · Outside Contractors - Other	<b>\$0.00</b>		
6011 · Roundel Editor-in-Chief	<b>\$109,999.92</b>	\$110,000	9,166.66
6013 · Roundel Design	<b>\$92,224.70</b>	\$95,000	7,916.66
6015 · Writers	<b>\$172,950.00</b>	\$200,000	16,666.66
6017 · Computer Services	<b>\$2,119.47</b>		
6018 · Web-page Services	<b>\$0.00</b>	\$12,000	1,000.00
6020 · Production	<b>\$13,737.58</b>	\$15,000	1,250.00
6021 · Design-Other	<b>\$337.50</b>		
6025 · Printing	<b>\$549,325.56</b>	\$598,000	49,833.34
6025E · Electronic Publishing	<b>\$9,652.00</b>		
6026 · Postage	<b>\$345,115.67</b>	\$380,000	31,666.66
6040 · Travel & Entertainment	<b>\$96.23</b>		
6041 · Meetings	<b>\$941.10</b>		
6046 · Employee/Member Goodwill	<b>\$0.00</b>		
6040 · Travel & Entertainment	<b>\$404.20</b>		
6810 · Bad Debt Expense	<b>\$3,279.40</b>		
	<b>\$1,296,903.93</b>	<b>\$1,409,999.76</b>	<b>117,499.98</b>



**Roundel expenses:  
January-December 2010**

		January	
		January:	MonthlyUnder/Over
6005 · Salaries & Wages	\$6,001		\$0.00
6010 · Outside Contractors - Other	\$0		\$0.00
6011 · Roundel Editor-in-Chief	\$0	\$9,166.66	\$0.00
6013 · Roundel Design	\$2,775	\$6,877.35	\$1,039.31
6015 · Writers	\$27,050	\$14,000.00	\$2,666.66
6017 · Computer Services	\$2,119		\$0.00
6018 · Web-page Services	\$12,000		\$1,000.00
6020 · Production	\$1,262	\$2,089.65	-\$839.65
6021 · Design-Other	\$338		\$0.00
6025 · Printing	\$48,675	\$45,666.02	\$4,167.32
6025E · Electronic Publishing	\$9,652	\$1,406.00	-\$1,406.00
6026 · Postage	\$34,884	\$38,818.50	-\$7,151.84
6040 · Travel & Entertainment	\$96		\$0.00
6041 · Meetings	\$941	\$0.00	\$0.00
6046 · Employee/Member Goodwill	\$0	\$0.00	\$0.00
6040 · Travel & Entertainment	\$404	\$404.20	-\$404.20
6810 · Bad Debt Expense	\$3,279		\$0.00
	\$113,095.83	\$118,428.38	-\$928.40

**Roundel expenses:**  
**January-December 2010**

	RunningUnder/Over	February	
		February	MonthlyUnder/Over
6005 · Salaries & Wages	\$0.000		\$0.00
6010 · Outside Contractors - Other	\$0.000		\$0.00
6011 · Roundel Editor-in-Chief	\$0.000	\$9,166.66	\$0.00
6013 · Roundel Design	\$1,039.310	\$6,877.35	\$1,039.31
6015 · Writers	\$2,666.660	\$12,400.00	\$4,266.66
6017 · Computer Services	\$0.000		\$0.00
6018 · Web-page Services	\$1,000.000	\$0.00	\$1,000.00
6020 · Production	-\$839.650	\$1,269.65	-\$19.65
6021 · Design-Other	\$0.000		\$0.00
6025 · Printing	\$4,167.320	\$43,012.84	\$6,820.50
6025E · Electronic Publishing	-\$1,406.000	\$6,116.00	-\$6,116.00
6026 · Postage	-\$7,151.840	\$11,809.37	\$19,857.29
6040 · Travel & Entertainment	\$0.000		\$0.00
6041 · Meetings	\$0.000	\$0.00	\$0.00
6046 · Employee/Member Goodwill	\$0.000	\$0.00	\$0.00
6040 · Travel & Entertainment	-\$404.200	\$0.00	\$0.00
6810 · Bad Debt Expense	\$0.000		\$0.00
	-\$928.40	\$90,651.87	\$26,848.11

**Roundel expenses:  
January-December 2010**

	Running Under/Over	March	
		March	Monthly Under/Over
6005 · Salaries & Wages	\$0.00	\$1,764.61	-\$1,764.61
6010 · Outside Contractors - Other	\$0.00		\$0.00
6011 · Roundel Editor-in-Chief	\$0.00	\$9,166.66	\$0.00
6013 · Roundel Design	\$2,078.62	\$7,307.00	\$609.66
6015 · Writers	\$6,933.32	\$14,400.00	\$2,266.66
6017 · Computer Services	\$0.00		\$0.00
6018 · Web-page Services	\$2,000.00		\$1,000.00
6020 · Production	-\$859.30	\$860.00	\$390.00
6021 · Design-Other	\$0.00	\$337.50	-\$337.50
6025 · Printing	\$10,987.82	\$43,321.83	\$6,511.51
6025E · Electronic Publishing	-\$7,522.00		\$0.00
6026 · Postage	\$12,705.45	\$27,882.01	\$3,784.65
6040 · Travel & Entertainment	\$0.00		\$0.00
6041 · Meetings	\$0.00	\$306.30	-\$306.30
6046 · Employee/Member Goodwill	\$0.00		\$0.00
6040 · Travel & Entertainment	-\$404.20		\$0.00
6810 · Bad Debt Expense	\$0.00		\$0.00
	<b>\$25,919.71</b>	<b>\$105,345.91</b>	<b>\$12,154.07</b>



**Roundel expenses:  
January-December 2010**

	RunningUnder/Over	April	
		April	MonthlyUnder/Over
6005 · Salaries & Wages	-\$1,764.61	\$751.69	-\$751.69
6010 · Outside Contractors - Other	\$0.00	\$250.00	-\$250.00
6011 · Roundel Editor-in-Chief	\$0.00	\$9,166.66	\$0.00
6013 · Roundel Design	\$2,688.28	\$7,307.00	\$609.66
6015 · Writers	\$9,199.98	\$14,600.00	\$2,066.66
6017 · Computer Services	\$0.00	\$348.70	-\$348.70
6018 · Web-page Services	\$3,000.00		\$1,000.00
6020 · Production	-\$469.30	\$840.00	\$410.00
6021 · Design-Other	-\$337.50		\$0.00
6025 · Printing	\$17,499.33	\$46,371.97	\$3,461.37
6025E · Electronic Publishing	-\$7,522.00	\$2,406.00	-\$2,406.00
6026 · Postage	\$16,490.10	\$50,412.50	-\$18,745.84
6040 · Travel & Entertainment	\$0.00	\$96.23	-\$96.23
6041 · Meetings	-\$306.30		\$0.00
6046 · Employee/Member Goodwill	\$0.00		\$0.00
6040 · Travel & Entertainment	-\$404.20		\$0.00
6810 · Bad Debt Expense	\$0.00		\$0.00
	<b>\$38,073.78</b>	<b>\$132,550.75</b>	<b>-\$15,050.77</b>

**Roundel expenses:  
January-December 2010**

		<b>May</b>	
	<b>RunningUnder/Over</b>	<b>May</b>	<b>MonthlyUnder/Over</b>
6005 · Salaries & Wages	-\$2,516.30		\$0.00
6010 · Outside Contractors - Other	-\$250.00		\$0.00
6011 · Roundel Editor-in-Chief	\$0.00	\$9,166.66	\$0.00
6013 · Roundel Design	\$3,297.94	\$7,707.00	\$209.66
6015 · Writers	\$11,266.64	\$13,850.00	\$2,816.66
6017 · Computer Services	-\$348.70	\$348.75	-\$348.75
6018 · Web-page Services	\$4,000.00		\$1,000.00
6020 · Production	-\$59.30	\$800.00	\$450.00
6021 · Design-Other	-\$337.50		\$0.00
6025 · Printing	\$20,960.70	\$46,923.91	\$2,909.43
6025E · Electronic Publishing	-\$9,928.00	\$2,912.00	-\$2,912.00
6026 · Postage	-\$2,255.74	\$12,373.63	\$19,293.03
6040 · Travel & Entertainment	-\$96.23		\$0.00
6041 · Meetings	-\$306.30		\$0.00
6046 · Employee/Member Goodwill	\$0.00		\$0.00
6040 · Travel & Entertainment	-\$404.20		\$0.00
6810 · Bad Debt Expense	\$0.00		\$0.00
	<b>\$23,023.01</b>	<b>\$94,081.95</b>	<b>\$23,418.03</b>

**Roundel expenses:  
January-December 2010**

	RunningUnder/Over	June	
		June	MonthlyUnder/Over
6005 · Salaries & Wages	-\$2,516.30	\$1,804.43	-\$1,804.43
6010 · Outside Contractors - Other	-\$250.00	\$0.00	\$0.00
6011 · Roundel Editor-in-Chief	\$0.00	\$9,166.66	\$0.00
6013 · Roundel Design	\$3,507.60	\$7,307.00	\$609.66
6015 · Writers	\$14,083.30	\$14,950.00	\$1,716.66
6017 · Computer Services	-\$697.45	\$198.44	-\$198.44
6018 · Web-page Services	\$5,000.00		\$1,000.00
6020 · Production	\$390.70	\$2,246.56	-\$996.56
6021 · Design-Other	-\$337.50		\$0.00
6025 · Printing	\$23,870.13	\$44,847.87	\$4,985.47
6025E · Electronic Publishing	-\$12,840.00		\$0.00
6026 · Postage	\$17,037.29	\$30,743.72	\$922.94
6040 · Travel & Entertainment	-\$96.23		\$0.00
6041 · Meetings	-\$306.30		\$0.00
6046 · Employee/Member Goodwill	\$0.00		\$0.00
6040 · Travel & Entertainment	-\$404.20		\$0.00
6810 · Bad Debt Expense	\$0.00		\$0.00
	<b>\$49,207.34</b>	<b>\$111,264.68</b>	<b>\$6,235.30</b>



**Roundel expenses:  
January-December 2010**

		July	
	Running Under/Over	July	Monthly Under/Over
6005 · Salaries & Wages	-\$711.87	\$1,680.38	-\$1,680.38
6010 · Outside Contractors - Other	-\$250.00	\$0.00	\$0.00
6011 · Roundel Editor-in-Chief	\$0.00	\$9,166.66	\$0.00
6013 · Roundel Design	\$4,117.26	\$7,307.00	\$609.66
6015 · Writers	\$15,799.96	\$15,050.00	\$1,616.66
6017 · Computer Services	-\$895.89	\$199.31	-\$199.31
6018 · Web-page Services	\$6,000.00		\$1,000.00
6020 · Production	-\$605.86	\$2,231.72	-\$981.72
6021 · Design-Other	-\$337.50		\$0.00
6025 · Printing	\$28,855.60	\$44,917.45	\$4,915.89
6025E · Electronic Publishing	-\$12,840.00		\$0.00
6026 · Postage	\$17,960.23	\$45,594.02	-\$13,927.36
6040 · Travel & Entertainment	-\$96.23		\$0.00
6041 · Meetings	-\$306.30		\$0.00
6046 · Employee/Member Goodwill	\$0.00		\$0.00
6040 · Travel & Entertainment	-\$404.20		\$0.00
6810 · Bad Debt Expense	\$0.00		\$0.00
	<b>\$56,285.20</b>	<b>\$126,146.54</b>	<b>-\$8,646.56</b>

**Roundel expenses:  
January-December 2010**

	RunningUnder/Over	August	
		August	MonthlyUnder/Over
6005 · Salaries & Wages	-\$2,392.25		\$0.00
6010 · Outside Contractors - Other	-\$250.00		\$0.00
6011 · Roundel Editor-in-Chief	\$0.00	\$9,166.66	\$0.00
6013 · Roundel Design	\$4,726.92	\$7,307.00	\$609.66
6015 · Writers	\$17,416.62	\$13,500.00	\$3,166.66
6017 · Computer Services	-\$1,095.20	\$149.88	-\$149.88
6018 · Web-page Services	\$7,000.00		\$1,000.00
6020 · Production	-\$1,587.58		\$1,250.00
6021 · Design-Other	-\$337.50		\$0.00
6025 · Printing	\$33,771.49	\$50,548.74	-\$715.40
6025E · Electronic Publishing	-\$12,840.00		\$0.00
6026 · Postage	\$4,032.87	\$31,146.65	\$520.01
6040 · Travel & Entertainment	-\$96.23		\$0.00
6041 · Meetings	-\$306.30	\$410.00	-\$410.00
6046 · Employee/Member Goodwill	\$0.00		\$0.00
6040 · Travel & Entertainment	-\$404.20		\$0.00
6810 · Bad Debt Expense	\$0.00		\$0.00
	<b>\$47,638.64</b>	<b>\$112,228.93</b>	<b>\$5,271.05</b>

**Roundel expenses:  
January-December 2010**

		<b>September</b>	
	<b>RunningUnder/Over</b>	<b>September</b>	<b>MonthlyUnder/Over</b>
6005 · Salaries & Wages	-\$2,392.25		\$0.00
6010 · Outside Contractors - Other	-\$250.00		\$0.00
6011 · Roundel Editor-in-Chief	\$0.00	\$9,166.66	\$0.00
6013 · Roundel Design	\$5,336.58	\$12,307.00	-\$4,390.34
6015 · Writers	\$20,583.28	\$17,950.00	-\$1,283.34
6017 · Computer Services	-\$1,245.08	\$148.85	-\$148.85
6018 · Web-page Services	\$8,000.00		\$1,000.00
6020 · Production	-\$337.58	\$840.00	\$410.00
6021 · Design-Other	-\$337.50		\$0.00
6025 · Printing	\$33,056.09	\$46,825.21	\$3,008.13
6025E · Electronic Publishing	-\$12,840.00		\$0.00
6026 · Postage	\$4,552.88	\$27,394.89	\$4,271.77
6040 · Travel & Entertainment	-\$96.23		\$0.00
6041 · Meetings	-\$716.30		\$0.00
6046 · Employee/Member Goodwill	\$0.00		\$0.00
6040 · Travel & Entertainment	-\$404.20		\$0.00
6810 · Bad Debt Expense	\$0.00		\$0.00
	<b>\$52,909.69</b>	<b>\$114,632.61</b>	<b>\$2,867.37</b>



**Roundel expenses:**  
**January-December 2010**

	RunningUnder/Over	October	
		October	MonthlyUnder/Over
6005 · Salaries & Wages	-\$2,392.25		
6010 · Outside Contractors - Other	-\$250.00	-\$250.00	\$250.00
6011 · Roundel Editor-in-Chief	\$0.00	\$9,166.66	\$0.00
6013 · Roundel Design	\$946.24	\$7,307.00	\$609.66
6015 · Writers	\$19,299.94	\$14,400.00	\$2,266.66
6017 · Computer Services	-\$1,393.93	\$235.94	-\$235.94
6018 · Web-page Services	\$9,000.00		\$1,000.00
6020 · Production	\$72.42	\$880.00	\$370.00
6021 · Design-Other	-\$337.50		\$0.00
6025 · Printing	\$36,064.22	\$44,842.09	\$4,991.25
6025E · Electronic Publishing	-\$12,840.00	\$2,812.00	-\$2,812.00
6026 · Postage	\$8,824.65	\$30,493.52	\$1,173.14
6040 · Travel & Entertainment	-\$96.23		\$0.00
6041 · Meetings	-\$716.30		\$0.00
6046 · Employee/Member Goodwill	\$0.00		\$0.00
6040 · Travel & Entertainment	-\$404.20		\$0.00
6810 · Bad Debt Expense	\$0.00		\$0.00
	<b>\$58,419.31</b>	<b>\$109,887.21</b>	<b>\$7,362.77</b>

**Roundel expenses:  
January-December 2010**

		<b>November</b>	
	<b>RunningUnder/Over</b>	<b>November</b>	<b>MonthlyUnder/Over</b>
6005 · Salaries & Wages	-\$2,392.25		\$0.00
6010 · Outside Contractors - Other	\$0.00		\$0.00
6011 · Roundel Editor-in-Chief	\$0.00	9166.66	\$0.00
6013 · Roundel Design	\$1,555.90	7307	\$609.66
6015 · Writers	\$21,566.60	14950	\$1,716.66
6017 · Computer Services	-\$1,629.87	294.79	-\$294.79
6018 · Web-page Services	\$10,000.00		\$1,000.00
6020 · Production	\$442.42	840	\$410.00
6021 · Design-Other	-\$337.50		\$0.00
6025 · Printing	\$41,055.47	45924.19	\$3,909.15
6025E · Electronic Publishing	-\$15,652.00	-8000	\$8,000.00
6026 · Postage	\$9,997.79	9892.49	\$21,774.17
6040 · Travel & Entertainment	-\$96.23		\$0.00
6041 · Meetings	-\$716.30	224.8	-\$224.80
6046 · Employee/Member Goodwill	\$0.00		\$0.00
6040 · Travel & Entertainment	-\$404.20		\$0.00
6810 · Bad Debt Expense	\$0.00		\$0.00
	<b>\$65,782.08</b>	<b>\$80,599.93</b>	<b>\$36,900.05</b>

**Roundel expenses:**  
**January-December 2010**

	RunningUnder/Over	December	
		December	MonthlyUnder/Over
6005 · Salaries & Wages	-\$2,392.25		
6010 · Outside Contractors - Other	\$0.00		\$0.00
6011 · Roundel Editor-in-Chief	\$0.00	\$9,166.66	\$0.00
6013 · Roundel Design	\$2,165.56	\$7,307.00	\$609.66
6015 · Writers	\$23,283.26	\$12,900.00	\$3,766.66
6017 · Computer Services	-\$1,924.66	\$194.81	-\$194.81
6018 · Web-page Services	\$11,000.00		\$1,000.00
6020 · Production	\$852.42	\$840.00	\$410.00
6021 · Design-Other	-\$337.50		\$0.00
6025 · Printing	\$44,964.62	\$46,123.44	\$3,709.90
6025E · Electronic Publishing	-\$7,652.00	\$2,000.00	-\$2,000.00
6026 · Postage	\$31,771.96	\$28,554.37	\$3,112.29
6040 · Travel & Entertainment	-\$96.23		
6041 · Meetings	-\$941.10		\$0.00
6046 · Employee/Member Goodwill	\$0.00		\$0.00
6040 · Travel & Entertainment	-\$404.20		\$0.00
6810 · Bad Debt Expense	\$0.00	\$3,279.40	-\$3,279.40
	<b>\$100,289.88</b>	<b>\$110,365.68</b>	<b>\$7,134.30</b>



**Roundel expenses:  
January-December 2010**

	<b>RunningUnder/Over</b>
6005 · Salaries & Wages	-\$2,392.25
6010 · Outside Contractors - Other	\$0.00
6011 · Roundel Editor-in-Chief	\$0.00
6013 · Roundel Design	\$2,775.22
6015 · Writers	\$27,049.92
6017 · Computer Services	-\$2,119.47
6018 · Web-page Services	\$12,000.00
6020 · Production	\$1,262.42
6021 · Design-Other	-\$337.50
6025 · Printing	\$48,674.52
6025E · Electronic Publishing	-\$9,652.00
6026 · Postage	\$34,884.25
6040 · Travel & Entertainment	-\$96.23
6041 · Meetings	-\$941.10
6046 · Employee/Member Goodwill	\$0.00
6040 · Travel & Entertainment	-\$404.20
6810 · Bad Debt Expense	-\$3,279.40
	<b>\$107,424.18</b>

Advertising Ratios	Total size (including cover)	Ad pages	Advertising-to-Editorial Ratio	YTD Page average (ex cover)	Numbered pages (excluding cover)	Printing Cost	Print cost per page (inc cover)
January	132	34.74	26.32%	128	128	\$45,666.02	\$356.77
February	132	36.49	27.64%	128	128	\$43,012.84	\$336.04
March	132	46.58	35.29%	128	128	\$43,321.83	\$338.45
April	132	53.33	40.40%	128	128	\$46,371.97	\$362.28
May	140	54.91	39.22%	130	136	\$46,923.91	\$345.03
June	140	56.16	40.11%	131	136	\$44,847.87	\$329.76
July	140	53.49	38.21%	131	136	\$44,917.45	\$330.28
August	140	53.91	38.51%	132	136	\$50,548.74	\$371.68
September	140	47.49	33.92%	132	136	\$46,825.21	\$344.30
October	132	49.24	37.30%	132	128	\$44,842.09	\$350.33
November	132	43.41	32.89%	132	128	\$45,924.19	\$358.78
December	132	51.58	39.08%	131	128	\$46,123.44	\$360.34





Gary Davis

BMW CCA Club Racing

National Chairman

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January 7, 2011

To: National Board, BMW CCA

Executive Director, BMW CCA

Subject: Club Racing Chairman's Pre-meeting Report for January 15-16, 2011 National Board Meeting

**Travel**

January 14-16, 2011 to Dallas, TX for the BMW CCA National Board Meeting.

**Planned Travel**

None

**Racer's Advisory Committee**

Elections were held in October for the North Atlantic Region and for the South Central Region;

North Atlantic Representative: Ron Checca

South Central Representative: Dick Hunter

**National Staff**

No change

**Sponsorship**

Tire Rack remains as the title sponsor for 2 more years with an option for 3 more years.

**Rules**

Line-by line revision of the class rules for 2011 including a new class, the Sport Class, replacing the Stock Class.

**2010 Series Recap**

32 Races

6 Club Race Schools

333 Active Racers

**Finances**

2010 CR finances have been reviewed with a net gain.

2011 CR budget has been prepared with an anticipated net gain.

**2011 Objectives**

BMA CCA Club Racing will continue to provide a competitive atmosphere for BMW CCA members with a continued emphasis on safety.

A performance based contingency program will be established.

Continued focus on communication between the racers and the CR National Staff and Stewards.

Respectfully submitted

Gary Davis

Chairman, BMW CCA Club Racing

