

BMW CCA  
Board of Directors Meeting  
March 31, 2012  
Hyatt Regency  
Greenville, SC

BMW Car Club  
of America





**BMW Car Club of America  
Board Meeting  
Greenville, SC  
March 31, 2012**

***Agenda***

**Saturday, March 31st**

**08:00 Call to Order**

**Introduction:** Members, Guests.

**Minutes:** The minutes of the January 21, 2012 Board meeting were approved by vote of the Board on February 10, 2012. 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 & Presentations 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 Adjourn**

**BMW Car Club of America  
Board Meeting  
Greenville, SC  
March 31, 2012**

***Discussion Topics***

**1. National Events**

Oktoberfest

- 2012 – Columbus, OH & Mid Ohio
- 2013 – Laguna Seca
- Future

Chapter Congress

- Debrief

**2. Regional Events**

Updates:

- OBX CruZ
- The Vintage
- Pittsburgh Vintage Grand Prix
- Monterey Festorics Weekend August 2012
  - o Legends of the Autobahn
  - o Vintage Races
- Others?

New Requests

**3. National Programs and Services**

IT Update

- Status of conversion project

Club Racing

-

Driving Events

- Membership Requirement
- Incidents Update

Charity Matching Funds

Raffle

SIG's

Roundel:

**4. Policy and Administration**

Ombudsman update

**BMW Car Club of America  
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Tech Rep's update

Benefits Update

National Elections

- 2012 Status

Non-Geographical Chapters

- Request for non-geographical chapter status by Z-Club SIG
- Update & direction

Strategic Plan

- Discussion of notes from November meeting with chapter leaders.

BMW Clubs International

- Planning for 2012 meeting in Ashville, NC Sept 30-Oct 4, 2012

Insurance Update & Presentations

Operations Manual

- Breakout of DE and Autocross sections

**5. Foundation**

- Status of search for building
- Discussion of CCA's support and commitment to a fundraising campaign

**6. Financial**

2011 Update

2012 Update

**7. Chapter Issues**

Sunshine Bimmers - Update

Conference calls

Chapter probation report

Chapter toolbox

**8. Membership**

Membership Drive Update

Marketing

- Special Offer to CPO owners

**9. BMW of North America**

**10. New Business:**

**BMW Car Club of America  
Board Meeting  
Greenville, SC  
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**11. Future Meetings**

Board meetings –

June 16-17, 2012

Proposed:

Sept 17, 2012

January 12-13, 2013

Conference Calls (proposed dates)

April 26, 2012

May 24, 2012

**BMW Car Club  
of America**



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

March 24, 2012

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

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

**Travel:**

- Board Meeting – January 20, 2012 Monterey, CA
- Chapter Congress – Dallas, TX February 25-26, 2012

**Planned Travel:**

- Board & Annual Meeting – Greenville, SC March 30-April 1, 2012

Attached are my notes from the November meeting with select chapter leaders to discuss ideas where national can partner with the chapters. The discussions included ideas to assist chapters with the minimum standards (i.e. newsletter and website), improve communications, importance of club/chapter brand and image.

Respectively Submitted

Bruce Hazard

## ***Notes from November Meeting with Select Chapter Officers***

- Provide option to buy services from Nat'l for reduced rebate
- Membership standards for chapters:
  - Create Expectations
  - Success oriented
  - Performance based
  - Possible Criteria
    - member satisfaction
    - Retention rate
    - adherence to minimum standards
    - content on website landing page
  - Base a part of the rebate on meeting expectations and criteria
- Communication:
  - Quarterly updates on areas of interest to Chapters
  - Newsletter no longer best way to communicate to members
  - Use digital media for communication
  - Email management critical
  - Push Email Marketing
- Member Demographic groups:
  - Driving Enthusiast (DE & autocross)
  - DIY, Modifier, hands on
  - Social, families, women, business networking
  - Vintage
- Marketing:
  - Need to convey excitement/enthusiasm to new members.
  - Do the value proposition.
  - Use BMW LinkIn
  - Market on YouTube - video and calendar
- Forums:
  - Someone full time to be a resident mover to generate traffic.
  - Forum for dealers to market to members
  - Expand Forums
- Miscellaneous:
  - How can we do spontaneous events, drives, etc.





BMW Car Club of America, Inc.  
Steve Johnson  
Executive Vice President  
10848 La Alberca Ave.  
San Diego, CA 92127  
Telephone(858) 451-8906  
Email: evp@bmwcca.org

March 14, 2012

To: BMW CCA Board of Directors  
BMW CCA Executive Director

Subject: EVP Pre-meeting Report

Planned Travel:

BMW CCA Board Meeting Greenville SC  
M-fest, Las Vegas  
Spanish Landing Clean Car, San Diego  
Bimmerfest, Pasadena, CA  
Central CA Driving School, Buttonwillow

Past Travel:

To Dallas TX, Chapter Congress

Discussion: O-fest 2013, 2012

Virtual chapters

New SIG Request, Can Am Alpina Club

Funding of Monterey Events

Anderberg Memorial Proposal, Los Angeles Chapter

Respectfully Submitted,

Steve Johnson  
Executive Vice President, BMW CCA





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

March 27, 2012

To: BMW CCA Board of Directors  
BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

Travel: BMW CCA Board Meeting, March 30-April 1, 2012  
Planned Travel: BMW CCA Board Meeting, June 2012 – TBA

Preliminary Income Statement – Period Ending December 31, 2011

	January 1 – December 31, 2011	Budget
Ordinary Income/Expense		
Total Income	\$4,979,838.79	\$4,930,359.25
Total Cost of Goods Sold	1,270,740.49	1,403,813.26
Gross Profit	\$3,709,098.30	\$3,526,545.99
Total Expense	3,550,967.93	3,183,168.85
Net Ordinary Income	\$158,130.37	\$343,377.14
Net Other Income	(12,207.19)	\$(168,000.00)
Net Income	\$145,923.18	\$175,377.14

Preliminary Balance Sheet – as at December 31, 2011

Assets	
Total Current Assets	\$1,394,844.70
Total Fixed Assets	498,791.37
Total Other Assets	2,203,367.80
Total Assets	<u>\$4,097,003.87</u>
Liabilities & Equity	
Total Current Liabilities	\$3,293,071.72
Total Liabilities	3,293,071.72
Total Equity	803,932.15
Total Liabilities & Equity	<u>\$4,097,003.87</u>

The amounts reflected above do not include all year-end or audit/review adjustments.

Income Statement – Period Ending February 29, 2012

	January 1 – February 29, 2012
Ordinary Income/Expense	
Total Income	\$796,839.68
Total Cost of Goods Sold	<u>192,045.33</u>
Gross Profit	\$604,794.35
Total Expense	<u>578,571.28</u>
Net Ordinary Income	\$26,223.07
Net Other Income	<u>23,203.64</u>
Net Income	<u><u>\$49,426.71</u></u>

Balance Sheet as at February 29, 2012

Assets	
Total Current Assets	\$1,475,210.79
Total Fixed Assets	486,407.93
Total Other Assets	<u>2,209,575.12</u>
Total Assets	<u><u>\$4,171,193.84</u></u>
Liabilities & Equity	
Total Current Liabilities	<u>\$3,317,834.98</u>
Total Liabilities	\$3,317,834.98
Total Equity	<u>853,358.86</u>
Total Liabilities & Equity	<u><u>\$4,171,193.84</u></u>

Respectfully submitted,  
Louis Goldsman



**BMW Car Club of America, Inc.**  
**Darcy Yench**  
**Secretary**  
8925 N. Tennyson Drive  
Milwaukee, WI 53217  
414.352.3261  
secretary@bmwcca.org

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

March 24, 2012

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

**Subject:** Secretary Pre Meeting Report – March Board Meeting

**Travel:**

- Board Meeting – January 20, 2012 Monterey, CA
- Chapter Congress – Dallas, TX February 25-26, 2012

**Planned Travel:**

- Board & Annual Meeting – Greenville, SC March 30-April 1, 2012
- Board Meeting June 2012 TBD

Respectfully submitted,

*Darcy Yench*





**North Atlantic Regional Vice President**

334 Elmwood Avenue  
Wollaston, MA 02170  
617.696.1477  
northatlanticrvp@bmwcca.org

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

**Date:** March 25, 2012

**Subject:** North Atlantic RVP Pre-Meeting Report

**Travel & Expenses:**

- BOD Meeting Monterey, CA Expenses \$181.92
- Chapter Congress Dallas, TX Expenses \$103.91
- BOD/Annual Meeting Greenville, SC Airfare \$407.70

**Planned Travel:**

- BOD Annual Meeting Greenville, SC March 31, 2012

**RVP Discretionary Funds:**

- None Disbursed

**Chapter Probation Report:**

- None

**Newsletter Delinquencies:**

- Two pending

**Notes:**

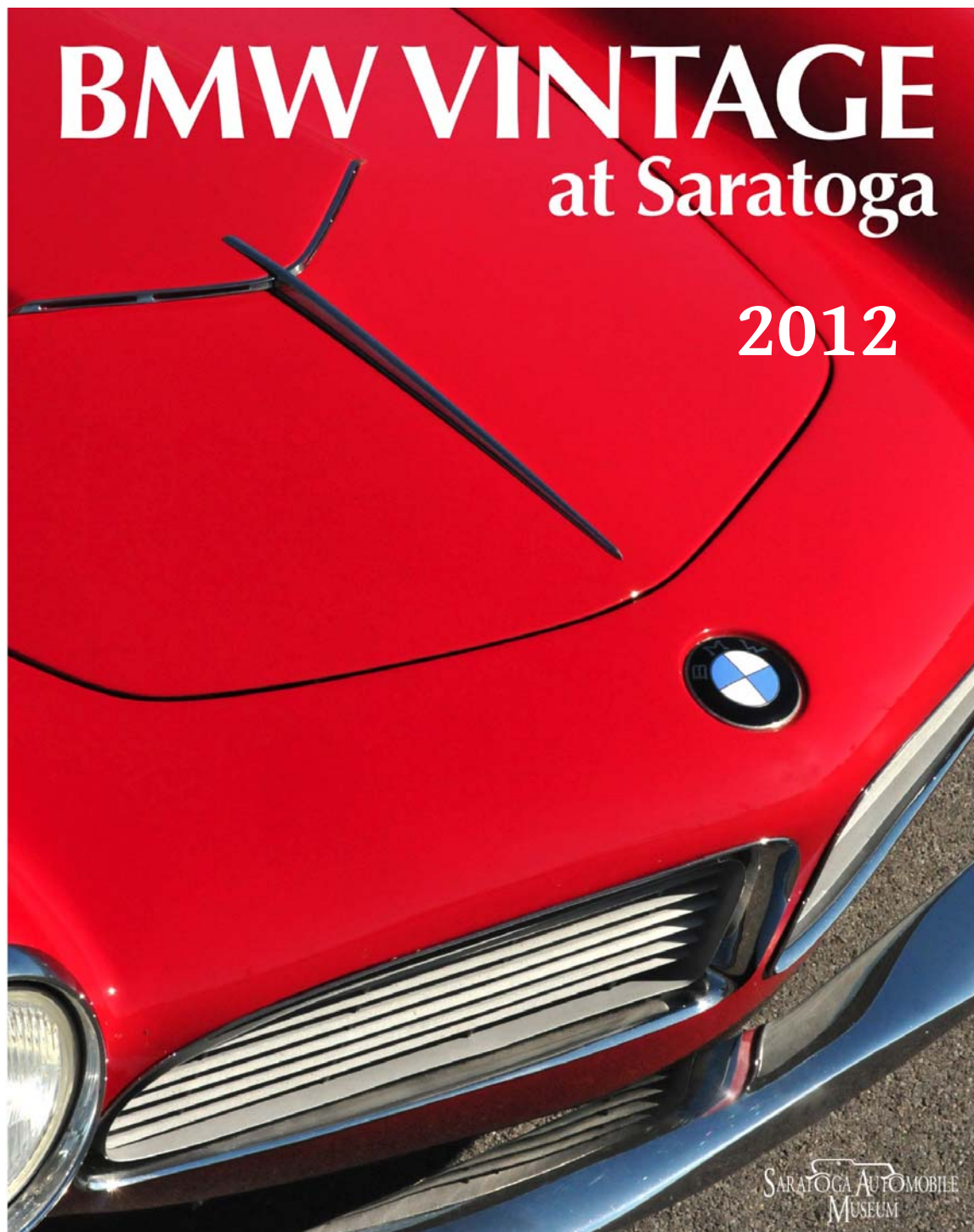
- Conference Call January 30<sup>th</sup> Fundraising what Chapters donate to the Community, 14 attended. Next Conference Call May 14<sup>th</sup> Bill Wade Speaker Street Survival Schools

Respectfully submitted,

*John E. Sullivan*







## **Request for Regional Status**

**Host** – Patroon Chapter BMW CCA

**Dates** – July 13th, 14th, and 15th, 2012

**Location** – Saratoga Springs, New York

Our Saturday gathering will be held on the grounds of the Saratoga Automobile Museum.

**Description** – For the past two years Vintage at Saratoga has invited owners of classic cars to come together and experience three days of vintage BMW automobiles, driving, camaraderie and enjoyment in a beautiful park setting. This is a wonderful opportunity to promote the club to the general public and recruit new members. Since its beginning our numbers have grown each year along with our charitable contributions.

**Activities** –

Friday, July 13th

Events will include an afternoon drive around the Historic Saratoga area and then into the Adirondack Mountains. The drive will allow participants to experience beautiful vistas on some exciting backcountry roads.

On Friday night we will host a meet and greet dinner at a local restaurant. This part of the weekend has proven to be an extremely popular event. It allows time for old friends to reconnect and for all to establish new contacts.

Saturday, July 14 –

Cars will gather on the lawn at the Saratoga Automobile Museum. This is a non-judged show that allows owners and spectators to walk among beautiful cars and share their love and knowledge of vintage BMWs. Included will be our very popular charity auction which benefits the BMW Foundation.

Sunday, July 15 –

We come together once again for a drive along the Hudson to a German Bier Garden located in downtown Albany to enjoy a traditional German breakfast and say goodbye before heading home.

**Target audience/participant base –**

As we have for the past two years we plan to draw participants from the entire North Atlantic Region of the club as well as Canada. Earlier events have drawn cars from Toronto to Maryland.

**Request** – Once again we are asking BMW CCA National for designation as a regional event. Over the past two years we have raised approximately three thousand dollars to help support organizations that include the BMW Foundation and the Hole in the Woods Camp. We will again donate all profits to charity this year. Status as a BMW CCA Regional Event and financial contribution from National have helped Vintage at Saratoga achieve the success that it has. We ask for your support again in 2012.

## **Budget**

### **Revenues**

Sponsorship	\$1,000.00
Registration (100x\$20.00)	\$2,000.00
BMW CCA	\$500.00
"Day of" registration (20x\$25.00)	\$500.00
Auction proceeds	\$1000.00
Total	\$5,000.00

### **Expenses**

Ad banners	\$75.00
Printing of programs	\$200.00
SAM	\$1250.00
Tech speaker	\$200.00
Posters	\$50.00
Charity	\$3,225.00
Total	\$5,000.00



**North Central Regional Vice President**

15106 Kampen Circle

Carmel, IN 46033

317.513.0788

northcentralrvp@bmwcca.org

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

**Date:** March 19, 2012

**Subject:** North Central RVP Pre-Meeting Report

**Travel & Expenses:**

January 2012 Board Meeting (Monterrey CA, \$435.34)

2012 Chapter Congress (Dallas TX, \$0.00)

**Planned Travel:**

March 2012 Board Meeting/Annual Meeting (Greenville SC, 3/30/12)

2012 Oktoberfest event preparation (Columbus OH, 4/6/12)

June 2012 Board Meeting (TBA, 6/23/12)

**RVP Discretionary Funds:**

\$2,800 earmarked to fund chapter president or designee to attend chapter event elsewhere in region (\$200 per chapter times 14 chapters) between 4/1/2012 and 12/31/12.

**Chapter Probation Report:**

One chapter (St. Louis) has applying for non-profit reinstatement (revoked by IRS due to not having filed Form 990s).

**Newsletter Delinquencies:**

(3) chapters' newsletters are ~1 month overdue, but all are in process of publication.

**Notes:**

Region-level email blast of upcoming chapter events is under development, following consensus support/commitment from chapters to provide content.

Respectfully submitted,

*Michael Lingenfelter*





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

March 27, 12

To: Board of Directors, BMW CCA  
Executive Director, BMW CCA  
From: Jeff Cowan, Pacific Region RVP  
Subject: Pre-Meeting Report, January 2012 Board Meeting

Chapter Issues:

- None
- See attached proposal from LA Chapter for the Anderberg Friend of BMW CCA Award - a points-based system to encourage volunteer participation in the club.

Delinquent Newsletter status

- Steven sent emails to several Pacific Region chapters indicating he may not have the current issues and asked for confirmation of current issues. Only Sacramento hasn't replied and I have followed up.
- Hawaii responded but admitted they were late and are working on it now.

Completed Travel:

- None

Planned travel:

- Greenville, SC March board meeting

Discretionary funds committed:

- \$500, Rattlesnake for SSS

Discretionary funds planned:

- TBD

Regards,

Jeff Cowan





# Anderberg Friend of BMW CCA Award <sup>(a)</sup>

Three winners each year <sup>(b)</sup>

## **First Place**

Something fancy (grill badge, plaque, ? ? )

Lapel pin

Bio in Roundel <sup>(c)</sup>

Listed on National website

Name/chapter added to perpetual trophy kept at National

## **Second and Third Place**

Lapel pin

Sidebar Bio in Roundel (more coverage for 2<sup>nd</sup>, less for 3<sup>rd</sup>)

Listed on National website

Name/chapter on perpetual trophy kept at National

## **Honourable Mention** (places 4-10)

Lapel pin

Top person from each chapter listed on National website

The Los Angeles Chapter will:

1. Chose the final design <sup>(d)</sup> for the 'fancy' item as well as the lapel pin.
2. Chose the final design <sup>(e)</sup> for the perpetual trophy.
3. Finance the production of #1 and #2.
4. Pay a one time fee to National for a portion of the new programming costs (point tracking benefits all chapters therefore LA shouldn't incur entire cost).
5. Finance the annual cost of inscribing yearly plates for trophy.
6. If absolutely necessary, pay for the Roundel space to assure timely publication.

BMW CCA National will:

Develop/maintain the programming to track points

1. Develop/maintain the programming to allow members to enter their points
2. Provide a suitable place to display Perpetual Trophy <sup>(f)</sup>
3. When ever feasible, take the Perpetual Trophy to National and Regional events
4. Add in referred member points

Chapters will:

1. Make entries on the National Events website in a timely manner.
2. Verify a chapter member's points when asked to, or if a member seems to have an inordinate number of points <sup>(g)</sup>
3. Encourage their members to enter their points promptly and accurately

Members will:

1. Update their points promptly and accurately
2. Try to get as many points as they can

Points awarded for:

- Referring new member (10 points)
- Serving on the Chapter or National Board (annual elected or appointed position) (8)
- Chairing <sup>(h)</sup> or co-chairing a Chapter, Regional or National event (5)
- Holding a Lifetime membership (4)
- Working at a Chapter, Regional or National event (3)
- Attending a Chapter, Regional or National event (includes club race) (2)
- Having an article or photos published in a Chapter newsletter (1)
- Having an article or photos published the Roundel (1)

We have awarded points in the order that we believe would have been most important to the Anderbergs. First and foremost, they always put membership flyers on any BMW's they saw. All BMW's were important to them, but BMW model cars were Leif's greatest love. They encouraged people to plan events, but attending an event was just as important to them.

In addition to awarding the Anderberg Friend of the BMW CCA award, having a central place on the National website will be of great benefit to those chapters who are using point system to encourage participation, especially larger chapters. <sup>(i)</sup>

A score display (top 10 places like that you see on a video or arcade game), could be placed on the National website. <sup>(j)</sup> In addition to being familiar to the younger members <sup>(k)</sup>, the score display would also spur the more competitive types to get more points so they can keep their names on the top ten list.

Chapter events listed on the National website would automatically be listed in the Points compiler. (See *addendum I*), and the chapter administrators could add others to as appropriate. This may encourage chapters to enter all their scheduled events to the National calendar (which, in turn, would keep the Landing Pages updated). As long as the chapter administrators entered their events, the score card could show all events from all chapters. This might encourage someone to attend an event hosted by a nearby chapter.

Points would be the same whether the event was held by your home chapter, by another chapter or was a National or Regional event, as long as that event was open to all CCA members. <sup>(l)</sup> Although Leif and Fia Anderberg were passionate about the BMW ACA, Los Angeles, they were equally passionate about BMW clubs in general. They attended as many BMW club events as they could.

- 
- (a) We aren't married to this name – it's open for discussion.*
  - (b) Jan to Dec makes the most sense to us, but again, it's open to suggestions.*
  - (c) Their BMW CCA bio, not their life history.*
  - (d) If we got our act together in time, we would be happy to open the design competition to any CCA member.*
  - (e) As above.*
  - (f) If there's no room in the National Office, the Foundation Offices would also work.*
  - (g) If possible, a column could be added to the Chapters' monthly reports for current points. Or maybe just an Accumulated Points Report could be issued once every 3-4 months so a Chapter administrator could check it over. It could be a combined report for all chapters. I haven't quite figured out this part yet.*
  - (h) If someone has already received points for an annual position, they don't get more points for doing that job. Being the appointed Autocross Course Designer gets you 8 points, but you don't get another point each time you put on an Autocross.*
  - (i) The LA Chapter used a point system for a couple of years. It was a nightmare to administer. The same people had to attend every event in order to maintain some sort of consistency in record keeping. If the record keepers missed an event, they had to rely on someone else taking names and forwarding the list. Apparently all attendees were doctors as very few of the signed in names were legible. They didn't know their membership numbers. Non-members signed in. They signed in non attendees. They argued at the end of the year. I wouldn't try maintaining attendance points again without a centralized system.*
  - (j) The Chapter's Landing Page could show the top ten for the Chapter. If there is an appropriate place to display the top ten over all, that would be good too.*
  - (k) We really, really need more young members.*
  - (l) Chapter Congress, DEC Meetings, etc, would not be counted since they are not open to all members.*

Addendum 1 - This is a suggestion for allowing members to track their points. Obviously the National IT team would have to design something that worked with the current website. If it was located on each members Profile Page, the member could update it just like they can update their address or cars owned.

<b>Compute your points by checking the appropriate box and completing the blanks.</b> (Verification will be requested from your Chapter Administrator as needed.)				
<b>Members Referred:</b>		<b>Total Points</b> <i>(referrals * 10) + (positions * 7) + (events organized * 5) etc, etc.</i>		
<b>Positions Served this year</b> (include all annual elected or board appointed positions. Add your title if it isn't listed)				
<input type="checkbox"/> President	<input type="checkbox"/> Club Racing Rep	<input type="checkbox"/> Tour Director	<input type="checkbox"/> Other	
<input type="checkbox"/> Vice President	<input type="checkbox"/> Newsletter Editor	<input type="checkbox"/> Technical Rep	<input type="checkbox"/> Landing Page Editor	
<input type="checkbox"/> Treasurer	<input type="checkbox"/> Webmaster	<input type="checkbox"/> Art/Graphic Director	<input type="checkbox"/>	
<input type="checkbox"/> Secretary	<input type="checkbox"/> Member or Officer at Large	<input type="checkbox"/> Meeting Coordinator	<input type="checkbox"/>	
<input type="checkbox"/> Membership Chair	<input type="checkbox"/> Area Rep/ Liaison	<input type="checkbox"/> Advertising/ Marketing	<input type="checkbox"/>	
<input type="checkbox"/> Activities Chair	<input type="checkbox"/> HPDE Chair/Registrar/Instructor	<input type="checkbox"/> Communications	<input type="checkbox"/>	
<input type="checkbox"/> Social Director	<input type="checkbox"/> Autocross / CCC Chair/Registrar/Instructor	<input type="checkbox"/> TRSS Coordinator	<input type="checkbox"/>	
<b>Event Date</b>	<b>Event Name</b>	<b>Hosting Chapter</b>	<b>Organized/Worked/Attended</b> (check one only)	
xx/xx/xx	Ladies Only Driving/Spa	National Event	<input type="checkbox"/>	<input type="checkbox"/>
xx/xx/xx	Autocross	River City Bimmers	<input type="checkbox"/>	<input type="checkbox"/>
xx/xx/xx	Concours/Clean Car	Bluegrass	<input type="checkbox"/>	<input type="checkbox"/>
xx/xx/xx	Garage Tour	Central Cal	<input type="checkbox"/>	<input type="checkbox"/>
xx/xx/xx	Ice Fishing in your BMW	Genesee Valley	<input type="checkbox"/>	<input type="checkbox"/>
xx/xx/xx	Driving School	Green Mountain	<input type="checkbox"/>	<input type="checkbox"/>
xx/xx/xx	Driving School	Lone Star	<input type="checkbox"/>	<input type="checkbox"/>
xx/xx/xx	Meet & Greet	Los Angeles	<input type="checkbox"/>	<input type="checkbox"/>
xx/xx/xx	Oktoberfest	National event	<input type="checkbox"/>	<input type="checkbox"/>
xx/xx/xx	Legends/Autobahn	Pac. Regional Event	<input type="checkbox"/>	<input type="checkbox"/>
xx/xx/xx	Wine Tasting	Rattlesnake	<input type="checkbox"/>	<input type="checkbox"/>
xx/xx/xx	Driving School	Rocky Mt	<input type="checkbox"/>	<input type="checkbox"/>
xx/xx/xx	Vintage	S. Atlantic Reg. Event	<input type="checkbox"/>	<input type="checkbox"/>
xx/xx/xx	Autocross	San Diego	<input type="checkbox"/>	<input type="checkbox"/>
xx/xx/xx	Autocross	Sandpiper	<input type="checkbox"/>	<input type="checkbox"/>
xx/xx/xx	Hold'em Dine & Deal	Sin City	<input type="checkbox"/>	<input type="checkbox"/>
<b>Articles and/or Photos Published in Roundel or in a Chapter Newsletter</b>				
<b>Publication Date</b>	<b>Publication Name</b>	<b>Page # or Article Title</b>	<b>Points</b>	
xx/xx/xx	Roundel	Red Wheels - Are They for You?		
xx/xx/xx	Hoosier Tracks	Slaying the Dragon		
xx/xx/xx	Tejax Trax	Three Dudes Tour		
xx/xx/xx	Gesundheit	Return to Goodwood		

Don't see an event you attended? Contact the Chapter's Board of Directors and ask them to update the list.



**BMW Car Club  
of America**



BMW Car Club of America, Inc.  
Dan Baker  
South Central Region Vice President  
5307 Windham Springs Court  
Houston, TX 77041  
southcentralrvp@bmwcca.org

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

**Date:** January 10, 2012

**Subject:** South Central RVP Pre-Meeting Report for March, 2012 BOD Meeting

**Planned Travel:**

- BOD Meeting, Greenville/Spartanburg, March 2012
- Flat Out Driving School/Autocross/Car Show, Regional Event, Heartland Park, Topeka, KS, June 8-10, 2012

**Past Travel:**

- Chapter Congress / DEC Meeting, Dallas – Fort Worth, TX

**Relevant Notes:**

Need to resolve the miscommunication/misunderstanding that still exists within the chapters regarding membership requirements to participate in BMW CCA events.

The regional realignment issue is now officially settled and put to bed. The chapters that were fighting the realignment are now happy to be part of the South Central Region (I only stated this because I actually received that very comment in writing from the chapter presidents).

Still following up with Lone Star regarding their tax status issue.

Have a couple of chapters with newsletter delinquencies, should be cleared up shortly.

Respectfully Submitted

Dan Baker





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:** March 16, 2012

**Subject:** South Atlantic RVP Pre-Meeting Report for March 31, 2012 Board meeting.

**Travel & Expenses:**  
Chapter Congress at DFW

**Planned Travel**  
Attend BOD and Annual Meeting in Greenville March 31 – April 1, 2012

**RVP Discretionary Funds - None**

Chapter Probation Report: None

**Newsletter Delinquencies : Many- working with Steven.**

Sunshine Bimmers is quiet. They had officers at the Chapter Congress and have begun holding events. Legal stuff is progressing but nothing to report at this time.

National Capital is planning on a corral at the Baltimore Grand Prix again this year.

OBX Cruz and the Vintage are progressing well. Vintage will be at the same location as last year and on the same weekend.

Respectfully submitted,

Paul Dunlevy







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

Re: March 31, 2012 Board Meeting – Greenville, SC

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

Since our January meeting the Master Report for chapter membership statistics has been completed and chapters now have access to their pertinent information in one place.

We are now in the testing phase of the Auto Renew modification and are on schedule to launch by June of 2012. The Workflow Modification mentioned in my January report is on hold until after the completion of Auto Renew. Stephen Elliott will address both of these in his report.

The website will receive a slider on the benefits page instructing members to log in to access their affinity benefits. In line with what was discussed at the Congress we are also ready to add a map that will identify all BMW Centers and Independents whom offer discounts to our members.

### **ROUNDEL**

As of this meeting we have 5 different redesigns of *Roundel* to view. As the magazine is our greatest single asset these 5 designs need not be the end of our review process. My recommendation is to temporarily shelve our plans for new digital formats until after we complete the redesign.

In terms of its online presence we need to better integrate *Roundel* into the website. Timely posting of articles, news bits and columnist profiles and comments is needed here. A lively *Roundel* presence on the website would provide members and non-members alike a reason to visit [bmwcca.org](http://bmwcca.org) on a regular basis and cause the club to become a part of their routine.

### **MEMBER SERVICES**

Soon we will offer members the ability to download temporary and replacement cards from the website. Hard plastic member cards will thereafter be available and sent to members upon renewal. The designs for these two projects are complete and we are nearly ready to implement both.

### **TECHNICAL SERVICE ADVISORS**

Paul Muskopf of National Capital has asked to join the TSA's.

My name is Paul Muskopf. I received a BS in Mechanical Engineering from University of Virginia, 2004. I currently work as a Senior Engineering Technician at Luna Innovations in Charlottesville, VA. I am also the owner of Moosehead Engineering, a company dedicated to designing aftermarket parts for vintage and modern BMWs. In the past, I worked for several years as a BMW tech at two independent repair shops in VA, and held five ASE certifications (now lapsed as I no longer work in the field.) I have spent much time on various online forums as [mooseheadm5](mailto:mooseheadm5) answering difficult tech questions for BMW owners, including the BMW CCA forum, [MyE28.com](http://MyE28.com), [318ti.org](http://318ti.org), [r3vlimited.com](http://r3vlimited.com), and [Bimmerforums](http://Bimmerforums). I am currently the tool steward for the Blue Ridge chapter of the BMW CCA. I look forward to helping current and future members with their tech issues via email or through the new BMW CCA forums.

Paul Muskopf  
[mooseheadm5@yahoo.com](mailto:mooseheadm5@yahoo.com)

TSA Chair Terry Sayther supports Paul's request. Additionally, Terry suggests converting the current TSA system of phone support to an online/forum based service.

#### **STAFFING**

Jackie Bechek has joined the staff as our new Director of National Events.

#### **RAFFLE**

Raffle for 2012 will begin in June. We are awaiting the prices of the M5 and M6.

#### **DE/CHAPTER CONGRESS/CLUB RACE STEWARDS MEETING**

On the weekend of February 24-26 the Club held a joint leadership development congress with the officer corp of our chapters including their driving events personnel. At the same time Club Race held its leadership meeting. With 300 in attendance we touched on topics ranging from membership/leadership development to print and merchandise options.

Special thanks to Marylinn Munson and her Membership Recruitment and Retention Committee for their preparation and delivery of fantastic sessions on membership. Mike Lingenfelter led our afternoon leadership development program with dynamic case studies and an enlightening presentation on branding.

Wendie Martin of Enthusiast Media offered each chapter professional solutions for their newsletter printing and merchandising opportunities. Several are chapters working her to lower their print costs and to offer merchandise.

DEC Chair Neil Maller and his team did a first rate job presenting a DE Conference that was informative and offered an atmosphere conducive to a free exchange of ideas.

#### **OKTOBERFEST 2012**

I am pleased to say that planning is well underway and in spite of some difficult negotiations with the host hotel we are close to announcing the agenda registration. Mid-Ohio will be our host track and the event will kick off on September 17<sup>th</sup> and officially conclude on September 23<sup>rd</sup>. Buckeye Chapter will be our hosts and we can expect a warm welcome and wonderful week in Ohio.

#### **REGIONAL EVENTS**

We have Regional Event status requests for The Vintage at Saratoga and OktoberFast. John Sullivan will provide details in his report.

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

**Roadside Assistance** had been available through Nations Safe Driving since November 2008. Program cost began at \$3.00 per member per month or \$36.00 per year and provided coverage for the member, spouse and up to three children. Before ending in December of 2012 the program cost was \$4.00 per member per month or \$48.00 per year.

Unfortunately, as previously discussed this program was being heavily utilized to the point that it was costing the provider so much that it was no longer economically viable.

Chubb insurance has offered a similar service providing unlimited flat bed service to "registered" vehicles owned by members. Each occurrence would have a 25 mile limitation and emergency road side assistance benefits would be limited to \$100.00 per occurrence.

**UPDATE: Since January we have continued to negotiate with Chubb and pricing and plan services have gotten better. We are now comparing to another service.**

### **PRE-PAID LEGAL SERVICES**

Thru Club Member David Wollman has proposed an affinity benefit to provide Identity Protection and Pre-Paid Legal services to club members. The combined plan would cost members \$25.90/month. For each member who opts into the program the Club would earn an affinity return in the first year of service of just under \$50.00 per member. In the second year of a members' service the club would net approximately \$3.00 per member.

### **HPDE INSURANCE 2011**

Although it's very early in the HPDE season, BMW CCA participation is slightly up from this point last year. The single-event policies continue to be very popular, but the participation level seems to be directly tied to the level of promotion the hosting chapter does for the program. It does seem to me that the larger driving events tend to promote the program more, see higher participation at their events, and we sell more policies to participants. I think there is some correlation between event success and promotion of the insurance program (member benefit). We continue to offer discounts for BMW CCA members participating in the program.

The multi-event policies we introduced last year are continuing to grow in popularity. We offer 4 options: 6, 9, 12, and 15-event packages. We launched two new benefits/changes effective 3/5/12 that apply to both single and multi-event policies: the deductible was lowered from 10% to 5%, and we added Rental Reimbursement coverage.

Here is our production so far for the 2012 season:

BMW CCA HPDE Insurance Production		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-12	0	\$ -
Feb-12	27	\$ 101.94
Mar-12	37	\$ 152.28
Apr-12	0	\$ -
May-12	0	\$ -
Jun-12	0	\$ -
Jul-12	0	\$ -
Aug-12	0	\$ -
Sep-12	0	\$ -
Oct-12	0	\$ -
Nov-12	0	\$ -
Dec-12	0	\$ -
Annual / multi-event policies	18	\$ 389.76
<i>Total</i>	82	\$ 643.98

BMW CCA HPDE Insurance Production		
2011		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-11	0	\$ -
Feb-11	14	\$ 30.66
Mar-11	54	\$ 166.40
Apr-11	68	\$ 224.78
May-11	77	\$ 275.68
Jun-11	82	\$ 294.36
Jul-11	42	\$ 128.84
Aug-11	59	\$ 196.90
Sep-11	112	\$ 407.00
Oct-11	91	\$ 298.14
Nov-11	11	\$ 43.20
Dec-11	7	\$ 20.40
Annual / multi-event policies	56	\$1,462.24
<i>Total</i>	673	\$3,548.60

## MEMBERSHIP

One feature of the new website is the ability to track how our members come to us.

How did you hear about us?	Count of Members
Bimmer Magazine	379
BMW CCA Website	1,309
Car and Driver Magazine	110
Link from Another Website	86
Search Engine	60
Sports Car Market Magazine	31
Word of Mouth	3,602

### **March 2011 March Madness Promotion**

Our March Madness lapsed member promotion recaptured 324 members breaking down as follows:

236 1 YR Members  
56 2 YR Members  
32 3 YR Members

### **December 2011 Lapsed Member Appeal/JingleBulb Promotion**

In December of 2011 BMW CCA ran a membership drive to recapture lapsed members in association with Stealth Auto. Combined with a discounted membership rate the first 100 respondents received a free set of bulbs from Stealth Auto. Every respondent after that received a 50% discount on those bulbs. The results were as follows:

Member Type	Count
PRIMARY1YR	289
PRIMARY2YR	79
PRIMARY3YR	34
<b>Total Primary</b>	<b>402</b>
ASSOC1YR	11
ASSOC2YR	3
ASSOC3YR	4
<b>Total Associate</b>	<b>18</b>
<b>Total Members</b>	<b>420</b>

**September 2011 Lapsed Member Appeal** – utilizing the discount feature that is built into our new database we were able to launch our most successful E-Rejoin campaign to date. During the last 4 days of September 231 lapsed members rejoined the club from one e mail. All 231 rejoined online because we were able to send them a link allowing them access to their old membership record.

With iMIS similar offers could only be accomplished by asking the member to call, fax or mail a renewal application to the office.

The breakdown of renewals was as follows:

1 year 165  
2 year 46  
3 year 20

### **2011 Membership Drive**

2213 referrals made by 1454 referrers

**Trial Membership Program** – The sample issue has been sent to the printers and with BMW NA's final approval can be in their hands within two weeks.



## **BMW CAR CLUB OF AMERICA TRAVEL AND OTHER EXPENSE REIMBURSEMENT POLICY**

### **1. Purpose.**

The Board of Directors of the BMW Car Club of America recognizes that the Board Members and Staff may be required to travel or incur other expenses from time to time to conduct Club business and to further the mission of this non-profit organization. In addition, there are times (ex. Chapter Congress) where members of the BMW Car Club of America may be required to travel. The purpose of this Policy is to ensure that (a) adequate cost controls are in place, (b) travel and other expenditures are appropriate, and (c) to provide a uniform and consistent approach for the timely reimbursement of authorized expenses incurred. It is the policy of the BMW Car Club of America to reimburse only reasonable and necessary expenses actually incurred.

When incurring business expenses, the BMW Car Club of America expects Board Members, Staff, and/or Members to:

- Exercise discretion and good business judgment with respect to those expenses.
- Be cost conscious and spend the Club's money carefully.
- Report expenses, supported by required documentation, as they were actually spent.

### **2. Expense Report.**

Expenses will not be reimbursed unless the individual requesting reimbursement submits an Expense Report using the standard expense reimbursement form found on the Club's web-site. The Expense Report, which shall be submitted within thirty days of the completion of travel if travel expense reimbursement is requested, must include receipts.

### **3. Receipts.**

Receipts are required for all expenditures billed directly to the BMW Car Club of America, such as airfare and hotel charges. No expense in excess of \$25.00 will be reimbursed unless the individual requesting reimbursement submits with the Expense Report written receipts from each vendor (not a credit card receipt or statement) showing the vendor's name, a description of the services provided (if not otherwise obvious), the date, and the total expenses, including tips (if applicable).

### **4. General Travel Requirements.**

#### **A. Advance Approval.**

All trips involving air travel must be approved in advance by the Board President (or the ED or DFO for staff members or Chapter Members), with the exception of air travel for Board Members to board meetings (booked in accordance with the lowest fair option) or travel that falls within the RVPs discretionary travel budget. Mileage reimbursements related to events within a board member's region, and de minimis charges for these events. *All travel* cost in excess of the Board Members annual budgetary travel allowance shall be approved in advance.

## **B. Personal and Spousal Travel Expenses.**

Individuals traveling on behalf of the BMW Car Club of America may incorporate personal travel or business with their Club-related trips; **however**, travel shall not arranged at a time that is less advantageous to the BMW Car Club of America or involving greater expense to the BMW Car Club of America in order to accommodate personal travel plans. Any additional expenses incurred as a result of personal travel, including but not limited to extra hotel nights, room charges, additional layovers, meals or transportation, are the sole responsibility of the individual and will not be reimbursed by the BMW Car Club of America. Expenses associated with travel of an individual's spouse, family or friends will not be reimbursed by the BMW Car Club of America.

## **5. Air Travel.**

### **A. General.**

Air travel reservations should be made no greater than 90 days in advance and no less than 21 days in advance (unless approved by the Board President for the Board or ED or DFO for staff and Chapter Members) in order to take advantage of reduced fares. BMW Car Club of America will reimburse or pay only the cost of the lowest coach class fare actually available direct, non-stop flights from the airport nearest the individual's home or office to the airport nearest the destination (If non-stop flights are unavailable or the lowest fair flight is at an unreasonable hour, Members are allowed to select a reasonable, low fare alternative.) Surcharges for premium seating are not reimbursable.

### **B. Frequent Flyer Miles and Compensation for Denied Boarding.**

Personnel traveling on behalf of BMW Car Club of America may accept and retain frequent flyer miles and compensation for denied boarding for their personal use. Individuals may not deliberately patronize a single airline to accumulate frequent flyer miles if less expensive comparable tickets are available on another airline.

## **6. Lodging.**

Board members and staff traveling on behalf of BMW Car Club of America may be reimbursed at the single room rate for the reasonable cost of hotel accommodations (Rates in excess of \$125 per night, before tax, shall be preapproved by the Board President for Board travel). Convenience, the cost of staying in the city in which the hotel is located, and proximity to other venues on the individual's itinerary shall be considered in determining reasonableness. Board members and personnel shall make use of available corporate and discount rates for hotels. "Deluxe" or "luxury" hotel rates will not be reimbursed.

## **7. Out-Of-Town Meals.**

Board members and staff traveling on behalf of BMW Car Club of America are reimbursed for the reasonable and actual cost of meals (including tips and excluding alcohol).

## **8. Ground Transportation at Destination.**



Board members and staff are expected to use the most economical ground transportation appropriate under the circumstances and should generally use the following, in this order of desirability:

### **Courtesy Cars**

Many hotels have courtesy cars, which will take you to and from the airport at no charge. The hotel will generally have a well-marked courtesy phone at the airport if this service is available. Travelers should take advantage of this free service whenever possible.

### **Airport Shuttle or Bus**

Airport shuttles or buses generally travel to and from all major hotels for a small fee. At major airports such services are as quick as a taxi and considerably less expensive. Airport shuttle or bus services are generally located near the airport's baggage claim area.

### **Taxis**

When courtesy cars and airport shuttles are not available, a taxi is often the next most economical and convenient form of transportation when the trip is for a limited time and minimal mileage is involved. A taxi may also be the most economical mode of transportation between an individual's home and the airport.

### **Rental Cars**

Car rentals are expensive so other forms of transportation should be considered when practical. Travelers will be allowed to rent a car while out of town provided that the cost is less than alternative methods of transportation or if necessary for Club business while in the area.

## **9. Personal Cars.**

Board members and staff are compensated for use of their personal cars when used for Club business. When individuals use their personal car for such travel, including travel to and from the airport, mileage will be allowed at the currently approved IRS rate per mile. In the case of individuals using their personal cars to take a trip that would normally be made by air, e.g., Minneapolis to Milwaukee, mileage will be allowed at the currently approved rate; however, the total mileage reimbursement will not exceed the sum of the lowest available round trip coach airfare. In addition, for extensive trips where it would be more economical to obtain a rental car vs. the standard mileage reimbursement, Board Members and staff would be reimbursed at the lower of the cost to obtain a rental car or standard mileage reimbursement.

## **10. Parking/Tolls.**

Parking and toll expenses, including charges for hotel parking, incurred by Board Members and staff traveling on Club business will be reimbursed. The costs of parking tickets, fines, car washes, valet service, etc., are the responsibility of the traveler and will not be reimbursed. On-airport parking is permitted for short business trips of no more than two days. For extended trips, board members should use off-airport facilities.

## **11. Entertainment and Registration Fees.**

Reasonable expenses incurred for business-related entertainment will be reimbursed only if the expenditures are approved in advance by the Board President or ED. Reasonable registration fees for Club related events within the Board Members region (up to the Board Members approved budget) will be reimbursed. In addition, registration fees for the Oktoberfest social package will be waived (participation in driving events will not be reimbursed).

## **12. Other Expenses.**

Reasonable Club-related telephone and fax charges of Board Members and staff are reimbursable. In addition, reasonable and customary gratuities that are not covered under meals may be reimbursed.

## **13. Non-Reimbursable Expenditures.**

BMW Car Club of America maintains a strict policy that expenses in any category that could be perceived as lavish or excessive will not be reimbursed, as such expenses are inappropriate for reimbursement by a nonprofit organization. Expenses that are not reimbursable include, but are not limited to:

- Travel insurance.
- First class tickets or upgrades.
- When lodging accommodations have been arranged by BMW Car Club of America and the individual elects to stay elsewhere, reimbursement is made at the amount no higher than the rate negotiated by BMW Car Club of America. Reimbursement shall not be made for transportation between the alternate lodging and the meeting site.
- Limousine travel.
- Movies, liquor or bar costs.
- Membership dues at any country club, private club, or similar recreational organization.
- Participation in or attendance at a sporting event (unless specifically detailed above), without the advance approval of the Board President or designee.
- Purchase of sporting equipment.

# **BMW CAR CLUB OF AMERICA EMPLOYEE HANDBOOK**

## **INTRODUCTION**

Please familiarize yourself with the contents of this Handbook and use it as a reference. If you have any questions about the Handbook or any other issue relating to your employment, please contact the Executive Director.

This Handbook contains current information about the BMW Car Club's general policies, all of which are reviewed periodically and are subject to change without written notice. This handbook supersedes any Handbooks or management memoranda previously issued on subjects covered in the Handbook. To the extent any information in the Handbook conflicts with any applicable law, the law governs.

The information in this Handbook is a guideline only. This Employee Handbook does not create any contract rights and is not a guarantee of any kind. We do not guarantee your employment for any definite period of time. No representative of the BMW Car Club of America can make any oral promises regarding the length or conditions of your employment. Either you or the BMW Car Club of America can terminate your employment at any time for any reason.

## **ABOUT THE BMW CAR CLUB OF AMERICA, INC.**

BMW CCA was founded by several Boston-area BMW enthusiasts in 1969 just as BMW of North America was increasing its sales with the 2002, a fast and fun 2-door sedan. The Club began as an owner-support network and has grown to include owners nationwide of classic and current models. BMW CCA offers a comprehensive range of services and maintains strong, independent relationship with BMW of North America.

BMW, the manufacturer, began in Munich in the early years of this century, with motorcycle and aircraft engine production. In the 1920's they bought the Dixi Works, and began their line of cars. By the 1930's they were a world-renowned manufacturer. The end of W.W.II brought hard times and the company suffered throughout the 1950's, despite producing some high-quality V8s, including the legendary sports convertible. Recovery in the early 1960's grew out of placing their reliable motorcycle engine in a small sedan, the 700, and the sports sedan concept beginning with the 1600/2002.

Since the Club was formed, its primary objective has been to provide its members with an enhanced BMW experience by providing services, support, information, and activities that promote camaraderie and encourage social awareness and responsibility.

The routine business management of the club is conducted by a board of nine directors elected by the membership. In turn, the Board oversees the Executive Director of the Club.

The Executive Director, under direction of the Board of Directors, has responsibility for executing policies established by the Board and overseeing the paid staff and operation of the national office.

## **MEDIA RELATIONS**

It is important that inquiries by the media in relation to the club be handled in accordance with the following policy:

All inquiries should be referred to Frank Patek (the “Spokesperson”). As the Company’s chief spokesperson, the Spokesperson will respond directly or designate another party to serve as spokesperson. The Spokesperson also will direct the process by which a response is determined or position taken. If the Spokesperson is not available, inquiries should be referred to the President or the Managing Editor of *Roundel* magazine.

This policy covers all forms of responses to the media, including “off the record” and anonymous statements.

## **EMPLOYMENT POLICIES**

The BMW Car Club of America, Inc. is an equal opportunity employer and is committed to providing equal opportunity in all phases and aspects of your employment. All employment decisions are made on a non-discriminatory basis, based on job related qualifications and ability to perform the job, and without regard to race, color, national or ethnic origin, sex, marital status or sexual orientation, age, disability, religious or political beliefs, veteran status, or any other factors which cannot lawfully be the basis for an employment decision.

## **SEXUAL HARASSMENT POLICY**

It is the goal of the BMW Car Club of America to promote a workplace that is free of sexual harassment. Sexual harassment of employees occurring in the workplace or in other settings in which employees may find themselves in connection with their employment is unlawful and will not be tolerated by this organization. Further, any retaliation against individuals for cooperating with an investigation of sexual harassment complaint is similarly unlawful and will not be tolerated.

## **GRIEVANCES**

Every once in a while, circumstances may occur that cause you to question other people’s actions or decisions. It is to address these situations, however rare they may be, that we have a grievance procedure that you may use.

If you have a grievance, the first person to speak to is your immediate supervisor. If that supervisor does not handle the situation in a manner that you feel is appropriate, or if the problem is regarding your supervisor, make an appointment to discuss it with the President.

Under no circumstances should you be concerned about addressing any matter with the President. He will investigate the matter and make a decision that will be fair and equitable for everyone. In this instance, you should not be concerned about “going over someone’s head” everyone will attempt to make a decision to the best of their ability and encourage you to reach the next level if you are uncertain about the decision that is reached.

In the extraordinary circumstance that you feel some action is taken against you for carrying a grievance to a higher level, please address your concern to the President.

## **PERSONNEL RECORDS**

Each employee is responsible for notifying the Executive Director of any changes in address, telephone number and/or family status (i.e. births, marriage, divorce, etc.) for insurance benefit purposes.

Personnel files are the property of the BMW Car Club of America, Inc and access to the information they contain is restricted. Employees who wish to review their own file should submit a written request to the Executive Director.

## **HOURS OF WORK, COMPENSATION AND WORKING CONDITIONS**

### **HOURS OF OPERATION**

The BMW Car Club of America is open from 8:30 AM to 5:30 PM Monday through Friday. A one-hour lunch break may be taken between 11:30 AM and 2:00 PM coordinated amongst the staff so that there is adequate telephone coverage.

### **OVERTIME/COMPENSATORY TIME**

From time-to-time employees may be asked to work overtime, or to attend weekend events. Employees of the BMW Car Club of America that are classified as professional (exempt) employees shall receive compensatory time. There is no overtime pay for professional employees. To honor that time which takes employees away from family or personal activities on the weekends or holidays BMW CCA offers employees "comp" time to compensate for those hours worked in support of BMW CCA. Exempt employees may accrue comp time to a maximum of 120 hours. However, in the event that an employee is required to work/travel during a weekend, compensatory time will be afforded to the employee for time spent. Compensatory time must be taken within six (6) months of the event. If an employee has made every reasonable effort to use the compensatory time, but has been unable to use the time due to job constraints, at the discretion of the Executive Director (or the Board President in the case of the Executive Director), the employee may be compensated for this time based on their equivalent hourly rate \* the hours forfeited. These evaluations will be made as of June 30<sup>th</sup> and December 31<sup>st</sup>, semi-annually. **Evaluation of time forfeited does not guarantee any form of compensation.**

1. Travel time (i.e., those hours spent by staff members in route to a meeting at an off-site location either by air, rail, or automobile) will be limited to a maximum of 4 hours comp time for exempt employees.
2. Non-exempt (hourly) employees will be compensated at a rate of 1.5 times their current hourly rate for all actual hours worked on weekends in support of BMW CCA activities. Nonexempt staff **do not accrue**

**comp days as they are compensated monetarily for their time worked on weekends.**

3. Exempt (salaried) staff are limited to a maximum accrual of 8 hours of comp time per weekend day or holiday worked in addition to any travel time.

Comp time balances are not paid when an employee separates from BMW CCA.

With the pre-approval of their supervisor, and in exceptional cases, exempt staff may choose to come in and work one or both weekend days. Comp time will be accrued as agreed to prior to the work commencing.

Employees of the BMW Car Club that are classified as hourly (non-exempt) who work more than 40 hours in a work week as a result of scheduled over-time specifically authorized in advance by their supervisor, shall receive overtime compensation. When authorized in advance, non-exempt employees are paid overtime compensation for hours worked in excess of 40 hours in a working week. In calculating the basic 40 hours, paid holidays and paid vacation time will be included.

## **PAYROLL**

Employees are paid monthly on the 15<sup>th</sup> and the on the last day of the month. If the either day falls on a weekend, the Friday prior will be payday.

Direct deposit is available to all employees.

Bonuses may be provided from time-to-time for performance above and beyond the call of duty, or as a holiday gift.

## **PERFORMANCE/SALARY REVIEW**

During the first year of employment, you will receive a six-month and twelve-month review, conducted by your direct supervisor. After that, reviews will be on an annual basis. Salary determinations are made by the Executive Director based on budgetary considerations.

The annual performance review will cover the employee's performance since the last previous review and contain a development plan for the next review period. All annual and interim reviews will be discussed with the employee. If any individual should feel the review is not reflective of his/her performance during the period of evaluation, the employee may discuss the matter with the reviewer or the Executive Director, who should prepare a memo of such discussion. The employee can appeal his/her disagreement with the performance review to any member of the BMW CCA Executive Committee (President, Executive Vice President, Treasurer or Secretary).

## **401K RETIREMENT PLAN**

The BMW Car Club of America offers employees an opportunity to participate in the company's 401K Retirement Plan. The company will match up to 5% of an employee's contribution. You can contribute 15% of your salary, and up to 5% of that will be matched. The Plan requires you to complete one thousand hours of service with the employer (six months), and to attain the age of 21. Upon satisfying those requirements you will become eligible to participate in the Plan. Eligible employees may roll over 401K or IRA plans from previous employers.

## **ACCIDENTS AND INJURIES**

All accidents must be reported. If you receive an injury requiring medical attention, notify the Executive Director at once.

## **HOUSEKEEPING**

Sanitation and cleanliness are extremely important. Everyone is collectively responsible for the appearance of the office. The key word is everyone. Everyone must pick up after himself or herself. Look around and notice your surroundings and let's all make an effort to keep this a workplace we can be proud of.

## **DRESS CODE**

A neat, tasteful appearance contributes to the positive impression you make on our members. We usually do not deal with anyone other than by telephone or electronic means, so business casual attire is acceptable. If a business meeting is scheduled for the office, professional business attire is required. When working offsite – for instance attending a meeting, please observe what the members are wearing and dress appropriately.

Jewelry and fragrance must be kept to a minimum. We expect all employees to be well groomed meaning: being bathed, having brushed teeth and deodorant applied.

The following attire is inappropriate: tattered or soiled clothing, t-shirts with vulgar inscriptions, swim or exercise wear.

## **PERSONAL LIFE AT WORK**

Another part of being a professional is that when you walk in the door to begin working, you leave your personal life at the door. This doesn't mean that you don't have friendly conversations with your co-workers, or that you can't make arrangements to meet with co-workers outside of work. However, highs and lows in your personal life should not have an effect on your performance on the job.

## **SOLICITATION**

Solicitation of any employee by another employee during work time is prohibited. Work time is when an employee is being paid to work. Trespassing, solicitation or distribution of literature by a non-employee to a car club member, or employee on the club premises is forbidden. Solicitations to purchase products or services (candy bars, magazine subscriptions, Girl Scout cookies) are also prohibited.

## **SMOKING**

The National Office is a non-smoking office.



## **PHONE CALLS**

All National Office staff should answer the telephone in a courteous manner while identifying themselves by name. The toll-free line is reserved only for orders for new and renewing memberships, membership information requests or for special promotions on occasion. Other callers on that line should be politely informed of this policy and given the 864 250-0022 number.

Employee's personal telephone calls are to be limited. Personal calls can be received and made as long as your work is not being affected, they are kept to a minimum, and you are not running up long distance charges. Certainly, during meetings and busy times, calls must be strictly limited and messages will be taken.

## **ABSENCES AND PUNCTUALITY**

Tardiness puts a strain and a burden on your fellow employees. Constant tardiness will not be tolerated and could be grounds for dismissal. If you are five minutes past your scheduled time, you are late. The office opens at 8:30 AM, you should be at your desk with your computer on, ready to begin the day at 8:30 AM.

The ability to perform our jobs often depends on the work and dependability of others. Consequently, all employees are expected to be at work promptly and regularly. Absenteeism causes problems for all employees.

Don't be a "No Show". If you are unable to work, call the office or the Executive Director.

## **SNOW DAYS**

The BMW CCA National office is easily accessible via main routes; it is expected that you come into work. In the extremely rare and unlikely event that there is such a significant snowfall that roads are impassable, the Executive Director will notify you that the office will be closed either the evening before, or prior to 7:30 AM the morning of the storm. If it starts snowing after you've arrived, arrangements will be made so everyone can get home safely. If the office is open and you do not, or cannot come in, the day will be counted as a vacation day, or a day without pay, if you prefer.

## **HOLIDAYS**

### ***OFFICIAL HOLIDAYS***

The BMW Car Club's observance of holidays is closely aligned with the U.S. Postal Service:

New Year's Day  
Martin Luther King Day  
President's Day  
Memorial Day  
July 4th  
Labor Day  
Columbus Day  
Veteran's Day  
Thanksgiving  
Thanksgiving Friday

*Christmas and New Year's*

When Christmas or New Year's Day fall on Saturday they will be observed on the preceding Friday, and should those days fall on Sunday, they will be observed on the following Monday. To be eligible to be paid for any holiday, an employee must be on active status (not on leave of absence) as of the date designated of observance of the holiday.

### ***UNOFFICIAL HOLIDAYS***

The following "unofficial holiday" requires that at least two persons be at the office to cover the telephones. We open on these days using a skeleton crew - which rotates fairly amongst the staff:

Christmas Eve Day (1/2 Day) New  
Year's Eve Day (1/2 day)

## **SICK DAYS**

All employees have instances where illness occurs or times where a dependant parent, spouse, or child that requires their direct assistance. In an effort to maintain the health of the entire staff, please avoid coming in the Office when you have a contagious illness. If this occurs, call your immediate supervisor as soon as you can to let them know you are going to be out sick. If you can, please try to reach him/her at home before 8:30 AM, if you are unable to do so, please call the office to let someone know you will not be in. Excessive absenteeism is grounds for dismissal.

PTO will be used for absences related to illness.

## **PTO/VACATION POLICY**

The purpose of Paid Time Off (PTO) is to provide employees with flexible paid time off from work that can be used for such needs as vacation, personal or family illness, doctor appointments, school, volunteerism, and other activities of the employee's choice. Employees may use time from their PTO bank in hourly increments. Time that is not covered by the PTO policy, and for which separate guidelines and policies exist, include

company paid holidays, bereavement time off, required jury duty, and military service leave. PTO is accrued bi-monthly in accordance with the following:

0-4 years service = 4.17 hours per pay period (this is the equivalent of 2 weeks vacation and 6 sick days)

5-9 years service = 5.83 hours per pay period (this is the equivalent of 3 weeks vacation and 6 sick days)

> 10 years service = 7.5 hours per pay period (this is the equivalent of 4 weeks vacation and 6 sick days)

Executive 0-9 years service = 5.83 hours per pay period

Regular part time staff's accrual of PTO in accordance with the above schedule, prorated by their percentage of full time employment. In addition, employees may have a negative PTO balance of 40 hours upon prior approval of the Executive Director.

Annual PTO balances in excess of 160 hours as of December 31<sup>st</sup> will be forfeited. If an employee has made every reasonable effort to use their PTO, but has been unable to use the time due to job constraints, at the discretion of the Executive Director (or the Board President in the case of the Executive Director), the employee may be compensated for this time based on their equivalent hourly rate \* the hours forfeited. These evaluations will be made as December 31<sup>st</sup>, annually. **Evaluation of time forfeited does not guarantee any form of compensation.**

## **JURY DUTY**

In accordance with applicable law, any employee required to be absent from his/her employment due to jury duty shall be paid his/her scheduled wages for up to five days of such jury duty. Such absence shall be supported by a statement signed by the clerk of the court certifying to each day of such duty.

Employees serving as jurors for longer than ten working days and personnel with less than three months service will be granted a leave of absence for jury duty without pay.

## **UNPAID LEAVE POLICY**

The BMW CCA recognizes that there may be occasions when an employee needs to request leave for reasons not provided elsewhere in the Handbook. Under these circumstances, the BMW CCA will endeavor to assist the employee, if it is not inconsistent with the needs of the BMW CCA. An employee must have been employed or at least one year to be eligible to request unpaid leave.

Ordinarily a leave of absence may not exceed 30 days, including any vacation time or sick time taken as part of the leave. Any employee taking a leave of absence in excess of two (2) weeks must use any unused vacation or sick time as part of that leave, but, again, in no event shall the total leave exceed thirty (30) days. Return to work after 30 days will result in termination.

A leave of absence is approved with the understanding that you intend to return to work at the conclusion of the leave every effort will be made to place returning employees in the same or similar position if possible.

If your previous job is not available when returning from leave, the BMW CCA will attempt to offer a

comparable position. Compensation will be based on the position's responsibilities. However, the Car Club is not obligated to create an opening for you. If you are offered your former position or a comparable one and do not accept the offer, you will be terminated by the BMW CCA. During any period of leave, the BMW CCA retains the right to fill, alter or eliminate a vacant position, if required by business needs. In addition, an extended leave may affect accrual of certain benefits.

## **FUNERAL LEAVE**

An employee may charge time off taken for the purpose of attending the funeral of a family member against accumulated PTO.

## **TELEWORKING**

### **Telecommuting Policy**

The BMW CCA considers teleworking to be a viable alternative work arrangement in cases where individual, job and supervisor characteristics are best suited to such an arrangement. Telecommuting allows employees to work at home, on the road, or in a satellite location for all or part of their regular workweek. Telecommuting is a voluntary work alternative that may be appropriate for some employees and some jobs, but not for others. It is not an entitlement and it is not a company-wide benefit. Telecommuting in no way changes the terms and conditions of employment with the club. Please review the BMW CCA Teleworking Agreement at the end of this manual for details.

## **TRAVEL POLICY**

### **PERSONAL AUTOMOBILE USAGE**

If you use your own car for authorized club related business, reimbursement is at the current rate allowed by the U.S. Government. For long-distance trips the reimbursement will not exceed the lowest 21-day advance excursion airfare available from major airlines at the time of the trip. Tolls and reasonable parking charges will also be reimbursed. Gasoline, repairs and general wear and tear are factored into the mileage reimbursement.

### **TRAVEL GUIDELINES**

When traveling long distance for the Club, it is expected that you fly the least expensive 21-day excursion available, providing it doesn't create undue scheduling hardships. All meals are reimbursable, not to exceed \$10.00 for breakfast, \$15.00 for lunch and \$25.00 for dinner. BMW CCA will pay for food and lodging for extra travel days, providing it reduces the airfare by an amount equal to or greater than the cost of the food and lodging required for that period.

### **EXPENSE REPORTS**

In order to receive reimbursement for travel and other out of pocket expenses, it's required that you submit all receipts along with a completed BMW CCA expense report to the Executive Director. Any reimbursement requested for expense not approved in advance should be explained in detail. Approved reimbursements will be made within a week of submission.

## **BENEFITS**

Please note that the following information is provided by way of summary only. Full details of all company-sponsored programs are available from the Executive Director.

## **HEALTH & DENTAL INSURANCE**

All employees working in excess of 32 hours per week are entitled to participate in the group health plan, Blue Cross/Blue Shield (note: the insurance carrier maintains the right to accept or deny coverage.) and Securian Dental. The BMW Car Club of America will pay 100% of the premium charged for fulltime employees (40 or more hours per week) and family members. Part-time employees are responsible for the payment of a portion or the entire premium, based on average hours worked per month. Speak with your Supervisor concerning this matter.

## **LONG TERM DISABILITY INSURANCE**

All employees working in excess of 32 hours per week are entitled to participate in the group LTD plan paid 100% by BMW Car Club of America. Please see your supervisor regarding details of this plan.

## **TUITION REIMBURSEMENT**

BMW CCA will offer tuition reimbursement of up to \$1,500.00 per year for courses taken relevant to your position with the club. The Executive Director will make the determination of relevancy. Reimbursements will be made only upon verification of a grade of B or better.

## **WORKER'S COMPENSATION**

Worker's compensation is provided for all employees. This insurance provides for medical and hospital care resulting from an accident while on the job. If an employee is unable to work while recovering from such an injury, worker's compensation will pay a weekly amount subject to the laws for Massachusetts Worker's Compensation. Earned sick time will not be deducted. Accidents must be reported to the Executive Director and the employee must file an official accident report within 24 hours. Workers compensation is administered by the state.

## **RESIGNATION/TERMINATION**

### **UNEMPLOYMENT COMPENSATION**

Under the Employment security act of 1970, the BMW Car Club of America will provide benefits to employees who are eligible. Employees do not contribute to the cost of this program. The program is administered by the State of South Carolina.

### **DISCIPLINE/TERMINATION**

Since employment with the BMW Car Club of America is at will, both the employee and the BMW CCA have the right to terminate employment, with or without cause at any time.

### **DRUGS AND ALCOHOL**

The BMW CCA will not tolerate the use, sale, dispensing or possession of illegal drugs. Prescription drugs are allowed only if they do not interfere with your job performance. The possession of any illegal drug will result

in immediate dismissal.

While on duty, employees may not consume alcoholic beverages. Employees cannot arrive or return to work under the influence of alcohol. Any employee who consumes alcoholic beverages while on duty, or who shows up for work under the influence will be sent home and will face possible termination.

## **BENEFITS CONTINUATION**

The BMW Car Club of America complies with State Continuation of coverage, which allows a separated employee to continue coverage of health and dental insurance for up to 6 months, paid 100% by the separated employee.



## **BMW CCA Teleworking Agreement**

The goal of the association is to identify ways that technology can create working conditions that will increase productivity while continuing to ensure quality customer service for the membership.

Teleworking is one such method. Teleworking is a cooperative work arrangement whereby an employee can work from home or another work site outside of the national office. Such a work at home arrangement is a privilege, not an entitlement, and may be authorized only by the Executive Director. Teleworking is not appropriate for every position or every employee. Individuals who are permitted to telecommute must be in positions where the employee's daily presence in the office is not required and where the responsibilities of the position principally involve independent work. Only those individuals who have demonstrated a significant amount of self-discipline will be permitted to telework. While the BMW CCA anticipates that most telework arrangements will be suitable only for exempt employees, the club may also consider requests for a telework arrangement for non-exempt employees.

### ***Minimum Eligibility Requirements:***

- At least six months of service with the BMW CCA
- History of outstanding work performance and self-discipline

### ***Terms and Conditions:***

- The work can suitably be performed away from the association headquarters, the employee's absence will not interfere with his/her primary duties and obligations, and the business and functions of the club will not be negatively impacted by this arrangement.
- The employee must be available at home by phone, e-mail and/or fax during regular business hours between 8:30 – 5:30, and must be able to satisfy the club's commitment to prompt and excellent customer service.
- Staff supervised by the employee must be informed by the employee of her/his schedule and whereabouts, and must know how to contact the employee at all times during business hours. Teleworkers must make their home business number(s) available to staff so the teleworkers may be called directly if necessary.
- The employee's salary, benefits and job responsibilities are not affected by participating in a teleworking arrangement, and the use of leave must be arranged according to current association policies and procedures.
- A non-exempt teleworking employee is not allowed to work more than eight hours in a day without prior specific written approval from his/her team leader.
- The teleworking arrangement may be temporarily or permanently modified or discontinued at any time at the discretion of the Executive Director.
- The employee has the right to withdraw at any time from the teleworking work arrangement upon reasonable prior notice to the association.
- The employee is required to report immediately any injury incurred while working at home for the club, just as an employee injured at the club's office would be required to do.
- The BMW CCA will have the right to inspect the teleworking premises after any injury to the employee that occurred during the performance of work for the club, or at any other time with reasonable notice to the employee.
- BMW CCA is not liable for damage to home office and/or equipment or any operating expense involved in setting up a home office.

***Logistics:***

- All costs associated with initial set-up and maintenance of the teleworking office including, but not limited to, hardware, software, telephone lines, modem, and other necessary equipment (including utility costs associated with the use of equipment within the home work site) are the responsibility of the employee. All equipment must be comparable and compatible with BMW CCA standards. The club will pay for software and licenses that go beyond the basic operational office suite, and are job specific.
- There should be a separate designated area within the employee's home that will be used only for teleworking, and which the employee will maintain in a safe manner. See attached Teleworking Office Guidelines. Employee must submit a proof of home liability insurance.
- The BMW CCA telephone credit card should be used for business related long distance telephone calls only, not for local calls. If a personal phone line is used, then a copy of the long distance calls made on behalf of the organization should be submitted for reimbursement.
- Personal disruptions such as non-business telephone calls must be kept to a minimum.
- Employees with small children or other dependents in the home must have appropriate childcare or other arrangements for their dependents, as teleworking is not a substitute for dependent care. Although an individual employee's schedule may be modified to accommodate childcare needs, the focus of the arrangement must remain on job performance and meeting business demands. Employees are encouraged to discuss expectations of teleworking with family members prior to entering into this agreement. Employee must provide a proof of childcare arrangements for children under the age of 12 or of eldercare arrangements where the employee is responsible for the care of older relatives during the workday.
- The employee agrees not to hold BMW CCA meetings at his/her work site because of insurance liability.
- The employee must attend all required meetings and reschedule a teleworking day at the last minute, if necessary, to meet the requirements of the position.
- All information, either hard copy or on the computer, must be maintained in a confidential manner, such as in a password-protected file or in a locked cabinet.
- BMW CCA will provide only those supplies that are readily available in the main office supply room.
- Use of the BMW CCA electronic communications systems (e.g., e-mail and internet) by the teleworker is subject to the club's general policies, including but not limited to the EEO policy.

**I have read, understand, and agree to abide by the terms of this agreement.**

, Executive Director Date

Date

## **Teleworking Office Guidelines**

Setting up a teleworking office requires some advance planning to ensure you have an adequate workspace and the necessary equipment and supplies. Important considerations to keep in mind when planning the telecommuting workspace are:

- The work area should be used only for the telework arrangement and should be a room or other area separate from the rest of the home.
- The work area must be quiet and free of distractions;
- Lighting must be adequate, and without glare;
- Distracting noise should be kept to a minimum;
- Your desk or worktable must be adequate, designed to safely accommodate the equipment you must use (computer keyboard, etc.);
- Comfortable chair with adequate back support (employer will not provide furniture for employee's home office);
- Equipment -Computer, fax, modem, printer, etc., - must be available for your exclusive use while telecommuting, and must be compatible with the equipment you use in your office at work.
- Software – you may only use software authorized by the BMW CCA for telework purposes.
- Supplies - the employee is not responsible for purchasing customary office supplies (paper, print cartridges, etc.) necessary for work performed at home. However, the employee must coordinate closely with the supervisor and director of administration and facilities regarding the use of BMW CCA supplies.

Be aware that the club is not responsible for insuring or repairing your equipment in your home.





## MARCH 2012 REPORT

**TO: BMW CCA BOARD OF DIRECTORS**

**FROM: Jackie Bechek, Director of National Events**

**Date: March 31, 2012**

**Place: Hyatt Hotel in Greenville, SC**

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BMW Car Club of America  
640 South Main St, Ste 201  
Greenville, SC 29601-2564

Tel 864-250-0022

Fax 864-250-0038

### STATUS UPDATE OF UPCOMING EVENTS

#### BMW CCA EVENTS

**May 26-27<sup>th</sup>: Winston-Salem Vintage Weekend:** Will work memberships/sales on Saturday; Spaten Beer promoted at event with other sponsors.

**July 13<sup>th</sup>-22<sup>nd</sup>: Pittsburgh GrandPrix/Schenley Park:** Working with Dan DelBianco (412) 781-0880 regarding Drivers' Reception, Volunteer Party, Schenley Park & Spaten Beer arrangements. Conference call on Chapter 3/27 re CCA tent and Spaten Sponsorship of events.

**August 17-19<sup>th</sup>: Monterey Festorics/ Laguna Seca :** Secured a rental home in Carmel Valley which sleeps 8-10. This home is large enough that it might provide home for Oktoberfest 2013 as well.

**September 17-23<sup>rd</sup> Oktoberfest Mid-Ohio:** Working on site for Concours with Eric Dicke of City of Westerville Park & Rec Dept. just ¼ mile from Hilton Polaris. On our site visit with Beechuks of Buckeye Chapter we discussed track layout and Sponsorship of Enthusiast Auto.

**October 3<sup>rd</sup> Int'l Council Dinner, Greenville, SC:** Secured Larkin's Cabaret Room for plated dinner from 6-9pm. Working with Billy Watson (864) 940-2788 of Larkin's. Met with Debbie Harbour on 3/22 at site to discuss location, menu and costs of evening.

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#### CCA MEMBER-ONLY TRIPS WITH PERFORMANCE CENTER

Our CCA member-only getaways with the Performance Center (PC) continue to be in very high demand, particularly for the Two Day M School which has sold out in 48 hours for each of the trips we ran in February, July, and September.

Over the past three years, we have run (8) trips which have resulted in the sale of (10) new BMWs from satisfied members who have enjoyed the driving experiences. The goals of these exclusive trips are to encourage CCA membership and retention, build brand loyalty, and encourage the BMW lifestyle.

**April 18-23<sup>rd</sup>: Ladies' Only Driving & Spa Getaway:** For women members of the CCA, we offer one full day of driving school at the BMW PC and then two days at the Grove Park Inn in Asheville, NC. Ladies drive back to SC through winding Blue Ridge Parkway and are escorted by instructors of PC.

**July 13-14<sup>th</sup>: Couples'/Co-Ed Driving Trip:** One day of driving school at the PC and then a second day driving up in the Blue Ridge Mts with a social luncheon at the summit. We also enjoy a CCA only dinner on Friday night and share stories of our chapters. (3 SLOTS OPEN)

**July 14-15<sup>th</sup>: Two Day M School:** We offer the same driving curriculum of the PC and add two CCA-member only dinners on Friday and Saturday nights. These dinners offer our members an additional social opportunity to meet other chapter members from around the country. (SOLD OUT)

**September 1<sup>st</sup>-2<sup>nd</sup>: Two Day M School:** We offered this Two Day M Program again, due to high demand, and it sold out as the other M programs have in 48 hours. (SOLD OUT)

**Future Plans for the CCA-Only Member Trips:** Will try to plan 4 annual trips with the PC for our members only. Getting the dates on the calendars of the CCA and PC well in advance will better suit our members' planning needs and ensure capacity of each trip.

\*\*\*\*\*

### **Goals of Event Planner**

#### **Top Priorities:**

1. **Support regional chapter events** through information, sponsors, or other resources;
2. Create **national events** to strengthen the BMW CCA community;
3. Create **exclusive events** which necessitate membership and encourage retention;
4. Create a **diversity of events** for our diverse membership: driver experiences and lifestyle opportunities;
5. **Provide information** and access to BMW brands and key employees;
6. Support **inter- and intra-chapter** member relationships.

#### **Challenges:**

1. **Dissemination** of information of events: members' better use of Digistrasse;
2. **Reduction** of excessive emails which lead to member fatigue;
3. **Timeliness** of information to help members plan better for events in the future.

## ADDENDUM

### SURVEY RESULTS FROM DEC/CHAPTER CONGRESS

Total started taking survey: 72 Finished: 68 (94.4%)

Keys: VS-Very Satisfied S-Satisfied US-unsatisfied

1. State of the Club 51.4% VS 34.7% S 6.9% US
2. Conference attended DEC 34.7% Chapter Congress 63.9% Club racing 1.4%
3. Chapter Congress (merch&printg) 50% VS 36.4% S 2.3% US
4. Chapter Congress (Breakout sessions)

Treasurer	34.2% VS	15.8% S	0% US
Social Media	60% VS	20% S	0% US
Recruit/Ret	52.3% VS	25% S	2.3% US
IT and Events	36.6% VS	34.1% S	2.4% US
5. Chapter Congress Case Studies

Volunteers	40.9% VS	36.4% S	2.3% US
Recruit/Ret	41.9% VS	41.9% S	2.3% US
Success plang.	35.7% VS	38.1% S	2.4% US
Conflict res.	39.5% VS	37.2% S	2.3% US
6. General Session

Membership	50% VS	26.2% S	2.4% US
Street Survival	66.7% VS	15.4% S	2.6% US

7. Regional Breakout Sessions

North Atlantic	40% VS	20% S	20% Neutral
North Central	25% VS	62.5% S	0% US
Pacific	31.3% VS	25% S	0% US
South Atlantic	12.5% VS	37.5% S	37.5% US
South Central	57.1% VS	28.6% S	0% US

8. Registration

Online reg.	63.6% VS	30.3% S	1.5% US
Airline res. Form	44.4% VS	28.6% S	0% US
Onsite reg.	63.5% VS	25.4% S	0% US
Comm. Natl office	59.7% VS	29.9% S	0% US



## **CONCLUSIONS:**

In analysing our recent survey of the DEC/Chapter Congress Survey, there are several notable conclusions:

Respondents were generally VERY SATISFIED across the Board when it came to Chapter Congress Breakout Sessions on the topics of Treasurer, Social media, Recruitment/Retention, and IT/Events. They were similarly VERY SATISFIED during the General Session in the topics of Membership and Street Survival. Respondents were also uniformly VERY SATISFIED with the Registration questions relating to online registration, airline reservation forms, onsite registration, and communications with the national office.

However, during the Chapter Congress Case studies, the results were more divided, and quite evenly at that—nearly half answering VERY SATISFIED and the other half just SATISFIED. Respondents were divided on their satisfaction on topic discussions relating to Volunteers, Recruitment/retention, Success planning, and Conflict resolution.

Repondents were also less satisfied during the Regional Breakout Sessions. Both of the North Central and South Atlantic Regions were only SATISFIED in their sessions, while the three other regions, North Atlantic, Pacific, and South Central remained VERY SATISFIED.





## Marketing Initiatives

### ***Preferred Partner Program with BMW Dealerships***

This program will expand our knowledge of all the dealerships throughout the country while growing our membership and providing a valuable service to our members. There are already several dealerships throughout the country that purchase memberships for their customers when they buy a car; our goal is to substantially grow this number through marketing outreach. In the process, we will gain a database of knowledge (dealership locations, discounts and services provided) and make it available on the CCA website.

BMW Car Club of America  
640 South Main St, Ste 201  
Greenville, SC 29601-2564

Tel 864-250-0022  
Fax 864-250-0038  
bmwcca.org

**National will contact all the chapter officers to obtain/compile a list of authorized dealers and independents that currently offer discounts to our members.** We will then highlight these “Preferred Partners” who support the club, thus creating a mutually beneficial program for the club, our members and the dealerships.

### ***Regional Event Promotion***

From the Pittsburgh Vintage Grand Prix to the Monterey Weekend, we are making an effort to nationally promote these events with flyers, postcards, advertisements and social media outreach.

In addition, (as discussed at Chapter Congress) National will release a quarterly newsletter of events based on region. In order to jumpstart this sequence and capitalize on the primary driving season, we will lump Q2 (April - June) and Q3 (July - September) together for the first release. **April 16th will be the deadline to submit events for this first issue;** with a target release date of Tuesday, May 1st.

Going forward, **chapters MUST submit their events for the upcoming quarter on the first Monday of the preceding quarter.** I.E. Q4 (October - December) events/dates are due on Monday, July 2nd.

### ***Weekly digiStrasse Coming In-house***

This transition will save money, generate advertising revenue and also provide a (much-needed) fresh take on this popular item. We are currently building a new email template for a mid-May launch.

### ***Oktoberfest Sponsorships & Vendors***

We are finalizing our pricing packages for vendors, and seeking local and national sponsorships.

### ***Radio / TV Spots with Radiate Media***

This trial program will feature the BMW CCA in radio and television spots to help drive membership by targeting our core demographics in major markets. The advertising will be during peak hours and loosely car-related...“Today’s morning traffic report is brought to you by BMW Car Club of America. The ultimate member club for the ultimate driving machine; visit [www.bmwcca.org](http://www.bmwcca.org)...” The following sheets show the proposed cities for media coverage, the costs associated and the reach in each market.





## **IT Report**

*March 2012*

### **Membership Database Update**

The Master Chapter Report has been corrected. The Chapter Officers received their first copy of the corrected report at the beginning of February.

Testing of the Auto Renewal modification is underway. I have provided my feedback from the initial round of thorough testing to CDC so that they can make corrections.

The workflow module to automate processes, and perform functions like sending an e-mail receipt from the backoffice, will be installed after the Auto Renewal modification is moved into Production.

I have completed the API documentation and provided it to Brian Ghidinelli at MSR and the Chapter representatives who had requested it.

I am very early in the process to automatically update the e-mail addresses in MagnetMail on a regular basis. This will benefit the Chapters in that they will no longer be forced to upload the list for themselves. I am still working out the details, so once I determine the frequency of the uploads and the names of the groups to which the uploads will be made, I will let the Chapters know. There are currently seven chapters that use MagnetMail: Buckeye, Lone Star, Michiana, New Jersey, Oregon Smoky Mountain, and Tarheel. Real Magnet is in the process of creating an account for Puget Sound.

### **Website Update**

I have added a Help feature to the Chapter Admin section of the website. It is presented in a frequently asked questions format and provides step-by-step instructions on how to perform functions such as updating the Chapter Landing Page. I plan to expand it to include more functions and even to expand it to include frequently asked membership questions.

The module to allow members to print their own membership cards has been pushed back slightly. We requested an estimate from our web vendor, Worthwhile, and it was far too expensive. I have found a PHP developer and will work with him to create the module. I am giving him one smaller project first so that he can gain an understanding of our system. Once the module is finished, a member may choose his/her desired background from the following six designs:

## Printable Membership Card Designs



*Stephen Elliott*

Stephen Elliott  
Director of IT  
BMW Car Club of America



BMW Car Club of America  
BMW CCA Club Racing  
Gary Davis  
National Chairman  
18159 Meridian Road  
Grosse Ile, MI 48138  
734-308-7299

March 22, 2012

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

Subject: Club Racing Chairman's Pre-meeting Report for the March 31-April1, 2012  
National Board Meeting.

Travel:  
Club Racing Steward Workshop- Dallas, Texas; February 25-26, 2012.

Planned Travel:  
None

Racer's Advisory Committee:  
No report

Appeals/Protests:  
None

New Activity:  
Steward Workshop; Dallas, Texas; February 25-26, 2012. Attended by every  
RAC Representative and every Steward (Competition, Technical and T&S)  
except one.

Initial race of the season- North American Challenge Race; Chuckwalla  
Raceway; March 17-18, 2012.

Respectfully submitted,

Gary Davis  
National Chairman  
BMW CCA Club Racing









**BMW Car Club of America  
Board Meeting Minutes  
Greenville, SC  
March 31, 2012**

**Attendees**

Current Board: Bruce Hazard – President, Steve Johnson – Vice President, Darcy Yench – Secretary, Louis Goldsman – Treasurer; John Sullivan – North Atlantic Regional VP; Michael Lingenfelter – North Central Regional VP; Jeff Cowan – Pacific Regional VP; Dan Baker – South Central Regional VP; Paul Dunlevy – South Atlantic Regional VP

Other Attendees Satch Carlson – *Roundel* Editor; Suzin Koehler – Art Director, Michael Slaff – Ad Manager, Dwayne Mosley – President Sandlapper Chapter/Chief Ombudsman

National Office staff: Frank Patek – Executive Director, Lindsey Jefferson – CFO, Jackie Bechek – National Events Coordinator Steven Schlossman, Stephen Elliott, Tricia Williams, Peggy Helmke, John Haverland

BMW CCA Foundation: Michael Mitchell

**Minutes:**

The minutes of the January 21, 2012 Board meeting were approved by vote of the Board on February 10, 2012. Reading of the minutes was waived.

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

- None

**Reports**

- President – no additions to pre-meeting report.
- Executive Vice-President – no additions to pre-meeting report.
- Secretary – no additions to pre-meeting report.
- Treasurer – no additions to pre-meeting report.
- South Atlantic Regional Vice President – discussed conference call with the Sunshine Bimmer Chapter
- North Atlantic Regional Vice President – no additions to pre-meeting report.
- Pacific Regional Vice President – no additions to pre-meeting report.
- South Central Regional Vice President – no additions to pre-meeting report.
- North Central Regional Vice President – no additions to pre-meeting report.
- Executive Director - no additions to pre-meeting report.
- Roundel - no additions to pre-meeting report.
- Driving Events Committee – no report submitted
- Club Racing - no additions to pre-meeting report.

**1. National Events**

**Oktoberfest**

- 2012 – Columbus, OH & Mid Ohio – Jackie Bechek –
  - o Oktoberfest registration opened 3/31/12
  - o City of Westerville Community Center will host the Concours.
  - o Enthusiast Auto Group owned by Club Members Evan and Eric Keller will be sponsors of this year's Oktoberfest.

**BMW Car Club of America  
Board Meeting Minutes  
Greenville, SC  
March 31, 2012**

- Dunlop has expressed interested in once again sponsoring Ofest Driving Schools.
- Satch Carlson talked to Albert Biermann VP of M Brand about the possibility of M Brand involvement at Oktoberfest.
- 2013 – Laguna Seca – Golden Gate Chapter expressed interest in running some of the events at their recent board meeting and will follow up with Jeff Cowan. San Diego Chapter has expressed interest in hosting the Autocross.
- A decision regarding revenue sharing has not been decided. Jeff Cowan and Darcy Yench will prepare a follow up recommendation.
- Future Oktoberfest planning – Indianapolis Speedway expressed an interest in hosting Oktoberfest, through Hoosier Chapter. Hutchison Island in Savannah is a possibility but the hotel costs are prohibitive. COTA, Circuit of the Americas in Austin would be a potentially attractive location when it becomes available. Site investigation is an ongoing process. Discussion regarding changes to the format of Oktoberfest reflecting a desire for a unique attribute for each year's event..
- Some years ago, a committee made recommendations on how to proceed with ideas for change/improvement. **Steven Schlossman will follow up with Steve Johnson to share these ideas.**

Chapter Congress

- Debrief - This was a good event with three groups meeting at the same time. Survey results were provided for review.
- Friday night's discussion of membership requirements for participation in paid events diffused the air and set the tone for the weekend.
- Going forward, should we have regional congresses? North Central is all for this. Should they be in the fall? Frank and the RVP's will begin planning and setting up the regional caucuses for the coming year. We need to make sure that the same information is being presented at all regional congresses. We would like to see alternating years with regional then whole group. People that are going to be running/or newly elected can attend to learn about the club's working.
- The RVPs will head up the regional chapter caucus for fall late 2013 and get potential dates to Jackie for finding hotels, etc. North Central is looking at the dates 1) Jan. 19-20 2013 in Detroit or 2) Feb. 16-17, Chicago (both auto show weekends)

## **2. Regional Events**

Updates:

- OBX CruZ
- The Vintage – first event of the year with Spaten sponsorship with a similar format as last year.

Pittsburgh Vintage Grand Prix - No discussion

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BMW CCA Monterey Weekend – August 17 – 19, 2012. Legends of the Autobahn and Festorics are now being combined under the name BMW CCA Monterey Weekend.

- Legends of the Autobahn – held at Rancho Canada on August 17<sup>th</sup>. Hopefully BMW NA will be able to show the new M5 and M6 at the event. Other show cars may be available.
- Festorics will occur on August 18 and 19 as a part of the Monterey Motorsport Reunion at Laguna Seca.

-John Sullivan - Requested regional status for:

- Patroon Chapter Vintage July 13-15
- Green Mountain Chapter's OktoberFAST October 5-7

**John Sullivan made a motion granting regional status to 1) Patroon Chapter's Vintage at Saratoga event July 13-15 and 2) Green Mountain Chapter's OktoberFAST. Motion was 2<sup>nd</sup> by Paul Dunlevy Vote 9 for 0 against, motion carries.**

**Michael Lingenfelter nominated Windy City Chapter's Vintagefest in Chicago on Sept. 9<sup>th</sup> for regional status, Motion was 2<sup>nd</sup> by Darcy Yench. Vote: 9 in favor, 0 opposed, motion carries.**

### **3. National Programs and Services**

IT Update – Stephen Elliott

- Status of conversion project - The data in the master chapter report has been corrected and the first report went out just prior to Chapter Congress.
- A version of Auto Renewal has been tested and sent back for further development, due no later than next week.
- Renewal thank you letters will go out after this is finalized.
- Automated receipts for orders/renewals taken by phone will be available sometime after the Auto Renewal functionality is complete API – Application Program Interface is available for those that need to interface for live contact of membership connection/verification.
- Events newsletter, DigiStrasse - Developing an interface to populate groups in Magnet Mail for the national club and local chapters, the more chapters that use it the lower the cost will be. Currently, the cost is .07 cents.
- Constant Contact – We will not be utilizing them going forward.
- Discussion had related to maintaining nationally an opt out list for local chapter newsletters. When complete it will be available in the chapter reports. Target is early May for completion. National office needs to incorporate this into the database system and be able to report out to the chapters whether a member prefers electronic, print or both for delivery.
- Local developer has been brought in as a temp to work on some of these projects and has been more cost effective than Worthwhile.

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- He is working on printable Membership Cards for the website. Members will be able to print their own design from a selection on their membership cards from the website.
- Stephen Elliott walked through the several features on Chapter Admin. section of the website – Help, Frequently Asked Questions (new), updating the chapter landing page, and entering events on the calendar; items found on the top row of chapter functions as previously reported during North Central Region monthly conference call.
- John Haverland – Requested assistance getting chapters to link the landing page to their social media sites. Images and links can be added to the national pages.
- Chapter description on the landing page is larger than originally stated and it is the place to put the social media links, uses html coding.
- Benefits page now has a reminder to “log in” to access the various discounts being offered to club members.

**Club Racing**

- First 2012 event held at Chuckwalla, March 17-18

**Driving Events – Dan Baker**

- Membership Requirement – to participation in any paid event. Friday night, at the Chapter Congress, Louis explained the IRS requirements that gave rise to the need for the CCA policy. Frank and Dan talked to DEC.
- Regulations have language specific to revenue, including a 15% “safe harbor,” but the IRS auditors have been officially enforcing “no outside revenue” but will allow 5%.
- Discussions have since ensued relating to the 15% revenue regulations from the IRS information that Louis gave to the treasurers into the discussion.
- Need to make an official statement leaving out the IRS language.
- Questions arose regarding Canadian membership. The determination was that members of BMW Clubs Canada cannot be treated as our members. They can, however, join both clubs.
- The BMW CCA has a group exemption number that provides the basis for each chapter’s tax exemption under the Internal Revenue Code.

**Paul Dunlevy made the motion to further clarify the amendments to the Operations Manual regarding membership requirements to participate in various events the following rule shall apply:**

**“All paying participants of any event held by BMW CCA or any of its chapters must be a member of BMW CCA.”**

**Michael Lingenfelter 2<sup>nd</sup>; Vote: 9 in favor, 0 opposed, motion carried.**

- Discussion ensued regarding insurance issues arising from a spontaneous event where waivers were signed. There might an option to divide up the annual insurance cost across the chapters per member, each chapter handed a DEC sheet at the beginning at policy start which is good for the year. Additional waivers would be needed for Declaration Sheets as they may be required for various track’s requirements. There may be chapters that have

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no track/driving events that may be a disadvantage to that chapter. May enhance a "use it or lose it" attitude to take advantage of the cost to the chapter and encourage more spontaneous events to occur. This year's insurance cost is \$127,847.04 with a cost per primary member of \$2.09 per person.

Dan had further information to share about driving events.

**Charity Matching Funds**

Date will be extended to April 30<sup>th</sup> due to only 5 chapters making application so far.

There was a suggestion to have two categories for the matching charity funds: one for \$ amount and the second related to the number of volunteer hours.

**Bruce Hazard asked Frank Patek to provide those numbers to the board to look at for further discussion.**

**Raffle 2012–**

Frank is still waiting for pricing of new cars. Launch date is June 1 for the raffle with an end date of September 6<sup>th</sup>.

Membership Drive - Spaten has agreed to once again offer an expenses paid trip for two to Oktoberfest in Munich. In May members purchasing 3, 4 or 5 year primary or gift memberships/renewals will be entered into a drawing for the trip. last year's drive brought in over \$115,000 and 750 members took advantage of the offer.

**SIG's**

Steve Johnson received a request dated January 2011 to gain SIG status from CAN-AM Alpina Club to promote appreciation of Alpina cars in Canada and the United States. Registration has been provided in written form, [www.alpina.ca](http://www.alpina.ca) is the official website in Canada.

**Steve Johnson made a motion to grant the CAN-AM/Alpina club SIG status which will give them a listing in the *Roundel*; Dan Baker 2<sup>nd</sup> Vote: 9 for 0 against Motion passed.**

***Roundel***

- Michael Slaff reported that advertising is holding steady at present. Lifestyle advertisers have not done well other than one out of New Orleans selling high end leather products.
- Letters to the editor will be shortened starting the in a very near issue with the additional letters posted on the website instead.
- Michael Mitchell reports that the Foundation has all *Roundel* issues catalogued and extras are for sale.

**4. Policy and Administration**

Ombudsman Report – BMW CCA Ombudsmen are: Alex April, John Gamel, Barry Kleckner, Frank Jones and Chief Ombudsman Dwayne Mosely

Dwayne Mosley reported run flat tires discussions may fall off the emails/forum info.

- 46 events took multiple action calls to resolve with dealers.

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- 30-40 additional calls were placed to educate the membership.
- Some of the other topics were CPO issues, updates from requested recalls that weren't handled with cars coming off lease, clutch, worn out engines, etc.
- Mike Miller has become a great resource who has been engaging directly with members. Those people Mike has been put in touch with have had great success.
- Question was asked about making Technical Service Bulletins available. This isn't really possible but the forums are a very good way to get information initially. Individual issues can be directed back to the Ombudsman.

**Technical Service Advisors Report–**

Frank Patek noted that a member had volunteered to be a part of the Technical Service Advisor cadre. Chief TSA Terry Sayther supported the request. To be voted on during the Annual Meeting.

**Benefits Update**

Roadside Assistance – Frank continues to work with Chubb to develop a plan that will offer roadside protection for our members. Pricing is good and Chubb would manage all aspects of the plan.

**National Elections**

- 2012 Status – two processes are not required given the recent uncontested election. Postcards were the only mailings that went out in the Roundel. Extra mailing labels for associates were put in there also.

**Final cost analysis from the last election will be gathered by Frank Patek to report back to the board for a future conference call discussion.**

**Non-Geographical Chapters**

- Request for non-geographical chapter status by Z-Club SIG
- Update & direction – Jeff Cowen reported on the progress of the committee and Paul Dunlevy added they came to the conclusion that it can't be made to work under the original premises the board directed, because of too many complications. Stepping outside the box they thought about adopting the SIG concept as the non-geographic chapter foundation. There wouldn't be the corporate structure and no officers but have common interests that focus them. A fee of some type would be charged or possibly a lesser amount to the members. They would be a member of a National BMW chapter with certain privileges. Discussion was lively and Steve Johnson asked to table this as he and the committee members will come up with a proposal to be voted on by the next conference call.

**BMW Clubs International**

- The 2012 meeting will be held in Asheville, NC Sept 30-Oct 4, 2012 at the Crowne Plaza hotel.
- Wed. October 3<sup>rd</sup>, the group will be leaving Asheville for a one day bus trip to the Performance Center to do a driving school. Those not wishing to drive will have the opportunity to go to the museum and possibility a factory tour.
- The Foundation has offered to host a tour of their facility for the group.



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- Dinner that evening is being planned in a private room overlooking the Reedy River.
- We would like to encourage more local chapter members to attend.
- Loan of cars might be made to help pick up and deliver participants from the airport to the hotel and possibly to use for a drive to show participants the local flavor of the area.
- Frank encourages the board to come to this event if possible to meet and greet our international members. They look to our club as a role model and many have membership in the CCA as well.

Operations Manual

- Breakout of DE and Autocross sections – No time was given to this reporting.

**5. Foundation – Louis Goldsman & Michael Mitchell**

- Status of search for building – still looking at sites. The original building has come down in price from the original \$1.2 million. The question still comes down to how is it going to be expanded?
- There was a lengthy discussion of BMW CCAs' support and commitment level to a fundraising campaign for purchase or new construction for the future Foundation facility. BMW CCA is supportive of heading toward co-locating in the future. There was conversation of using a 3<sup>rd</sup> party firm.
- Some questions arose: What kind of time and resources is the CCA willing to give? Will there be an offering of space in the Roundel? Would the board be willing to send members as a part of a team to potential donors?
- The key is who knows who to start with and identifying who the best person is to contact the donor. We need to have a gauge of the emotional, financial and physical support.
- Next step is to work together as a group of what the wants/needs are before moving on. Do we have a sense of physical support we are willing to put into the effort. Time frame?
- The Foundation's current 5-year lease is up October 2013. To go forward, we need to make some decisions. Owner occupied buildings are at an all time low cost but the window is starting to close and should be part of the decision making process. If we were to sell the BMW CCA unit, there would be capital to put toward this endeavor.
- The campaign itself will provide the cost of the fundraising efforts. There were some concerns expressed about the cost involved with a 3<sup>rd</sup> party doing the fundraising. Any donations to the Foundation would be tax deductible. The board is in favor of physically supporting the campaign.
- The board is also in favor of offering the fundraising campaign to the membership.
- It was cautioned that if the fundraiser is not successful there is no refund. This is a donation to a tax deductible foundation.
- With BMW CCA board and Foundation's executive staff support, this would give the fundraising efforts the ability to go out and look for larger donor

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money. The current seated board may not be intact when this comes to fruition.

- Louis commented that a pledge to a charity is a legally enforceable debt. Although there is a legal separation between the CCA and the Foundation we are really one family. There is not a consensus about personal financial commitment among the board.

**6. Financial**

2012 Update – on target for the beginning of the year. Big variable is the Raffle. Do we want to raise the maximum number of tickets you can purchase? There will be a tangible incentive if you purchase the maximum number of tickets. Discussion about raising the limit, do we need a limit?

**Paul made a motion to remove the cap limit on the raffle ticket sales for one year, Michael Lingenfelter 2<sup>nd</sup>. Vote: 8 for, 0 against, 1 abstention (Yench)**

**7. Chapter Issues**

- Chapter probation report - no discussion.
- Chapter toolbox. - no discussion.

**8. Membership**

Membership Drive Update

- We are almost ready to get the Special Offer to CPO owners under way. The sample Roundel copies are being printed. Frank will be sending 50 copies out to each chapter for their use in member recruitment. Each month a mailing will go out with a letter signed by Larry Koch with the sample copy in a BMW envelope to the CPO purchasers starting soon with a link to a discounted membership cost. We will be tracking the success of the program through this link/code.

**9. BMW of North America – no discussion.**

**10. New Business:**

Jeff Cowan brought a proposal to the board from the LA chapter for an award in the name of a long standing member who passed away recently. The premise is to honor his involvement with the club. Suggestions were to rename as Anderberg Volunteer Award. Concerns are to figure out the points system although there is a good framework provided to start with. Some of the items can be automated but others would take time/manpower at the office. A lot of time and effort has gone into this and the board feels is a good idea. The person who fills out the form could be the person themselves but would need to be verified by possibly a chapter officer before submission. More research is needed and will be discussed at a future call/meeting.

**11. Future Meetings**

Board meetings –

June 23-24, 2012

Proposed board meetings:

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September 22, 2012 - the Saturday after Oktoberfest

January 12-13, 2013 - will look at moving this back to late November or early December because of all the early activities in the beginning of the year

Conference Calls (proposed dates)

April 26, 2012

May 24, 2012

Respectfully submitted,  
Darcy Yench  
National Secretary