

**BMW Car Club of America
Board Meeting Minutes
Asheville, NC
March 16, 2013**

The meeting was called to order by President, Bruce Hazard at 08:04 am.

Present:

Bruce Hazard - President, Steve Johnson - EVP, Darcy Yench - Secretary, RVPs: Mike Lingenfelter, Paul Dunlevy, Jeff Cowan, John Sullivan, Dan Baker
Absent - Louis Goldsman - Treasurer

National Office staff: Frank Patek – Executive Director, Lindsey Jefferson – Director Financial Operations, Jackie Bechek, W. Len Rayburn, Tricia Jones, Chris Hennecey, Heather Tollison, Tricia Williams

Bill Wade – Chair of DEC, Satch Carlson - *Roundel* Editor; Michael Slaff- *Roundel* Ad Manager

Club Members: Nick Owen- Pacific RVP Elect, Valerie Baker, Barb Adams, Larry Shettel, Dwayne Mosley

Minutes: The minutes of the January Board meeting were approved by vote of the Board on February 11, 2013. Reading of the minutes will be waived.

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

- Approval of regional status for the Baltimore Grand Prix/ALMS event. Passed: 8-1 in favor with one absent (Dan Baker).

Paul Dunlevy made the motion to reaffirm the votes made on conference calls, Steve Johnson 2nd Vote: 8 for 0 against, 1 absent (Louis Goldsman)

Reports

- President- no changes
- Executive Vice-President- no changes
- Secretary - no changes
- Treasurer- no changes
- South Atlantic Regional Vice President- no changes
- North Atlantic Regional Vice President - no changes
- Pacific Regional Vice President – update GGC has created a new curriculum for advanced autocross and will be using it for the first time at their May 4th event. Frank Patek asked Jeff Cowan to write up something about it for the *Roundel* weekly. Jeff will also share the curriculum.
- South Central Regional Vice President - approved \$500 for Rocky Mountain Chapter DE.
- North Central Regional Vice President - no changes
- Executive Director - no changes
- *Roundel* – Satch – coming up is the April motorsports issue, covering Daytona and the BMW win. Snafu with email was unraveled.
- Driving Events Committee - no changes
- Club Racing – no changes

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1. National Events

Oktoberfest

- 2013 – Leguna Seca – August 19th – 24th Hyatt Monterey host hotel
 - o Registration: very close to hitting the 200 room block on peak nights
 - o 292 registered so far, projected 350 minimum for success
 - o So far 31 different states and 3 Canadian provinces are represented.
 - o Wednesday DE has the highest attendance so far, Saturday the lowest.
 - o Motor home registration is through the track.
 - o Ken Whitson has been invaluable in laying out the events locations. Wednesday is the busiest day of Oktoberfest, with all day time activities beginning or ending at the track. Lunch will be at Laguna Seca. Casino Night that evening has been designated as a fundraiser for the Foundation.
 - o Activities/care for children are being put arranged, but will depend on the number attending.
 - o Track walks may be available on Monday or possibly on Tuesday afternoon after Corvette has left.
 - o Concours is on the Plaza in downtown Monterey; parking lot adjacent to the plaza may not be available. Participant parking may be in lots and possibility of shuttle busses (pricey).
 - o 2014 – Social Oktoberfest will be in Colorado. Site visits will start in April.
- Future – 2015 will include a track event, looking at a number of options
 - o COTA – BMW is looking to get days, contracts have been difficult to depend on.
 - o New Orleans – in June possibly with hotel downtown. A trolley runs from the Hyatt to the quarter. Hilton has offered the best rates and is adjacent to the French Quarter. Both have surface lots but will need to have security.
 - o SE – Hilton Head would like to host us.
 - o NE - New Hampshire or New Jersey
 - o Midwest –offer from the Indianapolis Motor Speedway
 - After Labor Day to take advantage of the track set up from the MotoGP
 - Possibility of club race at Putnam Park in conjunction there
 - We would be the first/only club to be drive the track
 - Golf Course is available
 - They offered garages to use when hosting the Concours
 - Mike Lingenfelter suggested several chapters to host and expressed concerns and pricing.

Regional Congresses

Regional Calendars discussion

- Debrief – North Central and Pacific
 - o Customer service and member satisfaction discussions have been well received.

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- Mike Lingenfelter indicated that the participants were satisfied with the first two regional congresses based on the participant follow-up survey.
- Smaller format was very well received. This format gives an easier way to meet new/more people in the region and do cooperative planning.
- Larry Koch was enjoyable and informative.
- It is important to remind ourselves who the customer is, the 70,000 members not necessarily the 67 chapters.
- Measurement system concerns were expressed over the Chapter Scorecard.
- Membership Survey (twice a year starting June 2013) A second iteration has been viewed and Mike Lingenfelter has sent it back.

ACTION: Frank Patek will send the current iteration of the survey out to the board.

- The survey will ask questions about national and local services:
 - Last one is how values are attributed between local and national
 - Questions are scaled
 - Results will be sent to the chapters.
 - Follow up in December then look at frequency after the first 2 surveys.
 - Cost is \$20,000 for the first two surveys with set up and administration costs included in this figure. \$7,500 per survey for subsequent years.
- Overall, with the caucuses being very well received, it was decided that this format should be replicated as regional conferences again next year.
- Every third year will be a national conference.
- Review:
 - South Atlantic – Paul had Steven Elliott give a talk about entering events into the national calendar site.

2. Regional Events

Updates:

- The Vintage, May 2013
 - Back at West Bend Vineyards, Memorial Day weekend
- Pittsburgh Vintage Grand Prix, July 2013
 - Chapter is going to host a dinner on Friday night with Satch Carlson as guest speaker
 - The Doubletree will be the host hotel.
 - 10 day event is a charity event for the Autism Society of Pittsburgh and Allegheny Valley School.
 - Mike Renner will be there to do charity laps in the M6.
- Monterey Festorics Weekend August 2013
 - Legends of the Autobahn – relocated to the Pasadera Country Club; traffic may be more challenging.
 - Car Corral costs have increased at the track but can buy tickets in bulk that may help offset the increases some.
- Vintage at Saratoga Springs, NY October 2013 with Goetz Pfafflin's group may possibly have a 507 in attendance and will have Vintage Racing at LRP in CT.

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- Eurofest, 18-19 October at Zentrum Museum in Greenville, SC

No New Requests were made.

3. National Programs and Services

IT Update:

- o Continuing to look for a company to provide apps in three areas:
 - membership, club news, photos, classifieds, etc;
 - events app;
 - Friends of BMW

Club Racing –

- o Tricia Williams indicated they are trying to improve and automate some of the processes.
- o Cobalt Friction Technologies is looking to sponsor.

Driving Events

- o Mike Clemens was instrumental in developing the stand-alone Driving Events Operations Manual.
- o Bill Wade shared with the board copies of the breakout stand-alone piece and executive summary of the major changes.
- o There was a discussion about the tracks and opportunities to run some of them in reverse direction. Bill Wade will provide a list of SCCA approved reverse run tracks.
- o Current rally and tour standards are to follow the law of the road.
 - Oregon chapter has asked for some Driving Tour guidelines due to the “open road speed event” of some participants. Scott Adare is working with the chapter to see what they can come up with.
 - Recommendations from successful San Diego and Golden Gate tours offered 1) send out responsible, experienced person to lead a group of cars and 2) host a drivers meeting to start the tour. 3) State, highway and federal laws must be adhered to.
 - If chapters are asking for minimum standards, we need to look at putting together such language and the DEC should address this item.
- o Future DEC Congress – DEC would prefer to be on an every other year rotation in the first quarter of the year. Next one will be scheduled in 2014 in conjunction with one of the regional conferences.

Charity Matching Funds

- o Only two chapters have made applications so far for the award. Applications are due by April 15th.
- o Darcy reminded the board of a previous meeting’s conversation to have a charity person identified in each chapter for reporting to national on an annual basis so that this person can be notified as well about the matching funds.

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Raffle

- The Grand Prize Car has been ordered, an M3 in Lemans Blue that the members optioned out. It has all of the packages, manual transmission, new electronic M steering wheel, club logo embroidered inside, etc. and will be made close to the end of the production run.
- Delivery will likely take place through BMW of Monterey, and hopefully will be on display at Legends of the Autobahn and Oktoberfest.
- Grand Prize - \$90,000 car and \$15,000 to offset the income tax costs
- First Prize – Z4 35is - \$64,200 MSPR
- Main Prize – 335i Coupe - \$45,100 MSPR

SIG's

- John Sullivan has verified that The Big Coupe Group and former SIG group list owner Norm Grills is deceased. John will ask Jim Schwartz to be the moderator of the group if he is still willing.

Roundel:

- Challenges in moving forward with diminishing advertising dollars.
- Goal is to get every back issue of the Roundel onto the website.
- Roundel app is now fully available, but something went wrong with the update and iMIRUS is working to correct the problem.
- Delivery of electronic and print version could be concurrent going forward.
- Mail lately has been mostly positive toward changes in format.
- Satch Carlson wrote a forward in a recently published BMW 3-Series (E30) Performance Guide 1982-1994 where he mentions the BMW CCA.
- Added Valerie Doorson as an additional proofreader.
- Len has instituted a new work flow and streamlined the process which is working well.
- Satch will take a videographer along for a road trip to the bay area for an upcoming article and something for the website.
- Ad revenue is still sliding slightly generating \$1,400-\$1,500 per page. It used to be \$2,000/pg.
- Too many of our long term after market advertisers have seen falling sales and are scaling back on ads as well.
- Although ad revenue is significantly down for the start of this year, we are starting to see a small shift in the upward movement. There are a few new people coming in and a few who have dropped us in past years coming back.
- Apps offer a small opportunity for ad revenue.

Opportunities

- Dwayne Mosley offered several money-making ideas.
 - BPM Sports remote programming for all the E platform cars. He's looking for distribution and marketing. Tunes cars also, through your own computer to turn on options in your car.
 - Round up of purchase options at stores.

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Affinity/Member Benefit Programs

- Waiting on the provider to finish their end to launch
- HPDE Insurance 2012
- Lockton is very optimistic about program growth for 2013

Awards Committee:

Frank provided some suggestions for a start of a recognition program of the club and chapters.

- Webmaster and Newsletter editors were mentioned to start
- Long term contribution to the club award
- Sponsorship recognition
- Looking at committees for identifying and sharing best practices, and a means for bringing more people into the national leadership of the club.
- Committees will get the applications and report to the board with their findings.
- John Sullivan and Darcy Yench will help form a committee to look into establishing some awards.

4. Policy and Administration

Ombudsman update – Dwayne Mosley

Attachment on pg. 61 noted that 30 items were highlighted in the report.

Tech Rep's update –

Not a whole lot of activity, but suggested that email addresses in addition to their phone numbers might be beneficial.

Benefits Update –

A few benefits have been added in recent months,

BMW Clubs International –

Ian Branson, Council Chairman, will be at Legends of the Autobahn and Oktoberfest

5. Foundation

Fundraising Campaign

6. Financial

2013 Update

RVPs need to remind the chapters to get their tax returns and financial statements in by the end of the month.

7. Chapter Issues

Conference calls –

- John Sullivan still has regular calls and allows 15 minutes at the end of the calls for local issues.

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- Dan Baker held the first one in quite a while. It had specific topics for the upcoming conference. Presidents liked being able to talk ahead of the conference.
- Mike Lingenfelter will host his president calls on a bimonthly basis resuming in April.

Chapter probation report – March

- Sin City – Jeff Cowan contacted Chris Willett regarding chapter issues. Apparently, the board dissolved due to people moving out of the area and other reasons. There are others now stepping up and Jeff let him know that it needs to be resolved or chapter probation may be necessary. They did have a successful car show recently but nothing is reflected on the website. Board has advised that the probation process should be instituted. The first step is making the membership aware. Hopefully, the chapter will quickly get their matters resolved.

Chapter toolbox – With the completion of the stand-alone Driving Events Operations Manual it will be an easier task for Frank Patek to begin working on putting together the Chapter Toolbox..

8. Membership

Membership Drive Update –

- Last years winners have been announced and all participants have gotten their BMW bucks.
- Dealership employees may participate, as long as the membership is NOT purchased by the dealer.

Marketing – Chris Hennecy

- Oktoberfest sponsorship is up this year, Michelin is back sponsoring the DE
- Dinan will sponsor a BBQ trackside on Wed. Also providing a tour and lunch at their local facility.
- The first rounds of regional chapter calendars have gone out.
- Tricia Williams - Membership rewards program was renewed as of last Thursday without the X1. Tricia asked if it could be added and they were checking on it. There are 600 applications waiting to be processed. Their system has been down for 6 weeks.
- Membership referrals - largest source continues to be "Word of Mouth"
- Roundel Samples are still available to send out to chapters that might want to use for member recruitment.

9. BMW of North America – Nothing to report.

10. New Business: None

11. Future Meetings

Board meetings –

June 22, 2013 in Denver, Colorado

November 9, 2013

Conference Calls

April 18th

May 16th

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March 16, 2013**

Meeting adjourned to Executive Session: 3:00 pm

**BMW CCA
Board of Directors Meeting
March 16-17, 2013**

**Grove Park Inn
Asheville, NC**

**BMW Car Club
of America**



**BMW Car Club of America
Board Meeting
Asheville, NC
March 16, 2013**

Agenda

Saturday, March 16th:

08:00 Call to Order

Introduction: Members, Guests.

Minutes: The minutes of the September Board meeting were approved by vote of the Board on February 11, 2013. Reading of the minutes will be waived.

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

- Approval of regional status for the Baltimore Grand Prix/ALMS event. Passed: 8-1 in favor with one absent.

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
- 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

4:00 Adjourn

4:10 – 5:00 Annual Meeting

**BMW Car Club of America
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Discussion Topics

1. National Events

Oktoberfest

- 2013 – Leguna Seca
- 2014 – Colorado
- Future

Regional Congresses

- Debrief – North Central and Pacific
- Review:
 - o South Atlantic
 - o North Atlantic
 - o South Central

2. Regional Events

Updates:

- The Vintage, May 2013
- Pittsburgh Vintage Grand Prix, July 2013
- Monterey Festorics Weekend August 2013
 - o Legends of the Autobahn
 - o Vintage Races
- Others

New Requests

3. National Programs and Services

IT Update

Club Racing

Driving Events

- Breakout of DE and Autocross sections

Charity Matching Funds

Raffle

SIG's

Roundel:

**BMW Car Club of America
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4. Policy and Administration

- Ombudsman update
- Tech Rep's update
- Benefits Update
- BMW Clubs International
- Operations Manual

5. Foundation

- Fundraising Campaign

6. Financial

- 2013 Update

7. Chapter Issues

- Conference calls
- Chapter probation report
- Chapter toolbox

8. Membership

- Membership Drive Update
- Marketing

9. BMW of North America

10. New Business:

11. Future Meetings

- Board meetings –
 - June 23, 2013
 - November 9, 2013
- Conference Calls (proposed dates)
 - April 18th
 - May 16th

**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

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

Date: March 7, 2013

Subject: President Pre-Meeting Report

Travel & Expenses:

- January Board Meeting, 1/12-13 - \$900
- North Central Conference, 1/19-20 - \$683
- Rob Mitchell FOM Presentation, 1/28-29 – \$639
- Pacific Region Conference, 2/2-3 – \$542

Planned Travel:

- South Atlantic Region Conference, Atlanta, GA 3/9-10
- March Board Meeting, Asheville, NC 3/16-17
- North Atlantic Region Conference, Newark, NJ 3/23-24
- South Central Region Conference, Dallas, TX 4/6-7

Notes:

Nothing further to report.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Bruce Hazard'.

Official BMW Club

BMW Car Club
of America



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

February 19, 2013

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: EVP Pre Meeting Report

Planned Travel:

South Atlantic Conference, March 8-10, Atlanta, GA.
BMW CCA Board Meeting, March 15-17, Asheville, NC
North Atlantic Conference, March 22-24, Newark, NJ

Past Travel:

BMW CCA Board Meeting, January 11-13, Rancho Mirage, CA, \$166.68
Pacific Region Conference, February 1-3, San Francisco, CA, \$331-80
Legends, Festorics Meetings, Feb 8-10, Monterey, CA, \$648.42

Discussion:

O-Fest 13,14, possible sites for 15
Porsche MOV, Legends

Respectfully Submitted,

Steve Johnson
Executive Vice President



BMW Car Club of America
640 South Main St, Ste 201
Greenville, SC 29601-2564
Tel 864-250-0022

February 21, 2013

To: BMW CCA Board of Directors
BMW CCA Executive Director

Louis P. Goldsman, Treasurer
Tel 805-499-3849
treasurer@bmwcca.org

Subject: Treasurer's Pre-meeting Report

Travel: Board meeting, Rancho Mirage, California – January 11-13, 2013
Planned Travel: BMW CCA Club Racing Stewards' Meeting,
Atlanta, GA March 9-10, 2013

Preliminary Income Statement – January, 2013

	January 1 – January 31, 2013
Ordinary Income/Expense	
Total Income	\$313,441.71
Total Cost of Goods Sold	80,888.85
Gross Profit	\$232,552.86
Total Expense	394,321.23
Net Ordinary Income	\$(161,768.37)
Net Other Income	2,744.13
Net Income	<u><u>\$(159,024.24)</u></u>

Preliminary Balance Sheet – as at January 31, 2013

Assets	
Total Current Assets	\$1,275,805.82
Total Fixed Assets	447,726.79
Total Other Assets	2,453,333.59
Total Assets	<u><u>\$4,176,866.20</u></u>
Liabilities & Equity	
Total Current Liabilities	\$3,488,496.48
Total Liabilities	3,488,496.48
Total Equity	688,369.72
Total Liabilities & Equity	<u><u>\$4,176,866.20</u></u>

The preliminary amounts reported above were as of February 21st and do not include all normal January month-end adjustment or accrual entries—the amounts will change!
The detail support by individual account is provided in the enclosed spreadsheet.

Respectfully submitted,
Louis Goldsman

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through December 2012

	<u>Jan - Dec 12</u>	<u>Budget</u>
Ordinary Income/Expense		
Total Income	5,198,611.83	5,087,740.00
Total Cost of Goods Sold	1,249,119.33	1,278,304.00
Gross Profit	3,949,492.50	3,809,436.00
Total Expense	3,887,852.67	3,790,250.00
Net Ordinary Income	61,639.83	19,186.00
Net Other Income	79,002.13	(15,540.00)
Net Income	<u>140,641.96</u>	<u>3,646.00</u>

BMW Car Club of America, Inc.
Balance Sheet
As of December 31, 2012

	<u>Dec 31, 12</u>
ASSETS	
Total Current Assets	1,359,980.56
Total Fixed Assets	454,477.01
Total Other Assets	2,453,333.59
TOTAL ASSETS	<u>4,267,791.16</u>
LIABILITIES & EQUITY	
Total Liabilities	3,420,397.20
Equity	
3001 - Opening Bal Equity	1,164,528.76
3900 - Retained Earnings	(457,776.76)
Net Income	140,641.96
Total Equity	847,393.96
TOTAL LIABILITIES & EQUITY	<u>4,267,791.16</u>

BMW Car Club of America, Inc.
Statement of Cash Flows
 January through December 2012

	<u>Jan - Dec 12</u>
OPERATING ACTIVITIES	
Net Income	140,641.96
Adjustments to reconcile Net Income	
to net cash provided by operations:	
1100.01 · Accounts Receivable	(1,768.72)
1100.01 · Accounts Receivable:1130.01 · A/R Foundation	(9,389.34)
1100.01 · Accounts Receivable:1140 · Club Racing	(500.00)
1100.01 · Accounts Receivable:1199.01 · Other	(39,511.36)
1200 · Investments:1205 · Merrill Lynch	(997.63)
1200 · Investments:1210 · State Street Research Fund	(780.20)
1300.01 · Inventory:1305.01 · Club Logo Merchandise	278.86
1300.01 · Inventory:1305.01 · Club Logo Merchandise:1305.05 · Oktoberfest Club Logo Merch	(448.84)
1300.01 · Inventory:1305.01 · Club Logo Merchandise:1305.96 · Club Racing Logo Merch	(6,319.69)
1400.01 · Prepaid Expenses	6,185.16
1400.01 · Prepaid Expenses:1405 · Prepaid Insurance	(15,705.27)
1400.01 · Prepaid Expenses:1411 · State Prepaid Taxes	10,102.00
1400.01 · Prepaid Expenses:1412 · Prepaid Event Expense	(4,664.79)
1400.01 · Prepaid Expenses:1412 · Prepaid Event Expense:1412.05 · Prepaid Ofest Event Exp	(8,615.04)
1400.01 · Prepaid Expenses:1412 · Prepaid Event Expense:1412.96 · Prepaid Club Racing Event Exp	289.89
1400.01 · Prepaid Expenses:1415 · Other Prepaid Expenses	(5,552.05)
1800 · Other Investments:1810 · Investment - BMW AG	(14,546.38)
2000.01 · Accounts Payable	13,758.26
2100.01 · Deferred Revenues:2105.01 · Deferred Membership Dues	68,276.74
2100.01 · Deferred Revenues:2110.01 · Deferred Mailing Fees	1,486.28
2100.01 · Deferred Revenues:2115.01 · Deferred Advertising Revenue	5,032.80
2100.01 · Deferred Revenues:2115.01 · Deferred Advertising Revenue:2115.07 · Def. Advertizing Rev. Digital	8,472.00
2100.01 · Deferred Revenues:2125 · Deferred Oktoberfest Spon. Rev.	6,000.00
2100.01 · Deferred Revenues:2150.01 · Deferred Raffle Rev. - Current	(2.73)
2100.01 · Deferred Revenues:2170 · Deferred Revenues-Dealerships:2170.01 · Def Rev-Dealerships-Northwest	(462.00)
2100.01 · Deferred Revenues:2170 · Deferred Revenues-Dealerships:2170.02 · BMW South County	(760.00)
2100.01 · Deferred Revenues:2170 · Deferred Revenues-Dealerships:2170.03 · Def Rev-IHG	(138.00)
2100.01 · Deferred Revenues:2170 · Deferred Revenues-Dealerships:2170.04 · Def Reb - Gebhardt BMW	2,200.00
2101 · Payroll Liabilities:2102 · Accrued Vacation and Comp Time	12,791.88
2201.01 · Sales Tax Payable	396.53
2280 · Payrol Benefits Withheld	0.24
2300.01 · Deposits:2398 · BMW NA Corral Deposits	4,000.00
2400 · Accrued Expenses	(2,211.09)
2400 · Accrued Expenses:2405 · Accrued Payroll:2405-K · Accrued 401(k) Expense	3,245.36
2400 · Accrued Expenses:2420.01 · Accrued Membership Bucks Pay.	(615.00)
2601 · FSA Funds Held for Employees	2,087.77
Net cash provided by Operating Activities	<u>172,257.60</u>
INVESTING ACTIVITIES	
1500 · Fixed Assets:1510 · Equipment	(24,994.20)
1500 · Fixed Assets:1515 · Furniture & Fixtures	(4,454.90)
1500 · Fixed Assets:1599 · Fixed Assets in Progress	(4,060.39)
1550 · Accumulated Depreciation:1555 · Accum. Depr. - Building	10,563.12
1550 · Accumulated Depreciation:1560 · Accum. Depr. - Equipment	7,149.00
1550 · Accumulated Depreciation:1565 · Accum. Depr. - Furn. & Fixt.	63,290.52
1700 · Certificates of Deposit:1700.01 · Chelsea Financial Accr.Interest	(27,247.07)
1700 · Certificates of Deposit:1700.02 · CD - Harris Bank NA	250,000.00
1700 · Certificates of Deposit:1700.04 · CD - East West Bank	200,000.00
1700 · Certificates of Deposit:1700.05 · CD - Goldman Sachs Bank	(200,000.00)
1700 · Certificates of Deposit:1700.06 · CD - First Financial Bank-USA	(250,000.00)
1700 · Certificates of Deposit:1700.07 · CD - Sallie Mae Bank	(150,000.00)
1700 · Certificates of Deposit:1700.08 · CD - Benton State Bank	(99,000.00)
1700 · Certificates of Deposit:1700.09 · CD - XCEL FCU	(226,671.46)
1700 · Certificates of Deposit:1700.10 · CD - JP Morgan Chase Bank	(250,000.00)
1700 · Certificates of Deposit:1700.11 · CD - Wells Fargo Bank	(100,000.00)
1700 · Certificates of Deposit:1713 · CD - Greenville First Bank	(4,005.09)
1700 · Certificates of Deposit:1714 · CD - Greenville First H. Fisher	(42.83)
1700 · Certificates of Deposit:1729 · CD - FirstBank of PR	150,000.00
1700 · Certificates of Deposit:1733 · CD - Flagstar Bank, FSB	99,000.00
1700 · Certificates of Deposit:1738 · CD - Huntington National Bank	100,000.00
1700 · Certificates of Deposit:1782 · CD - Shelter Financial Bank	250,000.00
1900.05 · Prepaid Ofest Event Expense	16,083.77
Net cash provided by Investing Activities	<u>(194,389.53)</u>
Net cash increase for period	(22,131.93)
Cash at beginning of period	1,033,701.36
Cash at end of period	<u><u>1,011,569.43</u></u>

BMW Car Club of America, Inc.
Profit & Loss
January 2013

	TOTAL
Ordinary Income/Expense	
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Total Liabilities	3,488,496.48
Total Equity	688,369.72
TOTAL LIABILITIES & EQUITY	<u><u>4,176,866.20</u></u>



BMW Car Club of America
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**

February 21, 2013

Subject: Secretary Pre-Meeting Report for March 2013 Board Meeting

Travel & Expenses:

January board meeting (January 11-13 in Palm Springs, CA) \$429.96
North Central Region chapter caucus (January 18-20 in Dearborn, MI) \$377.32

Planned Travel:

March 16-17: Annual Meeting (Asheville, NC)

Respectfully submitted,
Darcy Yench



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 16, 2013 Board Meeting – Asheville, NC

DATABASE/WEBSITE/OPERATIONS

An RFP has been submitted to a third company as we try to determine the feasibility and costs of creating Apple and Android membership applications

Work has begun on a re-skin of the club website. As we intend to do the majority of the work in house costs will be limited but there is a substantial amount of coding to be done to maintain the connectivity and workflow with the database.

See report from Director of IT for more detail.

***ROUND*EL**

The start of 2013 has seen several changes at *Roundel*. A redesigned version of our premier member benefit debuted with the January issue. It utilizes modern design elements, a new layout and an expanded table of contents. In February we launched our first *Roundel* app via iPad. In March we initiated an Android app and will soon make *Roundel* available via Amazon's Kindle. We continue to offer an online version of the magazine at www.bmwcca.org.

Since the mailing of the January issue a number of questions have been posed on various forums about *Roundel*. The host of one group asked me to respond to a number of those questions. I did and my response is appended to this report. There seems to be concern that changes in *Roundel* were predicated by financial constraints. While that was never the case I thought you might be interested in the following information regarding the management of the magazine.

In 2009 the position of Managing Editor was eliminated, and responsibility for the business aspects of *Roundel* was assumed by me. Through a process of competitive bidding and strategic alliances the cost of producing *Roundel* has dropped significantly. A new printer was selected and service increased with the addition of an online searchable library dating back to January of 2002. Moving a step further *Roundel* is now available via iPad and Android tablets.

Due to the above mentioned strategic alliances none of these services have resulted in increased costs for the club. Through careful management the overall production costs of *Roundel* have been lowered by \$2.40 per primary member per year from 2009 to 2012. In annual production costs, this has meant a savings of \$163,000 annually. In the midst of a recessionary economy and shrinking ad revenues, these savings have been essential to our ability to consistently deliver 128 pages of reading pleasure each month.

After long term discussion we moved forward, in 2011, with a decision to revamp the visual look and feel of the magazine. After weighing the visions of five different graphic designers, including the incumbent contractor, we employed the candidate that best matched our vision for the future of *Roundel* and the club. In doing so we gained a skilled graphic and web designer, eliminating our need for expensive outside contractors in both of these areas.

COMMUNICATIONS

In the last 60 days each region has received the first of four quarterly events newsletters and response from members has been overwhelmingly positive. The club continues to see significantly improved web traffic generated by more frequent communication with our members thru e mail, social media, the quarterly events newsletters and *Roundel Weekly*.

RW has proven its worth as a communications tool and as a revenue generator.

See attached report from Director of Communications and Marketing for more detail.

RAFFLE

Raffle 2013 is scheduled to begin on June 1st. We are finalizing the build out of the custom club edition M3 that will be this year’s grand prize. To generate enthusiasm there will be periodic drawings with announced prizes scheduled during the raffle.

Building off of last year’s raffle within a raffle staff proposes to award five mystery prizes of \$1000.00 each periodically throughout the raffle period. The suggested prizes are as follows:

5 prizes of equal value - \$1,000 each	Prize Schedule
1. Amex gift card	May 1 – May 31
2. Tires	June 1- June 21
3. Gas card	June 22 – July 12
4. Best Buy gift card	July 13 –July 26
5. IHG Hotels gift card	July 27 – August 9

- Grand Prize – BMW CCA M3 + Cash - \$105,000.00
- First Prize – Z4 35is - \$64,200.00 MSPR
- Main Prize - 335i Coupe - \$45,100.00 MSPR

OKTOBERFEST 2013

The San Diego Chapter has agreed to organize and present the Bridgestone AutoX at Ofest.

REGIONAL CONFERENCES

- North Central Region January 19, 2013 Dearborn, MI
- Pacific Region February 2, 2013 San Francisco, CA
- South Atlantic Region March 9, 2013 Atlanta, GA
- North Atlantic Region March 23 Newark, NJ
- South Central Region April 6, 2013 Dallas, TX

REGIONAL EVENTS

The National Office plans to attend and participate in the following regional events in 2012.

May 24–26: Vintage at Westbend Vineyards

July 20–21: Pittsburgh Vintage Grand Prix

August 16–18: BMW CCA Monterey Weekend – Legends and Festorics

October 12–14: Vintage at Saratoga

AFFINITY/MEMBER BENEFIT PROGRAMS

Roadside Assistance: Programming on our side of the equation has been completed. We are waiting for work to be finished by the provider. The new program is with Chubb Insurance and its Road America Plan.

The program would provide 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.

Other benefits would include:

Road America Preferred Plus

Sign and Drive roadside assistance up to \$100 per occurrence
A comprehensive travel, safety and security program
Coverage is provided to customer, spouse and all dependent children in all of their vehicles
Program is designed as a stand-alone membership benefit.
Terms for stand-alone memberships range from 1-5 years
Renewable membership and commission

Additional Features:

Customized Trip Routing
\$500 Legal Defense Reimbursement
\$50 Ambulance Reimbursement
Security Credit Card Registration
\$1,000 Emergency Travel Expense Reimbursement
Hotel Savings
Car and RV Rental Savings
\$1,000 Car Theft Reward
Pharmacy Savings Program
Automotive Savings
Lost Key Registration
50% Hotel Savings Program
50% Dining Savings Program
Auto Service Hotline
Condominium Travel Program
Flowers & Gift Savings Program
Theme Park Savings Program
Driver’s Valet Service

HPDE INSURANCE 2012

The following report was received directly from Lockton Affinity:

We’re very optimistic about program growth in 2013 due to 3 factors:

- *Regional Newsletter: the information about our program in these newsletters will drive awareness and more people will know about this member benefit. Not only will this result in more policies sold, but we also think this will lead to greater participation in Chapters’ HPDE events. We’ve heard feedback from multiple Chapters that once their members know about our program and the discount that many potential participants move forward with registering for their event once they know they have an affordable way to cover their car on track.*

- *Word of mouth: BMW CCA members that use the program continue to tell their friends about us and we gain new customers.*
- *New website: honestly, our current website might turn away some of our prospects (it's old and really needs an update). We expect that we'll finally launch our new website by 3/15. We expect to see a higher conversion rate and we'll have a blog section where we'll provide interesting content that will hopefully drive additional traffic to our website. We're working with 6 "famous" motorsports enthusiasts that include professional racers, safety experts, and professional driving coaches that will provide us with interesting content that HPDE enthusiasts will be interested to see/read.*

We also wanted to get your feedback on potentially suggesting a "best practice" to all Chapters that organize HPDE events. BMW CCA Chapters and other organizers that include information about our program in their registration materials typically see an increase in registrations. This is because our program offers a solution to the biggest and most common objection potential participants have about registering for HPDE events – "what happens if I wreck my car?". We would recommend chapters include the following in their registration and pre-event materials:

"Due to the safety and structure of BMW CCA HPDE events, our participants are eligible for the Lockton Motorsports – HPDE Insurance Program. This program offers affordable single-event and multi-event policies to provide physical damage for your car while you're participating in our event. Best of all, as BMW CCA member you'll receive a 10% discount on your policy. For more information, please visit: <http://bmwhpdeins.locktonaffinity.com>"

Here is a comparison of 2011 vs 2012 vs 2013

2011			2012			2013		
Month	# of single event policies sold	Revenue to BMW CCA	Month	# of single event policies sold	Revenue to BMW CCA	Month	# of single event policies sold	Revenue to BMW CCA
Jan-11	0	\$ -	Jan-12	0	\$ -	Jan-13	0	-
Feb-11	14	\$ 30.66	Feb-12	27	\$ 101.94	Feb-13	23	95.52
Mar-11	54	\$ 166.40	Mar-12	39	\$ 158.50	Mar-13	39	143.26
Apr-11	68	\$ 224.78	Apr-12	91	\$ 335.12	Apr-13	4	9.72
May-11	77	\$ 275.68	May-12	81	\$ 346.28	May-13		
Jun-11	82	\$ 294.36	Jun-12	104	\$ 363.86	Jun-13		
Jul-11	42	\$ 128.84	Jul-12	46	\$ 179.26	Jul-13		
Aug-11	59	\$ 196.90	Aug-12	108	\$ 406.72	Aug-13		
Sep-11	112	\$ 407.00	Sep-12	159	\$ 621.82	Sep-13		
Oct-11	91	\$ 298.14	Oct-12	67	\$ 245.94	Oct-13		
Nov-11	11	\$ 43.20	Nov-12	35	\$ 109.92	Nov-13		
Dec-11	7	\$ 20.40	Dec-12	0	\$ -	Dec-13		
Annual / multi-event policies	56	\$1,462.24	Annual / multi-event policies	90	\$ 2,135.24	Annual / multi-event policies	12	202.82
Total	673	\$3,548.60	Total	847	\$ 5,004.60	Total	78	451.32

MEMBERSHIP

	Member Count
Bimmer Magazine	601
BMW CCA Website	1864
BMW Center	688
BMW Performance Center	68
BMWBlog.com	15
BMWCAR Mag UK by Unity Media	32
Car and Driver Magazine	138
Classic MotorSports	6
CPO Sample Roundel	58
Facebook	9
GrassRoots Magazine	48
Independent Shop/Dealer	240
Link from Another Website	472
Performance BMW Mag UK Unity	2
Radio Ad	1
Referred by BMW CCA Member	352
Search Engine	398
Sports Car Market Magazine	37
Television Ad	2
Word of Mouth	5652

Three Year Membership Renewal Promotion 2013

Since the start of the year 387 members have moved from a 1 to a 3 year membership in exchange for a standard BMW CCA grille badge. During the same period 26 members have moved to a 5 year membership in exchange for a flag grille badge.

First Quarter 2013 Membership Promotion

Shell Gas sponsored the first quarter renewal effort with \$20.00 gas cards for the first 200 renewals. Members 201 to 288 received hats. The results are as follows:

259 1YR Members
21 2YR Members
5 3YR Members
3 5YR Members

BMW Performance Center Promotion

Due to the success of Jackie's member only M and Performance Driving Schools at the Performance Center the PC agreed to send an e mail to their customers promoting club membership. That e mail generated 50 new members in February of 2013.

Awards Committee

A core responsibility of all membership organizations like ours is to find appropriate and necessary ways to properly recognize and reward the contributions of its outstanding members and chapters. In its 44 year history BMW CCA has failed to establish and/or maintain a meaningful awards program. Staff does not have the time or manpower to design and implement such a program. There are many fine volunteers who would like to be appointed to an Awards Committee and I urge the board to establish such a committee immediately and appoint the necessary volunteers.

Below is a list of suggested awards and is by no means complete and exhaustive.

1. Friend of the Club
2. Outstanding Chapter of the Year
 - Criteria should be developed, above minimum standards, and to which all chapters should strive to attain. Those who do would be named Outstanding Chapter of the Year. Alternatively the award could be names for someone. More than one award a year could be given.
3. Outstanding Volunteer of the Year
4. Outstanding First Year Volunteer
5. Outstanding Newsletter Editor
6. Outstanding WebMaster
7. Outstanding President
8. Outstanding Vice-President
9. Outstanding Secretary
10. Outstanding Treasurer
11. Newsletter –First, Second and Third
12. Website – First, Second and Third
13. Chapter with the best Recruitment (split chapters by size)
14. Chapter with the best Retention (split chapters by size)
15. Most Philanthropic
16. Best Event
17. etc.

Scott,

Thank you for contacting me about the recent design and content changes to *Roundel*. At your suggestion, I took the time to read through the many comments on the E9 and 2002 forum groups. Their comments reflect the passion of our members for all things BMW—and for all things BMW CCA. While some are more passionate than others, I am grateful that our members have always had a concerned interest in the history and future of our Club. Both forums saw discussion of a wide range of issues, and I will do my best to address them here.

First, I want to correct the misconception that any changes were necessitated by cost-cutting, or so that the Club might build a facility “to house the cars of a few members.” Costs are always a concern, of course, and we closely monitor them in order to maintain the stability of the Club. Through careful management, we have managed to lower the overall production costs of *Roundel* by \$2.40 per primary member per year from 2009 to 2012. In annual production costs, this has meant a savings of \$163,000 annually. In the midst of a recessionary economy and shrinking ad revenues, these savings have been essential to our continued success.

Second, the Club is not contemplating the purchase of a building to “house the cars of a few members.” That statement was a gross misinterpretation of the facts, deliberate or otherwise. It is true that the BMW CCA Foundation—an entity entirely separate from and independent of the BMW CCA, with its own board of directors—is exploring the possibility of conducting a capital campaign to solicit donations for the construction of a museum and office space. It is also true that the Club would likely share office space in that new facility. But any suggestion that membership dollars are being spent on the study of this project, any future campaign, or any facility that might be purchased by the Foundation is entirely false.

More important is the notion that we are somehow turning our backs on the heritage of the Club, or the owners of the wonderful vintage cars we all love. No member of the BMW CCA Board, no member of the BMW CCA staff, and no member of the *Roundel* team has any intention of turning away from the 2002—the car that built the Club!—or the iconic E9 coupe—or the owners who preserve and maintain these cars. These members remain the heart and soul of the Club, and your home within *Roundel* and the BMW CCA is secure.

Five years ago, when we thought about creating a new event in the Greenville area, Bill Williams approached me support The Vintage instead—and we did. The following year, we began our support of two other significant national or regional vintage events, the Pittsburgh Vintage Grand Prix and the Legends of the Autobahn concours at Monterey, along with the BMW Festorics corral at the Monterey historic-car races. Since then, the Club has supported all of these events with staff time, event insurance, publicity, sponsorship dollars, and Spaten hospitality. National support of these vintage events exceeds \$55,000 annually in dollars and services, and allows the organizers to provide a top-notch experience at little or no cost to our members.

As the executive director who pushed these local and national partnerships, I am particularly proud of our success. I believe that most of the local event organizers are part of these forums, and I welcome their comments here regarding our ability to partner with them and contribute to their success. Perhaps they will tell to what extent *Bimmer*, *Classic Motorsport*, or any other publication has helped make their events possible with funding, and to what degree their events were covered by those magazines.

As for *Roundel*, in addition to stories on these and other events—even non-Club events with BMW presence, like the annual multi-marque event at the Zentrum—our March cover story takes us to Austria for the Ennstal Classic, featuring such notable vintage BMWs as a BMW 502 “Baroque Angel,” a 503, a couple of 507s, several wonderful 328 roadsters, and even a couple of Veritas post-war racers. Of particular note is a 2002ti that was one of six cars built and rallied by the BMW factory.

That issue also contains the story of a 2002 restoration that went right instead of wrong, and there are a couple of good E9 coupe stories coming down the pipeline. I’m sure you know of *Roundel*’s emphasis on the history of the marque; in the past year or so, the magazine has featured specific one-off cars like the Bugelfalte roadster acquired by Oscar Davis and featured in such shows as the Hilton Head Island Concours. There was Brian Morgan’s very well researched history of the 1940 Mille Miglia, won by the BMW 328 Touring coupe. We even featured a speculative story on a car built for a race that never happened: the Berlin-to-Rome race.

While that may not be enough vintage coverage for everyone, I believe it is a pretty darn good record. Within all of that coverage, have we ever made a mistake? Have we occasionally mislabeled a car? Of course; just as surely as we are human beings, we are certainly capable of error. *Roundel*’s policy has always been clear: When we make a mistake, we acknowledge and correct it at the first possible opportunity—and we try not to make the same mistake twice.

I know that the status of our writers is of great concern to our readers, for this really is a family. Most of us feel a close kinship for the friends we've come to know through their writing in *Roundel*, and although we do not discuss confidential personnel matters, I want to make it clear to everyone that Mike Self, Joseph Chamberlain, Rob Siegel, and Mark Jon Calabrese remain with us as *Roundel* columnists. Chamberlain, who was recently awarded the Friend of the Marque Award, will alternate with Dave Farnsworth; Siegel and Calabrese will also alternate columns.

A number of the posts I read expressed concern that the Club and its membership are different than they were in 1969. This may be true—but our Club founders established the BMW Car Club of America, not the '02 Club of America. As the marque has grown and diversified, so has the BMW CCA, and we must have room in our tent for all passionate BMW fans, whether they drive 2002s, E9 coupes, M3s, or X5s—not to mention Minis.

Today we have 70,000 dues-paying members. It's not unreasonable to believe that not all of them are passionate fans of history, or of vintage or classic BMW models. But clearly, they do not object to a mix of stories about people who are. However, we cannot focus solely on one model, to the exclusion of the others. Even Mike Self, in his 02 Cents column, found himself writing about everything from small French cars to his adventures with E30s; it's time he be allowed to devote himself to a wider audience.

But while that monthly column is gone, we have no intention of losing the passionate voice of Mike Self; instead, we are expanding his role as a *Roundel* feature writer, and his topics are limited only by his interests. While his January story was a travel piece there is nothing stopping Mike from sharing his technical expertise in the future. And if he chooses to write a story on the restoration of a 1602 or a 2002, the feature-story format affords him the luxury of several pages of text and photos. Using our electronic editions, he can even include video.

In the past 44 years, BMW has transformed itself. There is a BMW for every demographic. To remain relevant, the Club must adapt and—as it has from the beginning—appeal to all BMW owners. Does that mean that we will forsake the 2002tii for the Electric E? Never. Will we ask vintage-BMW owners to share the Club experience with purchasers of the i8 and i3? Yes.

That said *Roundel* is just one of the significant benefits of BMW CCA membership. Your \$48 is no mere magazine subscription; it also includes your local chapter dues, as \$15.30 of that annual fee is rebated to your local chapter. Chapters provide newsletters, tech sessions, show-and-shines, concours, driving events, Club races, and other events; chapters often partner with the national Club to present regional events. I believe the best Club experience has us interacting with each other at these events, regardless of what anybody drives; it really is about the people, not the cars.

I look forward to meeting members, like you, at events throughout the country. Working together we can preserve our heritage while embracing our future. Please feel free to share my response with others as you see fit.

Thank you,

Frank

Official BMW Club

BMW Car Club
of America



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

Date: February 25, 2013

Subject: North Atlantic RVP Pre-Meeting Report for March 15 - 17, 2013 BOD Meeting.

BMW Car Club of America
John E. Sullivan
North Atlantic
Regional Vice President
334 Elmwood Avenue
Wollaston, MA 02170
617.696.1477

Travel & Expenses:

- BOD Meeting Palm Springs, CA January 12-13 Travel Expenses \$250.27
- BOD/Annual Meeting Asheville, NC March 16-17 Air Fare to CLT \$161.30

Planned Travel:

- BOD/Annual Meeting Asheville, NC March 16-17
- Regional Chapter Congress Newark, NJ March 22- 24

RVP Discretionary Funds:

- None Disbursed

Newsletter Delinquencies:

- None Pending as of this Report

Relevant Notes:

- Regional Chapter Congress

Respectfully submitted,

John E. Sullivan

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

Date: February 20, 2013

Subject: North Central RVP Pre-Meeting Report



BMW Car Club of America
Michael Lingenfelter
North Central
Regional Vice President
15106 Kampen Cir
Carmel, IN 46033-0004
(317) 513-0788
northcentralrvp@bmwcca.org

Travel & Expenses:

No expenses for January board meeting (January 11-13 in Palm Springs)
\$336.96 for North Central Region chapter caucus (January 18-20 in Dearborn MI)
\$574.98 for Pacific Region chapter caucus (February 1-2 in San Francisco)

Planned Travel:

March 16-17: Annual Meeting (Asheville NC)
March 22-23: North Atlantic Region chapter caucus (Newark NJ)
April 5-6: South Central chapter caucus (Dallas)

RVP Discretionary Funds:

\$500.00 (est.) for Larry Koch travel to North Central Region chapter caucus.
\$2,500 pledged for chapter incentive (to be awarded 3Q2013).

Chapter Probation Report / Newsletter Delinquencies:

St. Louis chapter was reinstated as a 501(c)(7) in November 2012 but is still awaiting an IRS certificate, at which time monthly chapter rebates will be retroactively reinstated. Illini chapter has created a new website (<https://sites.google.com/site/illinibmwclub/>).

Notes:

Developed and presented the chapter caucus material pertaining to member satisfaction and chapter scorecard; delivered at North Central and Pacific caucuses; will present at North Atlantic and South Central caucuses.

Have contracted with hotels hosting September's "Buckeyes, Bourbon & Bluegrass" regional driving tour. Will conduct reconnaissance trips in March/April prior to opening event registration May 1.

Respectfully submitted,

Michael Lingenfelter

Official BMW Club

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

Date: February 24, 2013

Subject: Pacific Region RVP Pre-Meeting Report, March 16, 2013 BOD Meeting

Travel & Expenses:

- Greenville, SC March board meeting \$814
- Greenville, SC June board meeting \$805
- O'Fest Columbus, OH September board meeting \$997
- Palm Springs, CA January board meeting \$550

Planned Travel:

- BOD/Annual Meeting Ashville NC March 16-17

RVP Discretionary Funds for 2013:

Planned: \$0

Spent: \$0 (saving all for Nick)

Newsletter Delinquencies:

- Newsletters in production: Hawaii, Inland Empire
- Sin City: VP, Newsletter editor and DEC moved out of area, new guy stepping into VP/Newsletter role (I don't have a name yet) However, they had a car show recently with 100 members in attendance and board meeting so there is some life. Will update if probation begins
- All other chapters in compliance or normal cadence

Relevant Notes:

- O'fest tasks: secure rental car parking for Monterey weekend. Confirm process to have safety barriers ordered for CCC, Autox, Gymkhana in paddock
- Pacific Region conference survey results and take aways:
 - Survey completed by half the attendees: Overall conference was rated 'satisfied', 93% would return
 - Comments ranged from wanting more best practices, being careful with tone/approach of customer experience message, praising the positive contributions of chapters, more sensitivity to volunteer nature of our club.
 - Scorecard: polarized the audience. A great suggestion was taking dollars withheld from underperforming chapter be re-invested in education/training tools - met with round of applause.
 - Foundation and Wendie Martin presentation too long. Street survival was too short.

Respectfully submitted,
Jeff Cowan

**BMW Car Club
of America**



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



BMW Car Club of America, Inc.
Dan Baker
South Central RVP
5307 Windham Springs Ct.
Houston, TX 77041
(832) 298-1984
southcentralrvp@bmwcca.org

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

Date: February 26, 2013

Subject: South Central RVP Pre-Meeting Report for March 16 - 17, 2013 BOD Meeting.

Travel & Expenses:

- BOD Meeting Palm Springs, CA \$513.38
- DEC Meeting/Pacific Region Conference, San Francisco, CA \$636.91

Planned Travel:

- BOD/Annual Meeting Ashville NC March 16-17
- Regional Chapter Congress Dallas, TX April 5 - 7

Discretionary Funds:

- None dispersed.

Newsletter Delinquencies:

- Rocky Mountain Chapter – Working with chapter to find a resolution.

Relevant Notes/Discussion Topics:

- Conference call in January with 16 people in total attending. All but one South Central Chapter was represented. Topics included upcoming conference, keeping calendars updated and need for populating Chapter landing page/calendar.

Respectfully submitted,

Dan Baker



BMW Car Club of America
Paul Dunlevy
South Atlantic
Regional Vice President
6424 Littlewood Road
Kernersville, NC 27284
336-996-3149

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

Date: February 26, 2013

Subject: South Atlantic RVP Pre-Meeting Report for March 16 - 17, 2013 BOD Meeting.

Travel & Expenses:

Planned Travel:

- BOD/Annual Meeting Ashville NC March 16-17
- Regional Chapter Congress Atlanta, GA March 9 & 10

RVP Discretionary Funds:
NONE

Newsletter Delinquencies:

- One cleared, one working

Relevant Notes:

- OBX CRUZ is a work in progress. It may not resemble past events but a group from Tarheel and Tidewater are trying to put something together to try to continue the event in honor of Rich Broughton.
- We are starting to see usage of the regional calendar by SA Region chapters.
- 15 of my 16 Chapters are sending representatives to the SA Regional Conference.

Respectfully submitted,

Paul Dunlevy



BMW Car Club of America, Inc.
Jackie Bechek
Director of National Events
640 South Main St., Ste 201
Greenville, SC 29601
(864) 250-0022
jbechek@bmwcca.org
bmwcca.org

TO: BMW CCA BOARD OF DIRECTORS
FROM: Jackie Bechek, Director of National Events
DATE: March 16, 2013
RE: Status Report as of March 2013
STATUS UPDATE OF UPCOMING EVENTS

BMW CCA EVENTS

For the following events, the Staff of the National Office will travel to these events to provide support for the local chapter, offer memberships, and sell BMW CCA merchandise at the event. At most of these locations, we hope to be accompanied by our host sponsor, Spaten Beer who offers complimentary beer and a gracious Biergarten atmosphere for our membership.

May 17-19th Saratoga Spring INVITATIONAL—BMW featured marque—Saratoga Springs, NY

May 25-27th Vintage at Westbend Vineyards—Scott Sturdy—Lewisville, NC (MEMORIAL DAY)

July 20-21st Pittsburgh Vintage Grand Prix—Schenley Park—Pittsburgh, Pennsylvania

August 16th Legends of the Autobahn—Rancho Canada Golf Course—Carmel Valley, CA

Aug 17th-18th Festorics/Reunion—Laguna Seca Raceway—Salinas, CA

Aug 19th-24th Oktoberfest 2013—Hyatt Monterey and Laguna Seca—Monterey/Salinas, CA

Aug 29th-Sept 1st ZFest 2013—Zentrum Museum—Greenville, SC (LABOR DAY)

October 12th -14th Vintage at Saratoga—Saratoga Springs, NY

October 18-19th Eurofest 2013—Zentrum Museum—Greenville, SC

BMW CCA REGIONAL CONFERENCES 2013

We will hold five (5) Regional Conferences this winter and spring at hotels centrally located to a large, regional airport. The National Office will support the events with hotel rooms at double occupancy and tax, as well as a meals package negotiated in advance. We are encouraging car-

pooling as well as the least expensive mode of transport (air, train) where appropriate. We are also coordinating their air travel with a corporate travel agency for controls on fares.

NORTH CENTRAL REGIONAL CONFERENCE (Regional VP: Michael Lingenfelter)(completed)

Dates: Friday, January 18th-Sunday, January 20th, 2013
Location: The Dearborn Inn, 20301 Oakwood Blvd, Dearborn, MI 48124

PACIFIC REGIONAL CONFERENCE (Regional VP: Jeff Cowan)(completed)
Dates: Friday, February 1st-Sunday, February 3rd, 2013
Location: Crowne Plaza, 1177 Airport Blvd, Burlingame, CA 94010

SOUTH ATLANTIC REGIONAL CONFERENCE (Regional VP: Paul Dunlevy)
Dates: Friday, March 8th-Sunday, March 10th, 2013
Location: The Crowne Plaza Atlanta Airport Hotel, 1325 Virginia Avenue, Atlanta, GA 30344

NORTH ATLANTIC REGIONAL CONFERENCE (Regional VP: John Sullivan)
Dates: Friday, March 22nd-Sunday, March 24th, 2013
Location: The Hilton Newark Hotel, 1170 Spring St, Elizabeth, NJ

SOUTH CENTRAL REGIONAL CONFERENCE (Regional VP: Dan Baker)
Dates: Friday, April 5, 2013—Sunday, April 7th, 2013
Location: The Westin Dallas Fort Worth Airport, 4545 W. John Carpenter Freeway, Irving, TX 75063

CCA MEMBER-ONLY GETAWAY TRIPS WITH THE PERFORMANCE CENTER

These national members-only trips are coordinated by Jackie Bechek in conjunction with the BMW Performance Center. Each getaway trips provides an opportunity for our members to participate in the Center's Car Control and Two Day M Schools at our 15% discount. As these trips attract members from across the country, our members are able to socialize across chapter boundaries.

New Member Opportunities

To market these seven (7) trips, in addition to the Roundel Weekly and Roundel Magazine postings, we accessed the database of the BMW Performance Center. The Performance Center, through their marketing agent, Harte-Hanks, put out an email blast to all of their 50,000 guests to attend the BMW CCA/PC trips on the condition that they first joined the Car Club.

We offered a \$42 discount membership to those members, and now have (40) new members as of February 22nd, 2013. What is significant about most of these new members is that they tend to be owners of late model cars who are influenced by the thrills of these trips to purchase more new cars.

For 2013, we offer seven (7) Getaway Trips with the Performance Center:

February 14th-16th: Valentine's Day Couples Trip: (Greenville, SC and Mts of NC)
\$2495/couple

- We had six (6) couples from six different chapters from California, Virginia, Pennsylvania, Texas, and SC. They enjoyed a romantic Valentines' Day Dinner at the Hyatt Greenville, took a tour of the BMW Factory, spent the day in the mts of SC and NC, and then enjoyed a full day of Car Control School at the Performance Center. A late day snow blizzard added to the excitement of the Renner/Isley hot lap rides!

March 2nd-3rd: Two Day M School (Greenville, SC) \$3,055/single or \$2,855/double
occ.(FULL)

April 11th-15th: Ladies'-Only Driving & Spa Getaway (Greenville, SC & Grove Park Inn,
Asheville, NC)
\$2695/pp (single occupancy)*

April 13th-14th: Two Day M School (Greenville, SC) \$3,055/single or \$2,855/double
occ.(FULL)*

April 25th-27th: BMW Couples' Driving Experience: (Greenville, SC & Mts of NC) \$1695/pp

June 1st-2nd: Two Day M School (Greenville, SC) \$3,055/single or \$2,855/double
occ.(FULL)

July 13th-14th: Two Day M School (Greenville, SC) \$3,055/single or \$2,855/single occ.

*as these trips are on the same weekend, some couples are attending both the Ladies' Trip and the Two Day M School. The couple can travel to Greenville together, yet can have their own unique driving experience in different programs.



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Marketing Report

Oktoberfest Sponsorship Sales

Oktoberfest 2013 sponsorship sales have been very strong this year, and as a result we have sold a majority of the individual event sponsorships. Michelin will be making a return to O'Fest this year, and in a big way. They have signed on to be the title sponsor of the four-days of driving schools at Laguna Seca. In addition, they will be conducting their drive and compare experience in the paddock of Laguna Seca on Wednesday using four M3s on loan from the BMW Performance Center thanks to Mike Renner.

Here is a list of sponsored events at Oktoberfest 2013:

Able Closures Concours Dinner and Awards
BMW CCA Foundation Casino Night Presented by Liberty Mutual
BMW NA Friday Night Banquet
BMW of El Cajon Welcome Reception
Dinan Engineering Trackside BBQ Lunch
Dinan Engineering Tour in Morgan Hills
Bridgestone Autocross
La Jolla Independent BMW: Official Hydration Sponsor
Michelin Driving Schools
Odometer Gears TSD Rally
Spaten Biergarten

Sponsorship opportunities remaining:

Concours/Car wash area title sponsor
Gymkhana title sponsor
Car Control
Customized sponsorship opportunities

First-Quarter 2013 Lapsed Member Promotion

Most recently, we partnered with the Shell Oil Company for the first lapsed-member e-mail blast in 2013. Shell agreed to provide \$20 gas cards to the first 200 people who rejoined the Club. After the 200th reinstatement, we gave each newly reinstated member a BMW CCA embroidered cap. As a result, we were able to add another 288 lapsed members back to the Club:

1YR Members: 259
2YR Members: 21
3YR Members: 5
4YR Members: 0
5YR Members: 3

BMW Performance-Center Partnership

We have enjoyed a great marketing partnership with the BMW Performance Center for a long time, and this year we have even bigger plans. The Performance Center is working with us to recruit new members via their e-mail marketing list thanks to the efforts of Jackie Bechek, our Director of National Events.

In February, the Performance Center sent an e-mail featuring our BMW CCA members-only trips, which included a link and special offer to join the Club. From the first e-mail alone, we gained 47 new members. In addition, the Performance Center is including a BMW CCA brochure in every gift bag, and instructors are actively promoting Club membership to school attendees.

Free Grille Badge with Three-Year Renewal Promo

To encourage members to renew for three years, we have been offering a free BMW CCA map-logo grille badge with three-year renewals. As of September 2012, 1,542 members had renewed at the three-year level in order to get a grille badge. By the end of December 2012, that number had increased by 580 for an annual total of 2,122.

Annual Membership Drive

Word-of-mouth and member referrals still remain among the most successful recruiting methods. This is a real testament to the passion and camaraderie displayed by our members and local chapters! To further encourage this practice, we are continuing the annual membership drive in 2013 with special prizes and rewards—including BMW CCA Bucks. Every participant in the 2013 BMW CCA Membership Drive has an opportunity to win a One-day M School, plus two nights' lodging for one, not including air transportation. There is a drawing for members who successfully make referrals, and a separate drawing for those who are referred. Each time a Club member successfully makes a referral during 2013, that member will be entered into a drawing for an M school, as well as other prizes. For example, if John Smith refers ten new members in 2013, his name will be entered ten times for an M school.

Recent Results: The 2012 Membership Drive was our most successful effort to date. Over the twelve-month span, 1,514 members referred 2,292 new members. In 2011, 2,213 referrals were made by 1,454 referrers.

Website Traffic

Website traffic has continued to increase during the first-quarter of 2013 after seeing considerable growth during the last half of 2012. The numbers are still climbing by large percentages each month as more and more current and potential members access bmwcca.org.

Special Note: The February 5th edition of *Roundel Weekly*, which featured an article from Satch Carlson accompanied by a video of a teen driver crashing an E46 M3, set an all-time record open-rate and click-through-rate for the newsletter. This particular email had an astounding 43.7% open-rate and an 18.93% click-through-rate.

Unique Visitors to bmwcca.org Year-to-Year Comparison

	2011	2012	% Change
July	30,165	59,884	+98.5%
Aug	27,681	39,788	+43.7%

Sept	33,276	39,768	+19.5%
Oct	27,929	32,545	+16.5%
Nov	28,848	31,806	+10.2%
Dec	36,100	35,821	-00.7%
	<u>2012</u>	<u>2013</u>	<u>% Change</u>
Jan	41,362	47,850	+15.6%
Feb	41,999	55,512	+32.1%

Social Media

BMW CCA maintains an active presence on Facebook, Twitter, and Linked In. Facebook is the highest referring website to bmwcca.org, and has become a gateway for potential members to become familiar with the Club. Not only is social media a great recruitment tool, but it also serves to help keep our members informed about upcoming events, new member benefits and discounts, new merchandise, and much more. In just under eight months we have increased our Facebook likes from 7,000 to over 12,000.

Regional Events Email Newsletters

Judging by the number of events entered into the National Calendar, 2013 will be a busy year for the 67 chapters of the BMW CCA! I would like to thank chapter officers for continuing to enter events into the calendar. Many regions submitted over 50 events—including driving schools, autocross competitions, social events, driving tours, chapter meetings, and much more. With this information, we were able to create the first full round of Regional Event Newsletters, which have been tremendously informative for our current members. Below you will find the event newsletter schedule.

Email Send Dates

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
North Atlantic	Jan. 31	May 2	July 11	Oct. 31
North Central	Feb. 7	May 9	July 18	Nov. 7
Pacific	Feb. 14	May 16	July 25	Nov. 14
South Atlantic	Feb. 21	May 23	Aug. 1	Nov. 21
South Central	Feb. 28	May 30	Aug .8	Nov. 28

Events Must be in Calendar by:

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
North Atlantic	Jan. 24	April 25	July 4	Oct. 24
North Central	Jan. 31	May 2	July 11	Oct. 31
Pacific	Feb. 7	May 9	July 18	Nov. 7
South Atlantic	Feb. 14	May 16	July 25	Nov. 14
South Central	Feb. 21	May 23	Aug. 1	Nov. 21

Chris Hennecey
 Director of Marketing & Communications
 BMW CCA



Re: March 16, 2013 Board Meeting—Asheville, NC

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bmwcca.org

IT Update

The following list highlights the major projects on which I'm currently working:

Roundel iPad App

We announced the availability of the Roundel iPad app to the membership in Roundel Weekly on February 26, 2013. Since then iMirus has also released an Android version in the Google Play Store and in the Amazon Store for the Kindle Fire. Android is a difficult platform to develop for because device support varies. I'm waiting on additional information from iMirus before we announce the Android version.

Roadside Assistance

Development is nearly complete on an interface between BMW CCA and Road America. We have been waiting on Road America to provide us with information necessary for the interface. Once they provide us with the information we can send them test data and can finalize the interface and resume the Premier Membership option.

Oktoberfest Registration

Registration for O'Fest opened as scheduled on March 1, 2013. There were some issues with registration that the gomebers developers had to correct. There is still one outstanding problem in the case where a member chooses multiple events and has a scheduling conflict. The developers are working to resolve the problem.

As registrants were calling Tricia Jones to make hotel reservations, for the most part they reported that they had a pleasant experience with the new registration system.

Work is still underway to get live registrant lists onto the O'Fest website.

Remodeled Garage

The O'Fest registration form pulls vehicles in from the member's garage. As more people used the garage we found that the data from DataOne had missing information. We made changes to the garage to allow a member to finish adding their vehicle even if the data didn't have a matching VIN. We also added "Other" to the exterior and interior color selections.

I am notified when a person adds a vehicle where the VIN wasn't matched, and when they choose "Other". I then follow up with DataOne to have the information added.

Membership Statistics

The monthly snapshot of membership data has been completed and I have used the data to create the 2012 Chapter Retention by Region report. I will write an ongoing report and have plans to post live data in the Chapter Admin area of the BMW CCA website.

I'd like some feedback from the Board for the ongoing report, please. Should I write the report in a month-to-date style, or in a month-to-month style? Month-to-date would always have columns for January of the current year and columns for the current month. That approach is consistent with the chapter incentives for the Membership Drive. Instead, I could do a month-to-month approach where it shows columns for the previous month and columns for the current month. That approach is consistent with the current Executive Director's report.

Website Redesign

Worthwhile is working to install the new theme. Once they finish the installation Len will be able to tailor the theme for BMW CCA. Additional work will be necessary to convert the hardcoded pages of the current theme into "blocks" for the new theme.

Chapter Events Online

We are always adapting the event submission process based on feedback from chapter representatives. We are in the early development process for two new enhancements:

1. Allow a chapter representative to upload a file containing a list of events.
2. Allow a chapter representative access to modify an event after it has been submitted.



Stephen Elliott
Director of Information Technology
BMW Car Club of America

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

Satch Carlson, *Roundel* editor-in-chief
March 2013 Pre-Board-Meeting Report

Advertising decline: I am sure you have read Michael Slaff’s report on the general decrease in advertising revenue. Our advertising-to-editorial ration indicates the same trend. Skipping the January figures—the January 2012 issue was only 128 pages, so it should not be compared with January 2013—we see a decrease from February to February of nearly 2%, with the following months showing a pattern of decreased advertising.

Month	Total pages	Less cover	Ad pages	Adv Edit Ratio
2012				
Jan	116	112	36.66	31.60%
Feb	132	128	44.08	33.39%
Mar	132	128	50.41	38.19%
Apr	140	136	59.66	42.61%
May	140	136	57.16	40.76%
Jun	132	128	55.49	42.04%
Jul	132	128	51.66	39.14%
Aug	132	128	56.83	43.05%
Sep	132	128	48.24	36.55%
Oct	132	128	50.16	38.00%
Nov	132	128	43.99	33.33%
Dec	132	128	53.58	40.59%
2013				
Jan	132	128	38.66	29.29%
Feb	132	128	41.58	31.50%
Mar	132	128	46.58	35.29%
Apr	132	128	52.58	39.83%

The decline in print advertising seems to be an industry-wide phenomenon, and a reversal of this trend will be slow if it occurs at all. There are some indications that an increase in editorial quality may lead to increased circulation and advertising sales, at least in the newspaper business, but it’s too soon to draw any conclusions. At this point, I would say that our best course is to maintain a 128-page format as long as the ad ratio does not fall too far below 35%.

Production quality and efficiency: The use of Adobe’s InCopy software in conjunction with Adobe InDesign, which we use for our master layouts, has substantially reduced the tedious process of text revision, to the point where we can now take advantages of two proofers instead of one. Once we have finalized our production process, we hope to have each member of this editing team proof the entire volume of each issue at least twice.

Classifieds: In the last three months, Kelly Kirkland has identified several idiosyncratic issues with our classifieds section. Some of the formatting changes required for placement in *Roundel* have been automated through the use of embedded style sheets within InDesign, but some technical problems remain in the process of extracting *Roundel* ads from the matrix of online ads. Kelly will be

handing off the Classified section to Katy Kraushaar, who has satisfactory experience at working out online billing and forms procedures.

Roundel Weekly: Chris Hennecey continues his terrific job collating and editing items for *Roundel Weekly*. In light of declining ad revenues for *Roundel*, we remain pleased that *Roundel Weekly* continues to attract advertising revenue.

Roundel's new look: After a spate of letters expressing opinions for and against the redesign, we continue to get occasional comments, mostly favorable, but I have no intention of letting that topic become this year's Global Warming debate. However, I do take some satisfaction in the fact that most members who have written to us are praising the new look and feel of *Roundel*. I remain confident that we are continuing to fulfill our stated mission: to inform, entertain, and provide a sense of community for our members.

A handwritten signature in blue ink that reads "Satch". The letters are cursive and fluid, with a prominent 'S' and 't'.



The Magazine of the BMW Car Club of America, Inc.

To: BMW CCA Board of Directors

From: Michael Slaff, Advertising Manager
Roundel Magazine
22 Woburn St, Suite 36
Reading, MA 01867

Date: 3-7-13

Roundel 2013 advertising update

Folks,

As I write this the stock market is raging and the housing market is finally starting to look up a little....but the turnaround, if that's what it is, hasn't reached our little corner of the economy yet. Quite the opposite. I'm hearing from advertisers large and small that business is awful and they're cutting back in every way they can....including their Roundel advertising.

Roundel billings are down sharply at the beginning of 2013...a little over 12%.

Several major advertisers have pulled out of the magazine, others are cutting back and some just can't pay their bills.

Right now I'm holding five or six long-time advertisers out of the magazine on credit hold....I don't recall ever having to do that.

The large loss in ad billings, however, is from about a dozen major advertisers who've pulled out of the magazine...or dramatically cut back their schedules back...or are on credit hold. Most of them cite poor sales as the reason. Two of them have been in Roundel for over 20 years (!).

These advertisers accounted for about \$140K or almost 17% of 2012 billings. Some of those dollars will continue to flow in 2013....but a lot of them won't. We've got our work cut out for us.

The new Roundel Weekly will help....we might bill around \$50K there this year.....and there are a few rays of sunshine on the horizon for new Roundel advertising.....but I think we're seeing the full force of a long-term, grinding recession...and it's going to be a challenging year. I think we'll do well if we can keep our losses to less than 10% this year.

Michael



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Creative Director's update:

Roundel: We continue to streamline the layout and editing process of the monthly Roundel. Using InDesign for layout and InCopy for editing, we've eliminated specific "rounds" of editing in favor of allowing the editor to directly update content in the layout while the magazine is still in production. This provides accessible files to Satch earlier in the process and allows him to directly tailor his edits to suit the layout and design.

Digital Roundel: While we still use the online digital Roundel, we recently launched the Roundel App for both iOS and Android marketplaces. Through this app, members can use their membership email and password to sign in and download current and past issues of the Roundel.

Legends of the Autobahn: The WordPress based site is up and running smoothly. We've updated the design and interactive elements as needed now that registration is open. We'll be starting the design of the official program for the Legends event in April.

Oktoberfest/Monterey Week: We've been producing advertisements and marketing materials promoting the events. The official program, tickets and other materials will be produced in April/May.

BMW CCA Website: The redesign is in the planning stages as we consider Drupal editable templates that we can redesign to suit the brand and functionality we want in the site.

BMW Car Club of America Driving Events Committee

To: BMW Car Club of America Board of Directors
Dan Baker - BMW CCA Board Liaison - DEC
Frank Patek - Executive Director BMW CCA

From: Bill Wade – National Driving Event Committee Chairman

Date: March, 2013

Subject: Quarterly Report – 1st Quarter 2013

Items / Issues–

1. DEC planning Meeting

The National DEC will be held their annual planning meeting on the weekend of the Pacific Regional meeting. We covered topics such as:

- Property damage coverage of the track/facilities under CCA policy.
- A clearer definition of what is an Autocross.
- Revisions to the stand alone DEC minimum standards.
- ITS Funding/Promotion for new and existing events.
- Suction cup camera mounts.
- Health form standardization.
- Track direction review. (Hallet, MSR, Grattan, Gingerman, Summit Pt)
- Compensation of HDPE instructors, conflict?

2. **Questions with Pete Lyon** - I have reviewed a series of questions with Pete Lyon resulting from NDEC meeting (see attached).

3. Track Directional Issue update

I have recently seen another track (Summit Point w/ DelVal) referenced driving the track in both directions. In discussing this with Pete Lyon he suggested talking to the SCCA and try to review their track safety evaluation list. I contacted the SCCA and I have their list. There are numerous track where we facilitate HPDE's that are not reviewed by their Safety Board. The NDEC is concerned about having 'someone' declare that these tracks are suitable to run in both direction when there have been no formal review by a respected organization.

4. Oregon Driving Tours

The Oregon Chapter has contacted both the Regional DEC Rep and Frank Patek regarding a request for a document in establishing rules for conducting a driving tour including controlling the speed. In the past, while controlled by a different organization, this chapter held driving tours lead by a particular individual that consisted of driving on backroads in a *very* aggressive and 'spirited' manner, causing much concern among some members. This individual is no longer involved in the chapter but his influence is still felt and the new organizers want to document what conduct is allowed. There currently is no mention of conduct in the Minimum Standards for a Tour and the NDEC feels there doesn't need to be with the common practice being 'Obey all traffic laws'. the Regional DEC Rep as asked the chapter to create their won document and it will be reviewed by the Rep with input from the committee.

5. **Letter to Gold Gate Chapter regarding Autocross Violation. (see attached).**

6. **National Instructor Training School Program** - Pacific Regional DEC Rep Scott Adare and North Central Regional DEC Rep Mike Clemens who have both not seen the National ITS program are currently looking to go to the spring school at Watkins Glen to participate and observe with the hopes of bringing the ITS back to their regions better, especially the Pacific Region.

7. Boston Chapter 'Ice Racing' -

North Atlantic Regional DEC Rep Ross Karlin was contacted by the Boston Chapter looking to get their 'Ice Racing' series event classified as a Gymkhana. It was reviewed and determined to be in line with the description of an Autocross.

Board Action Needed –

1. Approval of Standalone Minimum Standards

Travel Completed –

1. North Central Chapter Congress (Representing Bluegrass Bimmers and BMW CCA Foundation)
- Detroit MI 1/18/13
2. DEC Committee Meeting - San Francisco CA 2/2/13
3. South Atlantic Chapter Congress (Representing Street Survival) 3/9/13

Travel Anticipated –

1. South Central Chapter Congress (Representing Street Survival) 4/6/13

Respectfully submitted,



Bill Wade
National Driving Event Committee Chairman

1. We know that there is not a provision that would take care of someone's car if they go into the guardrail at a track, but since there is the ability to cover the cost of a fence or a light pole that gets damaged in an autocross/car control clinic, does that carry over to the guardrail? Most tracks are now requiring that any damage to a guardrail be paid for by the driver that hits it.

Pete - Yes it does and yes we can file for a claim but excessive use will cause the rates to rise

2. Do you want to have any input on what our health form requires for DE's? or how we administer it?

Pete - no

3. Do you have any input on a suggestion that we would like to require using only professional corner workers at DE's?

Pete - where possible they should be used. BUT if not possible volunteers are acceptable as long as they are 'trained'. Don't just send them out there with no idea what to do

4. When do we report an injury? Right now it says a 'significant injury' not sure what constitutes significant, a badly cut finger could still require medical care. What do you want to know?

Pete - If it required transporting off site.

5. Someone asked how many autocrosses we held last year. Can you tell us? How many DEs? Rallies? Tours?

Pete - attached at the end

6. As you know we have had discussions about driving tracks 'backwards'. We have confirmed that the SCCA has not designated Grattan or Gingerman safe to be run backwards but is there a list to support this? Is there a formal process that the SCCA goes thru for this?

Pete - yes there is and they could be used to set a level of standard

7. Is there any problem with having chapters compensating 'professional' instructors (from the Porsche Experience as an example) to work with students for an additional fee?

Pete - no issues as long as they are following the same rules as anyone else

8. Do you have any input on using a K-rated helmet in DE's?

Pete - should not be used but additional research should be done .

BMW CCA Event Count 2010-2011 2011-2012 2012-2013

Event Type	Number of Events	Event Days	Number of Events	Event Days	Number of Events	Event Days
Driving School	69		57		59	
One Day		32		21		24
Two Day		16		20		12
Three Day		78		69		81
Four + Day		12		12		8
Club Race/Driving School	17	51	13	36	12	37
Autocross	123	133	117	121	133	160
Safety School/Car Control Clinic	62	74	57	60	49	53
Rally	16	21	14	19	15	16
Gymkhana	4	5	2	2	2	2
Tours	149	196	139	175	129	166
Concours/Car Shows	24	31	19	22	19	22
Social Events/Tech Sessions	86	97	75	75	75	75
Totals	550	746	493	632	493	656

Official BMW Club

BMW Car Club
of America



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BMW CCA Club Racing
Gary Davis
18159 Meridian Rd.
Grosse Ile, MI 48138
734-308-7299
chairman@bmwccaclubracing.com

March 8th, 2013

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

Subject: Club Racing Chairman's Pre-meeting Report for the March 16-17, 2013 National Board Meeting.

Travel: March 9-10, 2013; BMW CCA Club Racing Stewards Workshop;
Atlanta, Georgia.

Appeals/Protests: None

New Activity:

- Cobalt Friction Technologies Premier Sponsor Proposal (see attachment.
- Turner Motorsport announced as Title Sponsor for BMW CCA Endurance series with Driving Impressions as the Premier Sponsor.
- 3 confirmed races for Endurance Series; Mid-Ohio, New Jersey Motorsports Park and Watkins Glen International.
- Tire Rack renewal of Series Sponsorship for BMW CCA Club Racing. Renewal is for 3 years with an option for 3 more years.
- Confirmed North American Challenge Race at COTA in June, 2013.
- 5 day National Club Race/ Club Race School at Watkins Glen International in September, 2013 with Boston/GVC sponsorship. There will 2 days devoted to the Club Race School, one day for the Endurance Series and 2 days for the CR Sprint Series.

Respectfully submitted,
Gary Davis
Chairman, BMW CCA Club Racing



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2013 Club Racing Sponsorship with Cobalt Friction Technologies

1. Cobalt Friction Technologies will be a Premier Sponsor for 2013 and will be listed on the Club Racing website (bmwccaclubracing.com), in the racing section of the Roundel as well as on all communications from BMW CCA Club Racing as a Premier Sponsor, Official Contingency Sponsor as well as the sponsor for the "Rookie of the Year" and the "Glen Lucas Memorial Trophy".
2. Cobalt Friction will be listed as "The Official Brake Pad Supplier of BMW CCA Club Racing" on the Club Racing website.
3. The program will mirror the contingency program for SCCA Club Racing.
4. Pre-registration is not required.
5. Competitor must be using Cobalt XR-Series Carbon-Ceramic Racing Brake Pads.
6. 2 Decals Required.
7. All Classes of BMW CCA Club Racing are eligible.
8. Contingency Product Awards will be presented in the following fashion,
 - A. Product credits are presented to the 1st-5th place finishers per CR sanctioned event.
 - B. A minimum of three (3) competitors in a class are required to be eligible for awards.
 - C. All competitors participating in this program will receive 50% off retail pricing on their first 2012 order for CFT (4 axle-set maximum).
 - D. Current BMW CCA CR members continuing to participate in the program will receive a 10% discount off MSRP for each additional 2012 CFT purchase.
 - E. All awards must be claimed and redeemed directly through CFT by 12/31/2012.
9. Payout Schedule;
 - A. 1st 1 Free Axle-Set of Brake Pads.
 - B. 2nd \$50 product credit.
 - C. 3rd \$40 product credit.
 - D. 4th \$30 product credit.
 - E. 5th \$20 product credit.
10. BMW CCA active members will be eligible for a 10% discount off MSRP for each Cobalt Friction Technologies purchase and will receive 25% off retail pricing on their first 2012 order for CFT (2 axle-set maximum).

11. **Cobalt Friction Technologies will be eligible to provide track-side technical support for BMW CCA HPDEs and for BMW CCA Club Races. Technical support will be provide by trained support staff and include technical advice, brake system evaluations (brake temperature and wear) and brake repairs (rotors, pads and brake fluid). CFT brake pads will be available for purchase (with no guarantee of sales volume).**

For 2013, Cobalt Friction Technologies will be a Premier Sponsor which will include sponsoring two (2) year-end driver awards. The total package will be for \$5000 with \$2000 designated for the 2 following driver awards;

1. "Cobalt Friction Technologies Rising Star" for the rookie driver that end the season with the most points. The award will be \$1000.
2. "The Glen Lucas Memorial Trophy sponsored by Cobalt Friction Technologies" for the CR most represents the spirit and philosophy of Club Racing. The award will be for \$1000.



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BMW CCA March Board Meeting
Ombudsman Report submitted by Dwayne Mosley – Chair

John Gamel

- 1) Member had purchased a 2007 335i. Had issues with the manual transmission. Mike Miller provided substantial assistance in acquainting the member with the normal sound of a manual transmission and its operation in a modern BMW. Resolution: ?
- 2) Member wrote to support a non-member whom had purchased BMW X5 at his recommendation. Seemed that there was a problem with the wheels and tires, despite the fact that the non-member had purchased the wheel & tire insurance. JG suggested making a claim with insurance and also that non-member join BMW CCA. Resolution: ?
- 3) Member from CT purchased 2006 BMW 650i Convertible from Toyota dealer in Houston, TX. After flying to Houston, member had electronic issues with car as he drove it back to CT and thereafter. Mike Miller provided substantial assistance with lengthy explanations regarding BMW batteries and electronics. Resolution: ?
- 4) Member from CT area contacted Regional VP John Sullivan with problem with complain about the cost of BMW parts. Resolution: ?
- 5) Member complained about a 2011 328i with DINAN Mod 1 suspension mods. Consulted Mike Miller. He provided answer. Mike Miller involvement resolved issue. Resolution: +
- 6) Member in VA with a 318Ti called/emailed me repeatedly over a multi-week period as I attempted to resolve his issue with what turned out to be neglect on his part. Mike Miller's knowledge pivotal in this issue. Member used independent BMW service well-known to his Chapter. Member supplied documents to me, but omitted key documents. I spoke with with owner of service. He supplied key information. End result: Member lied to me, and I advised member to resolve his issues with provider who was well-known and liked by his local BMW CCA Chapter. FWIW, this one interaction with this one member ultimately required 6+ hours of telephone/email work. Resolution: ?
- 7) Member bought a 2012 Z435i and complained about HVAC issues with the car. I consulted Mike Miller via email and he produced a complete response to the member's problems dealing with voltage fluctuations. Resolution: ?

8) Member complained about supplier of rebuilt radiator for his 2002Ti. Complaint was that supplier had sent him a new 3-core radiator for his 2002, but after he spent \$35 to send old core to supplier, he had not received his \$75 core-charge back from supplier. This is still unresolved as supplier will not return my telephone calls. Member has mentioned that he will contact the Better Business Bureau to get his \$75 back.
Resolution: ?

9) Member in CT complained about the fact that the heated driver's seat in her 2005 BMW X5 had burned through the leather of the seat and also the coat she was wearing. I contacted SM at friendly local BMW dealer in MA and discussed this with him. He suggested language and tactics regarding the seat. Resolution: Member completely happy...leather seat replaced, and cost of coat reimbursed by BMWNA. Resolution: +!

10) Member in VA had problems with 2013 328i...involving HVAC, steering and transmission. Owned car for three months...one month of which car was in dealer for service. Getting frustrated, member told BMWNA and dealer, "I have been in contact with BMW CCA Ombudsman." Two hours after that statement, BMW NA and Dealer agreed on giving member new car. Resolution: ? (but was looking good).

Alex April

1) January 2012. Member is a local here in St. Louis. He had an issue with the dealer allegedly causing damage to the rear bumper cover on his 2007 335i coupe. He had it in service at the dealer and when he picked it up, it was dark and the car was freshly detailed. He noticed shortly thereafter that the rear tow hook cover was missing and there was obvious damage to the cover. He complained to BMW NA and the dealer. He received no reply from BMW NA and the dealer refused to even take a look at the damage. He obtained the dealer's president/CEO's number and was going to call him at home. I advised against that and suggested other, less-intrusive avenues. He decided pursuing the case was not in his best interest despite my suggestions to pepper the dealer with certified letters, etc. He said sending letters and/or hiring an attorney were not viable options since he has little extra time. Member instead planned to pursue a case with the BBB and to spread the word through his religious group since he said this particular dealer advertises within his group. I sent a follow-up email just now and am waiting on a reply.

2) January or February 2012. Alleged member (did not verify member #) had issues with dealer after buying the vehicle and complained they sold him a RWD CPO car with overly worn tires. He consulted our office first. I gave him tips on how to properly speak to his dealer via phone. No follow-up from member. Unknown resolution.

3) David Gurak – He can't get his new vehicle production #. Referred him to his dealer and suggested he persist and when he gets it to go to the website to track it.

4) Anderson Venturini - 35k 2003 M3 catastrophic engine failure and since out of warranty, BMW denied coverage without explanation. Poss related to rod bearing recall

performed in 2007. Told him there is nothing that can be done after input from other ombudsmen.

5) James Parker – A366621. 2008 M Coupe 34,570 miles – Brake issue caused at dealer while having routine checkup at dealer before warranty expires this week. They state caliper paint (from years ago) caused the brakes to start smoking. Told him this is not possible. Asked Mike Miller about his thoughts. BMW finally decided to not cover. I checked with local dealer and he was astounded with BMW's position.

6) Justin Yttrup – 01 e39 5er. Installed screws too long himself on shifter surround and cracked it. Nothing we can do. He assumed the screws were the right length even though he noticed the orig were shorter by 2mm each.

7) James Otworth – 470040 – 2012 5er GT. 10/23/12 Needed help getting perm tags from dealer – expire in 3 days. Made call to dealer and talked to GM's assistant. He received a call back the same day!

Franklin Jones

1) A member purchased a new 2010 Z4 in November of 1011 and was having difficulty with he dealer treating the vehicle as a completely new car. Here is the letter he wrote as a result of our discussions.

After discussing my experience with BMW of Sterling with an Ombudsman and also a Regional VP of the BMW

Car Club of America, at their advice, I am writing to you for help.

I purchased my first-ever BMW, a 2010 Z4 Roadster, as a new vehicle from your dealership on 5 Nov 2011.

Since then, I have had to return the car to your service department a series of times to resolve a number of issues. Some of those issues and a number of other significant items are still not resolved.

I have attached a

detailed description by date of my experiences with this car and BMW of Sterling and have also included

copies of the emails I have sent to your sales staff trying to bring this car to the status it should have been

when I purchased it as a new vehicle.

I would like the following items resolved: In Service Date (ISD) reset to my purchase date to include written confirmation this vehicle has the 48

month/50,000 miles new car warranty from my date of purchase

•

One year subscription to SiriusXM satellite radio

•

Owner's Manual for BMW Professional Radio

•

Radio repaired or replaced to resolve problems with Speed Dependent Volume feature

•

Car hood repainted due to numerous blemishes that were never repaired as promised

-

Rear window repaired or replaced to fix faulty installation (moisture leaks through seal)

-

Repair or replacement of both door window guides to eliminate streaking of front door glass

-

Replacement of BMW watch

-

Reimbursement of CarFax report

I would be more than happy to discuss this with you in greater detail since I think it would be invaluable

towards understanding the quality and performance issues I have highlighted. I

respectfully ask that you take

the time to read carefully through the enclosures. I think you will conclude that my new car experience with

BMW of Sterling is not what you or BMW want for their customers—it simply doesn't fit the branding and high

bar that BMW has set for itself in providing their vehicle owners the ultimate driving machine.

Sincerely,

The member pursued this with the dealer for several months and finally contacted the Virginia Consumer Affairs office and the issue was finally resolved to the satisfaction of the member.

2) Member asking about the a BMWNA rebate program for a 2010 6 series he purchased pre-owned in February 2012. I sent him links to the BMWNA web site CPO and Rebate programs and suggested he contact his sales person. I did not hear the result.

3) Member had an issue with service of the lower control arms on a 2005 M3. The member had contacted a number of us. His information was sent on to Mike Miller who generated this comprehensive response but I don't know the final outcome.

If there is physical evidence of a floor jack or jack stand being placed and used under the rear control arms (trailing arms, actually), then John has described a scenario that is certainly possible.

Proving who did it is another matter, because evidence of it is circumstantial.

I would speak with the service manager (not the service advisor), show him the marks, and tell him how you think they got there. Be polite, but be direct. Ask him who worked on the car. Tell him that, because no other shop has worked on his car, you think your car was damaged by someone at his shop who failed to lift or support the car properly. Tell him you understand that mistakes happen, but this particular mistake was amateurish and is going to be quite costly. Tell him you pay more for dealership service precisely to

avoid amateur mistakes and that you don't feel that you should have to perform an underbody inspection before and after his technicians work on your car.

Say, "Let me ask you this: if this were your BMW, what course of action on the dealership's part right now would prompt you to give them a perfect score on the BMW Customer Satisfaction Survey?"

The desired end state is a full ride -- free parts, free labor, free alignment. That gets a perfect score. The score drops one point for each item they don't give you.

4) Member called because his warranty on a 2009 X 5 was due to expire soon and he wanted to know if there was any service he should have performed before it expired. I suggest he contact his dealer service rep and discuss what service he would be eligible for under the warranty. I also suggested he contact Mike Miller to see if there were any known issues with that year model that hadn't risen to the level of recall.

Dwayne Mosley

1) Member had an X5d that continued to have CEL's over a period of four months. Member was very frustrated. Also, didn't like that they kept giving him a Chevrolet as a loaner. Wife was also pregnant and about to deliver and the car was challenging every spare moment of time they had.

Result: Talked to the dealer and got this note. "I remember the vehicle. While it is true the part is the equivalent of an oxygen sensor, the fact of the matter is we had a nightmare of a time with the check engine light, and eventually repaired it by replacing the sensor. We actually had contacted engineering for help, but in the end we figured it out ourself anyway. Unfortunately, lots of time went by, and of the few campaigns and recalls there have been on these cars, his not only was included in all of them, but also happened to suffer the ill effects of the defects. Many times we have a campaign or recall and the car is not acting up, but not such luck with this car. And if memory serves me correctly, we had an delay with parts and we ended up stealing the sensor from a new car. As far as the phone goes, I know Joe is concerned because the phone rings in parts three rings and transfers, but the caller hears five rings during the same call. No news here. Our antique phone system, despite a year and a half of effort, seems to be programmed to lose calls and ring on the line apparently without ringing an extension. We have two ladies at a desk who are tasked with ensuring no calls are missed. And perhaps there are people here who do not pick up the phone. At any rate, we are aware of the problem, and seem unable to overcome it despite great effort and lengthy discussion. i sure hope we can someday figure out how to get the calls answered, whatever the cause, before it is too late."

2) Small warranty issue with a quick resolution.

3) European member from England had some work done here in the US and received an invoice for work after he thought he'd paid for everything already. He wanted someone in the geographic area that could look at the work to see if it was performed correctly and try to understand what the extra charges are for. I determined where the shop was located and put him in touch with the President of that Chapter. Never heard back so he must've been successful.

4) Member recently purchased an E85 Z4 and was fighting with BMW North America to replace the steering rack which has been diagnosed with the infamous "sticky steering." So far BMW NA has agreed to cover the part if member pays labor. Member got a labor quote from dealer and thought they were trying to take advantage of the situation. They told him the car also needed an alignment. When pressed on the issue, because they quoted an outrageous \$200 for it, they explained the alignment was because of tire wear and not related to the steering rack installation. (Note: The tires are wearing evenly and are almost dead so I'm going to put new tires on the car soon.)

He wanted to know:

- 1) When have you ever heard of a steering rack replacement NOT necessitating an alignment?

- 2) Is a front-end alignment already accommodated by the service hours mandated for the new steering rack?

I told him I had my steering rack replaced on a Z3 M coupe and the guys at Century BMW told me that they could replace it without realigning the car. I know and trust these guys and have never had any issues after the work was done. I didn't know the answer to #2. I would think not, but didn't know for sure. I advised him if he wanted a more absolute answer for all this, contact the BMW CCA technical support rep, Miller Mike <auspuf2002@aol.com>

5) Member with CPO wanted to get his radio repaired under CPO only to learn the hard way that CPO does not cover radios. I sent him to a friendly dealer to see if there was a less expensive solution. He indicated that it worked out OK.

6) Member says Dealer crushed in part of an X5 bumper and didn't tell them. After discovering it, the dealer would not admit it. Member had a visual inspection form signed by the dealership indicating that the car arrived without any issues. Still the dealer resisted. I advised them to call BMW customer relations and ask them for some guidance. If they couldn't help, I indicated that they might need to suggest a legal route to shake them into action. If they did not react positively, they would need to seek legal counsel.

7) Member had a '91 M-Tech II E30 that the insurance company only wanted to pay \$3,900 for a car involved in a crash with one of the insurance company's insured. He wanted more due to the condition of the car. I advised him to check with specialist BMW resellers to establish the car's street value and offered him some contacts for establishing the value.

8) Member purchased car covered by eBay auction insurance. Car had serious engine problems. Insurance agreed to pay for any items BMW dealer identified as defective. The dealer discovered something else wrong after the fact and auction insurance refused to pay. He was determined to seek legal advice and I concurred that this might be the best next step since an insurance company was involved, had agreed to pay, but now resisted the additional payment. I'm not sure why he contacted us except to prove he wasn't nuts.