

BMW Car Club of America Board Meeting Minutes
Hilton Polaris, Columbus, Ohio
September 22, 2012

Bruce Hazard called the meeting to order at 8: 00 am

Current Board: Bruce Hazard - President, Steve Johnson - EVP, Darcy Yench - Secretary, Louis Goldsman – Treasurer; RVPs: Dan Baker, Mike Lingenfelter, Paul Dunlevy, Jeff Cowan, John Sullivan and Satch Carlson - *Roundel* Editor;

Others in attendance: Mike Ura- Foundation Trustee, Erik Wensberg, Adviser to the Foundation Trustees; Mark Feuer - Dinsmore & Shohl LLP, Larry Koch - BMW NA and Ian Branston, Chair of the International Council of BMW Clubs.

Minutes: The minutes of the June 23, 2012 Board meeting were approved by vote of the Board on August 30, 2012. Reading of the minutes will be waived.

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

- Approval of the M1 group as a recognized SIG: 8 Yes 1 Absent (Yench)
- Approval of \$50,000 grant in set aside funds to the BMW Car Club of America Foundation a 501(c)(3) entity: 7 Yes, 1 Abstain (Goldsman), 1 Absent (Yench)
- Approval of Operations Manual Changes incorporating Non-Geographical Chapters in Sections 5, 6 and 9: 9 Yes.

Louis Goldsman made a motion to reaffirm the conference call votes, Dan Baker 2nd; Vote: 9 in favor, 0 against

Reports:

- President – Nothing to add.
- Executive Vice-President – Nothing to add.
- Secretary –
Still pending is the approval of the August 30, 2012 conference call minutes. Darcy provided a hard copy of those minutes. There was no additional discussion.

Steve Johnson made a motion to accept the August 30th 2012 Conference Call minutes, John Sullivan 2nd; Vote: 9 in favor 0 against.

- Treasurer– nothing additional
- South Atlantic Regional Vice President – Nothing to add.
- North Atlantic Regional Vice President – Nothing to add.
- Pacific Regional Vice President – Nothing to add.
- South Central Regional Vice President – Nothing to add.
- North Central Regional Vice President
Mike Lingenfelter reported that the St. Louis Chapter has supplied all the materials to the IRS and it will take 4 – 6 weeks to get the letter of exemption. There will be no change in their rebate status until the letter has been received.
- Executive Director – See attached pre-meeting report.
- Roundel – See attached pre-meeting report.
- Driving Events Committee – separate sheet to the packet will be discussed later.
- Club Racing - See attached pre-meeting report.

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1. National Events – Frank Patek

Oktoberfest

- 2012 – Columbus, OH & Mid Ohio – Bruce Hazard indicated that until the Friday evening's activities, the event was going very well and the local chapter and all involved are to be congratulated for a well run, well attended event. Then mother nature stepped in and during a high wind, rain storm the tent in the parking lot damaged a number of cars
- 2013 – Laguna Seca – event is proceeding.
- 2014 - Possibly in CO. Timeline out – Steve will bring some information to the next conference call regarding the plans.
- 2015 – Nothing definite at this time
- Dan Baker reports that there is planning for at least a 3 TX chapter event at Circuit of the Americas in Austin. There has been interest expressed among this group about hosting Oktoberfest in the future at COTA. Steve will look into some options and report at the next conference call as well.

Other:

- Vintage in Saratoga is being moved from July to October.
- The Vintage will move from Winston-Salem to VIR in April
- Final year of our sponsorship with Spaten is next year.
- The Savannah Speed Classic in October may be Larry Koch's last event with BMW NA before his retirement.

Regional Conferences

- Regional – North Central Regional Conference is set for January 19-20 in Dearborn, Michigan, prior to any driving events and to coincide with the North American International Auto Show.
- John Sullivan set one of the last two weekends of April for the North Atlantic Regional Conference.

Action: The rest of the RVPs need to get a date and place to Frank in the next week for their regional Chapter Conferences.

- RVP's need to set the agenda and topics. Some suggestions were:
 - o Capital campaign – Mike Ura offered to have someone from the Foundation attend.
 - o Newsletter transition.
 - o Website and facilities available to all chapters
 - o Duties of new chapter officers as roles in chapters change after elections.
 - o Regional Calendars – Need to reinforce the idea that notification in advance of the events and publishing on the national website is critical to highlighting/avoiding conflicts. John Sullivan noted that the regional forums are a good place to post regional events.

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- Expanding and diversifying the type of driving and social events offered by the chapters. Are our current offerings too narrow an appeal for the BMW demographics.
- Frank asked to get calendars from the chapters for the year.

Action: All - Finalize topics during our next conference call.

2. Regional Events

Updates: (See attached reports for the following events)

- Pittsburgh Vintage Grand Prix
- Monterey Festorics Weekend August 2012
 - Legends of the Autobahn
 - Vintage Races

New Requests - none

- Mike Lingenfelter will propose at a future time a regional driving tour through southern Ohio, Kentucky and Tennessee.

3. National Programs and Services

IT Update

- First test of autopay was successful.
- Next up is automatic emails to new members, three touches is a good way to make them feel welcome and educating them to the club activities. We can automatically set triggers for renewal as well.
- Chris Hennecey has done a terrific job with *Roundel Weekly*. Michael Slaff's report show that there is more income produced with our in-house work. There is a 30% open rate for *RW*. This has been a test ground for some new talent.
- People are requesting event announcements for inclusion in *Roundel Weekly*.
- Calendar submissions are now approvable with just a click. My Garage module – has been completed. This update, along with a VIN reader, was needed to proceed with the Roadside Assistance program. The VIN reader will be helpful for those placing classified ads. Club Racing –

Louis Goldsman reported they are having a good year with some new racers.

Driving Events – Dan Baker

San Diego Autocross – continuous lapping was an issue for Bill Wade. Dan Baker has satisfied this issue with Bill. Timed laps and the speeds however, are an issue. Minimum standards for Autocross state that the speed is limited to normal highway speeds.

Action: The DEC to analyze/decide what if anything needs to be changed and make a recommendation to the board if they feel a need for revisions. DEC needs to define what the difference is between an autocross versus a lapping event given the difference in safety requirements.

- The DEC was questioned regarding two Michigan tracks and whether it is safe to run them backwards.

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Action: DEC to recommend changes to the Ops Manual to reflect SCCA Approved sanctioned regarding approved direction of running a track.

Charity Matching Funds – nothing reported

Raffle –

Budgeted for 32,000 ticket sales and netted \$200,000 from this year's record number of tickets sold. 7,500 tickets were purchased in the 10+ purchase range. 1 person bought 145 tickets.

SIG's –

Creation of the M1 SIG. Sharks group is still working to find a new leader and being recognized.

Roundel: Satch Carlson

The January 2013 issue will introduce changes to the magazine, not only to its design but to some of its contributors. The size has stabilized at 128 pages plus covers. Our columnists continue to create the personality of the magazine; because the magazine is the only BMW CCA benefit some members receive, *Roundel* must create a vicarious club experience. One attempt to add new voices: a rotating column written by different members each month.

Mike Ura stated a need for more of a presence of the Foundation in *Roundel*. This could be put into a dedicated portion of the Directions section, possibly with a letter from the Foundation president.

4. Policy and Administration

Ombudsman update – Nothing to report.

Tech Rep's update – Nothing to report

Benefits Update – See Frank's pre-meeting report.

BMW Clubs International (see information below)

- Meeting in Ashville, NC Sept 30-Oct 4, 2012

Operations Manual

- Breakout of DE and Autocross sections – The DEC is working on their breakouts and is working on the enforcement area need to be in the Ops Manual.

5. Foundation Mike Ura & Erik Wensberg

- Fundraising update –The seller's would like to reach a final disposition on the land in question by the end of the year. That might trigger a request from the Foundation for financial assistance. Bruce stated his concern with committing financial resources to the project prior to completion of the feasibility study, and a critical mass of the funds necessary are either raised or pledged.
- Mike Ura reported that the seller wants to sell both parcels of land together, including the one with the building. The Foundation would prefer a 2013 closing if they decide to option the land. Foundation will meet next month to discuss this. They have an exclusive deal with this sale as of now, the property has not been put on the market as of yet.

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- An Overwhelming request for more information came out of the focus groups that were conducted during Oktoberfest. A full report will be made in January to both boards. A preliminary report will be given at next week's Foundation Board meeting. Steve Johnson expressed the idea of floating money to the Foundation as is now being discussed and accelerating the clock, is very concerning. Coexisting status in a building needs to be investigated further.
- Specific statements made in the initial fundraising brochure for the campaign were met with opposition from a number of attendees at Oktoberfest.
- Louis reminded the Board that IRS Regulations make it necessary for the Club and the Foundation to be separate legal entities.
- It is important that we act soon to identify the preferred legal structure necessary to effectuate a shared living arrangement between the Club and Foundation. i.e. Condo, tenant/landlord, or separate facilities.
- Street Survival is key a component of the fundraising campaign. The goal is to double the size of the program in 5 years. Important to move forward with the understanding that the Foundation and the CCA look as one when a BMW CCA chapter is marketing and conducting a Street Survival school. Street Survival would not be possible without the chapters.

Action: Bruce Hazard will provide a summary of the pros and cons and the options available for this project on the legal aspects of co-existence.

- Bruce observed that the Foundation has an effective method of tracking action items that he would like this Board to adopt.

Action: Secretary summarizes the action items and reviews them on conference calls and at board meetings to track progress and ensure completion.

6. Financial

2012 Update (see Treasurer's pre-meeting report)

7. Chapter Issues

- Sunshine Bimmers – Update –
 - The chapter has won the suit and received all monies that were due to them.
 - On a separate action between PBOC and a chapter member the national office has receive a subpoena for correspondence. This is being challenged on the validity of the process of service and the overly broad scope of the request.
- Conference calls – Continuing difficulty with conference calls. John Sullivan will have one in October.
- Chapter probation report – No chapters facing probation at this time.

Action: National Office to set a schedule for distribution of this report.

- Chapter toolbox – Still needs to get done.
 - Some chapters are very good about doing certain events well.

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- Can the RVPs somehow identify those chapters doing events to share the guidelines for setting them, by first collecting the stories?

Action: Jeff Cowan will work with Frank and Steven Schlossman to put together a skeleton format that chapters can use to submit some guidelines, checklist for putting on events to publish on the website for chapters to use.

- Chapter Scorecard

Bruce observed that as we have discussed many times we have some chapters that “perform” well and some that don’t. The challenge is how we measure and communicate chapter performance, such that chapters increase members’ perceived value of Club membership. Currently we could agree on some measures but then each of us would have some different measures. From past surveys we know that members have reported that they have not renewed because they don’t see value in membership, that their local chapter doesn’t have events or activities that interest them.

We as a board need to be concerned about all members and create an environment that delivers value to ALL members. Currently the chapters are the primary provider of activities/events to their members. To gauge each chapter’s ability to provide value to their members we need to create a “score card” that could be used to identify those that excel at providing value to their members and the sub-performing ones that might need some help.

Once a baseline is established a program of incentives should be developed to reward the top performers and encourage the marginal chapters to improve.

The ultimate goal is increase retention through increased member satisfaction.

Action: Bruce asked the Board members to think about criteria that can be measured. These will be discussed on the upcoming conference calls ultimately settling on those to be included on a score card.

- Insurance:

Frank suggested that event insurance be changed to a per capita basis so that the time constraints and paperwork can be reduced.

Action: Frank Patek will contact Pete Lyons about separating the driving events chapters vs. the non-driving chapters for Insurance costs as well as per capita cost formula.

8. Membership

Membership Drive Update

- Word of mouth is still the best way to get new members coming off the website.

Marketing

- Special Offer to CPO owners – In the first two mailings we have gained 47 new members using the discount code. Although a disappointing number there were some unfortunate circumstances between BMW NA and the mailing house that led to an extensive length of time between these two mailings. Hopefully, the mailings will be monthly going forward. We are not likely to be able to do any follow up mailings as we originally had intended.
- Third Quarter 2012 – National office will sent out emails to lapsed membership and hard mailing to those with no email addresses.

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John Sullivan made a motion to allow dealerships to buy a minimum block of 50 memberships at \$44 per membership. Paul Dunlevy 2nd. Vote: 8 for 0 against and 1 absent (Dan Baker)

9. BMW of North America - Larry Koch

- Matt Russell and Tom Plucinski are the two people that might be our liaisons to the company in the future.
- Larry suggested a board visit to Woodcliff Lake and meet with Tom Plucinski and Ludwig Willisch to reconnect and discuss the relationship between BMW NA and the Club.
- In a recent letter to the International Council, Larry outlined concerns about membership and growth. Our membership is concentrated on the 3 & 5 Series cars. We need to grow the social aspect of the chapters to include owners of X and Z Series vehicles. We should try to look at non-traditional activities for these other groups.
- We need to make new members welcome and so they have a reason to stay.
- It costs 11 times more to get a new member than to keep a member you have.
- BMW North America had a good presence at Bimmerfest this year.
- There are all kinds of new technologies coming down the road with some discussions of M cars as diesels.
- What do we do different socially? West coast – Cars and Coffee.
- Next generation looking at the move of BMW to sign with Toyota (electric) BMW (diesel) will lead to something bigger.

10. International Council – Ian Branston

- Council Relevance – We need to continue this discussion as an ongoing topic.
- Official use of the trademark and making the logo that was the key of the International Council gaining an important link to AG.
- Funding is made on a yearly basis from BMW Classic. The current head of BMW Classic, Karl Baumer, who is retiring and a successor has not been named. The building that is the home to BMW Classic has structural problems that will cause relocation of the Club's office and the fear is that BMW Classic will become fragmented. Renovation is estimated at 10-12 million Euro and they are looking at an 18-20 months' closure time.
- Elections on the Council are coming up which may also bring some change.
- Ian expressed his deep thanks for the hospitality he has received as a foreign member of our club since 1995. In his address at the International Council meeting, he will discuss what a passionate club member of the Council feels about looking back into the history in order to look toward to the future. We are much more involved in the process and change brings opportunities. There is good club growth around the world.

11. New Business:

None reported

12. Future Meetings

Board meetings –

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January 12-13, 2013 in Palm Springs, CA. There will be a joint meeting of the Club and Foundation on Friday, with the Club Board meeting on Saturday.

Future Conference Call dates are:

October 18th

November 13th (Tuesday)

December 13th – changed to 18th.

Mike Lingenfelter moved to adjourn the meeting and John Sullivan 2nd. Vote: 8 in favor, 1 absent (Baker), 0 against.

Meeting adjourned at 3:30 pm

BMW CCA
Board of Directors Meeting
September 22, 2012
Hilton Columbus/Polaris
Columbus, OH

**BMW Car Club
of America**



**BMW Car Club of America
Board Meeting
Columbus, Ohio
September 22, 2012**

Agenda

Saturday, September 22nd

08:00 Call to Order

Introduction: Members, Guests.

Minutes: The minutes of the June 23, 2012 Board meeting were approved by vote of the Board on August 30, 2012. Reading of the minutes will be waived.

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

- Approval of the M1 group as a recognized SIG: 8 Yes 1 Absent (D. Yench)
- Approval of \$50,000 grant in set aside funds to the BMW Car Club of America Foundation a 501(c)(3) entity: 7 Yes, 1 Abstain (L. Goldsman), 1 Absent (D. Yench)
- Approval of Operations Manual Changes incorporating Non-Geographical Chapters in Sections 5, 6 and 9: 9 Yes.

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

5:00 Adjourn

**BMW Car Club of America
Board Meeting
Columbus, Ohio
September 22, 2012**

Discussion Topics

1. National Events

Oktoberfest

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

Chapter Congress

- Regional
- Dates set

2. Regional Events

Updates:

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

New Requests

3. National Programs and Services

IT Update

-

Club Racing

-

Driving Events

-

Charity Matching Funds

Raffle

SIG's

Roundel:

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4. Policy and Administration

Ombudsman update

Tech Rep's update

Benefits Update

BMW Clubs International

- Meeting in Asheville, NC Sept 30-Oct 4, 2012

Operations Manual

- Breakout of DE and Autocross sections

5. Foundation

- Fundraising update

6. Financial

2012 Update

7. Chapter Issues

Sunshine Bimmers - Update

Conference calls

Chapter probation report

Chapter toolbox

8. Membership

Membership Drive Update

Marketing

- Special Offer to CPO owners

9. BMW of North America

10. New Business:

11. Future Meetings

Board meetings –

January 12-13, 2013

Conference Calls (proposed dates)

October 18th

November 15th

December 13th



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

Date: September 11, 2012

Subject: President Pre-Meeting Report

BMW Car Club of America
Bruce Hazard
President
2984 S Milwaukee Circle
Denver, Colorado 80210
Tele: (303) 324-6541
Email: president@bmwcca.org

Travel & Expenses:

- June Board Meeting, Dallas - \$751
- Fund Raising Workshop with Foundation, Dallas - \$451
- Pittsburgh Vintage Grand Prix – \$882
- Monterey Weekend - \$1472.10

Planned Travel:

- Oktoberfest & Board Meeting, September 17th -22nd
- January 2013 Board Meeting

Notes:

Nothing further to report.

Respectfully submitted,



August 31, 2012

To: BMW CCA Board Of Directors
BMW CCA Executive Director

Subject: EVP Pre-meeting Report

Planned travel:

O-fest Mid Ohio, Aug 12
Board Meeting Palm Springs Jan 13

Past Travel:

Board Meeting Greenville SC, June 12, \$1,126.25
Pittsburgh Vintage, July 12, \$833.96
Legends of the Autobahn, Aug 12, \$275.00
Monterey Festorics, Aug 12, \$75.00

Discussion:

O-fest 12 and 13
Board Harmony

Respectfully Submitted,

Steve Johnson
Executive Vice President, BMW CCA

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



September 11, 2012

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

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

Travel: June 2012 Car Club board meeting—\$972.28
Planned Travel: BMW CCA Board Meeting,
Oktoberfest—September 22, 2012

Preliminary Income Statement – Period Ending December 31, 2011

	January 1 – December 31, 2011	Budget
Ordinary Income/Expense		
Total Income	\$4,972,011.24	\$4,930,359.25
Total Cost of Goods Sold	1,265,740.49	1,403,813.26
Gross Profit	\$3,706,270.75	\$3,526,545.99
Total Expense	3,552,681.69	3,183,168.85
Net Ordinary Income	\$153,589.06	\$343,377.14
Net Other Income	(12,207.19)	(168,000.00)
Net Income	\$141,381.87	\$175,377.14

Preliminary Balance Sheet – as at December 31, 2011

Assets	
Total Current Assets	\$1,388,983.74
Total Fixed Assets	498,791.37
Total Other Assets	2,203,367.80
Total Assets	<u>\$4,091,142.91</u>
Liabilities & Equity	
Total Current Liabilities	\$3,291,752.07
Total Liabilities	3,291,752.07
Total Equity	799,390.84
Total Liabilities & Equity	<u>\$4,091,142.91</u>

Income Statement – Period Ending August 31, 2012

	January 1 – August 31, 2012	Budget
Ordinary Income/Expense		
Total Income	\$3,599,865	\$3,387,710
Total Cost of Goods Sold	815,943	849,036
Gross Profit	\$2,783,922	\$2,538,674
Total Expense	2,656,736	2,453,869
Net Ordinary Income	\$127,186	\$84,805
Net Other Income	26,267	(29,692)
Net Income	\$153,453	\$55,113

***Note:** Oktoberfest expenses are still in progress and are not totally reflected in these numbers.

Balance Sheet as at August 31, 2012

Assets	
Total Current Assets	\$2,152,354
Total Fixed Assets	471,450
Total Other Assets	2,279,293
Total Assets	\$4,903,097
Liabilities & Equity	
Total Current Liabilities	\$3,945,400
Total Liabilities	3,945,400
Total Equity	957,697
Total Liabilities & Equity	\$4,903,097

The amounts reflected above do not include all August month-end accruals and adjustments.

2012 Budget Update

At this time, we are projecting a budget surplus for the 2012 year due to the outstanding results of the Raffle, in spite of the significant legal fees incurred (approximately \$106,000 over budget as of 8.31.12) as a result of the Sunshine Bimmer's issue. As of August 31, 2012 we had exceeded budget by 1,406 tickets and by the close of Raffle on September 10, 2012 we had exceeded budget by a total of 12,319 tickets.

Other Items for Consideration

- Employee Handbook (Including imbedded PTO policy vs. vacation and personal time.) for approval.
- Comp time policy discussed at June 2012 meeting.

Respectfully submitted,
Louis Goldsman



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

Date: September 11, 2012

Subject: Secretary Pre-Meeting Report

Travel & Expenses:
Greenville, SC June board meeting (\$495.25)

Planned Travel:
Ohio, September board meeting (\$343.60)

Notes:

Respectfully submitted,

Darcy Yench



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

Date: September 5, 2012

Subject: North Atlantic RVP Pre-Meeting

Travel & Expenses:

- BOD Meeting Greenville SC 6/22-6/24 2012 Expenses \$43.99
- Patroon Chapter Vintage at Saratoga Regional Event Travel & Lodging \$660.64
- Allegheny Chapter PVGP Regional Event Travel Expenses & Lodging \$848.37
- BOD Meeting Columbus OH/O'Fest Air Fare \$397.60

Planned Travel:

- NY Chapter Car Show LI NY
- BOD Meeting Columbus OH/O'Fest
- Green Mtn. Chapter OktoberFAST Regional Event

RVP Discretionary Funds:

- Patroon Chapter Vintage at Saratoga Regional Event \$375.00

Newsletter Delinquencies:

- None Pending as of this Report

Relevant Notes:

- Regional Conference Call to be held in October Topic to be determined
- Attended Lime Rock Park's CT Labor Day Weekend's Vintage Festival over 1K people in attendance 9/1-9/2, 250 BMW's at Car Show, arranged around the Track, on Sunday

Respectfully submitted,

John E. Sullivan



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

Date: September 3, 2012

Subject: North Central RVP Pre-Meeting Report

Travel & Expenses:

June 2012 Board Meeting (Greenville SC, \$85.89)
BMW CCA Foundation Capital Campaign Meeting (Dallas, TX, \$681.68)
Pittsburgh Vintage Grand Prix (Pittsburgh, PA, \$0.00)
Oktoberfest 2012 TSD Rally Prep (Columbus OH, est. \$200.00, included in next report)

YTD: \$1,709.81

Planned Travel:

Oktoberfest 2012 (Columbus OH, September 15-22)
January 13 Board Meeting (Palm Springs CA)

RVP Discretionary Funds:

None.

Chapter Probation Report / Newsletter Delinquencies:

St. Louis chapter is navigating multiple state and federal departments and processes in order to reinstate its non-profit status, after having it revoked in February. Monthly chapter rebates are being withheld, until such time as the chapter is reinstated.

Notes:

Region-level email blast of upcoming chapter events drafted (reviewed August 8). Final email never received.

Respectfully submitted,

Michael Lingenfelter

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



September 16, 12

To: Board of Directors, BMW CCA
Executive Director, BMW CCA
From: Jeff Cowan, Pacific Region RVP

BMW Car Club of America
Jeff Cowan
Pacific Regional/Vice-president
425 Concord Dr.
Menlo Park, CA 94025
650.322.4938
pacificrvp@bmwcca.org

Subject: Pre-Meeting Report, September 2012 Board Meeting

Chapter Issues:

- All is quiet on the Western front

Delinquent Newsletter status

- N/A

Completed Travel:

- Greenville, SC March board meeting (\$814)
- Greenville, SC June board meeting (\$805)

Planned travel:

- Ohio, September board meeting (\$920)

Discretionary funds committed:

- \$500 to Rattlesnake (SSS)
- \$250 to Central Cal (HPDE)
- \$500 to Oregon (NASCAR/PRO3 Corral)

Discretionary funds planned:

- Grand Am Corral at Laguna Seca, September (Sacramento) – \$500

Regards,

Jeff Cowan



September 7th, 2012

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

Subject: Pre Meeting Board Report – September 2012

Past Travel:

- Board Meeting – June 2012, Greenville, \$475.01
- Wasatch Chapter – July 2012, SLC, \$1156.49

Planned Travel:

- Board Meeting/Oktoberfest – Columbus, OH September 17-22, 2012

Chapter Delinquencies (unless recently updated that I wasn't aware of):

- Lone Star – Chapter Admin Form & Financial Statement
- Great Plains – Newsletter
- Houston - Newsletter

Respectively 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: September 7, 2012

Subject: South Atlantic RVP Pre-Meeting Report for September 22, 2012 Board meeting.

Travel & Expenses: Travel to Dallas for meeting with Foundation & Fund raisers.
\$520.20

Planned Travel:

Attend O'Fest 2012 and National Board Meeting in Columbus, OH

RVP Discretionary Funds:- \$500.00 to NCC for Baltimore GP Corral

Chapter Probation Report: None

Newsletter Delinquencies : None

Notes:

Sunshine Bimmers legal issues are generally resolved as far as we are concerned. The judge ruled in their favor and threw out the countersuit. All monies that had been held have been turned over to the new Board as well as the improperly paid attorney's fees. The chapter Board attempted to recover under our D & O insurance but was denied again.

Respectfully submitted,

Paul Dunlevy



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

Re: September 22, 2012 Board Meeting – Columbus, OH

DATABASE/WEBSITE/OPERATIONS

The Auto Renew modification was completed and launched in June of 2012, and after two months of further modification it worked flawlessly in September of 2012. The Workflow Modification mentioned in my January report was finally installed at the end of August and staff can now begin testing and implementation. Stephen Elliott will address both of these in his report.

- A recent upgrade has been completed to the “My Garage” feature of the website. Once implemented members will be able to list an unlimited number of cars.

ROUNDEL

A redesigned *Roundel* will debut in January of 2013. As we drive toward that goal line we would like to also offer a mobile and tablet version of this most important membership benefit.

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

MEMBER SERVICES

Communications has begun to e mail our quarterly events newsletter. To date the NorthCentral Region is the only group to have received this e mail, largely because of a dearth of events listed on the national calendar in the other regions. *Roundel Weekly* has proven to be a valuable tool for disseminating information and something our members look forward to receiving.

STAFFING

W. Len Rayburn has joined our staff as Creative Director

RAFFLE

Raffle 2012 began on June 1st. Our final tally on September 10th was 44,319 which is a record number of tickets sold. Although, that total fell just short of the 9th car we are going to offer the full 9th car in the raffle to keep faith with our members who have been incredibly generous in their participation and support of the club. (See Addendum A)

OKTOBERFEST 2012

A big thank you to our wonderful volunteers and staff who make this event possible. Ofest remains the most time consuming event of the year and in terms of attendance is the most costly in both time and dollars. Without the amazing support of Buckeye Chapter and their extended volunteer family coupled with Club Race we could not execute an event of this magnitude.

REGIONAL EVENTS

Pittsburgh Vintage Grand Prix - was held in mid-July and was attended by Brue Hazard - President, Steve Johnson - EVP, Mike Lingenfelter – NCRVP and John Sullivan NARVP along with staff members Jackie Bechek, Chris Hennecy and Frank Patek. Staff would like to offer its sincere appreciation to those board members for their much needed assistance at this year's PVGP. BMW CCA attendance rivaled that of 2009 when BMW was the featured marque and staff could not have kept up with the work on the ground without assistance from the board. Saturday saw 200 BMW's on the field and Sunday repeated with 150+.

Allegheny Chapter and its volunteer core deserve thanks for all they did and continue to do on an annual basis to support this event. 68 memberships and renewals occurred on the ground at this event.

BMW CCA Monterey Weekend – is comprised of the Legends of the Autobahn hosted by Central California Chapter and the Festorics Corral hosted by Team Festorics.

“Legends of the Autobahn” has become a featured event of Monterey's famed Auto Week and is now home to BMW CCA, PCA, MBCA and ACNA. For 2012 the highlight was the world debut of the Zagato Roadster. The number of cars on the field approached 500 and more than half were BMW's. BMW NA CEO Ludwig Willisch attended the event and proudly displayed an M1 that he drove from Laguna Seca.

The Festorics Corral played host to 200 cars and 500+ BMW CCA members. From any vantage point at Laguna Seca BMW CCA banners could be seen proudly flying over the corral. Larry Koch, BMW NA Motorsport Manager brought David Murry to the corral on Saturday and on Sunday guided BMW CCA members on a special tour of the paddock. Another special visitor was Kareem Habib Head of Design for BMW AG.

The Central Cal Chapter and Team Festorics deserve a special thank you and recognition 2213 referrals made by 1454 referrers for their efforts as they have made this the most significant club event on the west coast. The BMW CCA Monterey Weekend is the perfect lead in to Ofest 2013.

AFFINITY/MEMBER BENEFIT PROGRAMS

Roadside Assistance: Completion of the “My Garage” modification on the website will allow us to move forward on Roadside Assistance. The new provider requires VIN's and a full listing of all cars owned for eligibility. 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

Lockton Affinity will be working on the following for later this year/next year:

- New website: Lockton will launch a completely redesigned site in late October or early November. The new website will look significantly better and be much easier to navigate.
- Deductible options: Lockton is working with their underwriters to offer their customers deductible options. They currently have the lowest deductible in the industry for this type of coverage, but recognize that some are willing to take on more risk (higher deductible) in exchange for a lower premium.

- New coverage option: Lockton consistently receives requests from members about purchasing (individual/personal) liability coverage to protect themselves while participating in events. They are in the process of working with a couple different insurance markets to develop a comprehensive and affordable HPDE-specific liability program. From the inquiry level they have had about this type of product over the last year, they believe this could be very popular with members and create a significant amount of revenue for BMW CCA.
- Organizer/chapter tools: Lockton is creating material and tools that chapters will be able to use to promote the HPDE Insurance Program to their participants. Some chapters promote their program to participants and see increased registrations/participants at their events. These tools will help chapters to maximize participation at their events by knocking down a major barrier to entry (concern over "how to cover my car while on track") for prospective participants.

Overall the program is performing well, and BMW CCA's loss results continue to justify the 10% discount Lockton has negotiated for BMW CCA events.

Here is a comparison of 2011 vs 2012:

BMW CCA HPDE Insurance
Production

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

BMW CCA HPDE Insurance
Production

<u>Month</u>	<u># of single event policies sold</u>	<u>Revenue to BMW CCA</u>
Jan-12	0	\$ -
Feb-12	27	\$ 101.94
Mar-12	39	\$ 158.50
Apr-12	91	\$ 335.12
May-12	81	\$ 346.28
Jun-12	104	\$ 363.86
Jul-12	46	\$ 179.26
Aug-12	108	\$ 406.72
Sep-12	76	\$ 267.28
Oct-12	0	\$ -
Nov-12	0	\$ -
Dec-12	0	\$ -
Annual / multi- event policies	77	\$ 1,886.10
Total	649	\$ 4,045.06

MEMBERSHIP

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

How did you hear about us?	Count
Bimmer Magazine	523
BMW CCA Website	1776
BMW Center	269
Car and Driver Magazine	139
Classic MotorSports	2
CPO Sample Roundel	39
GrassRoots Magazine	19
Independent Shop/Dealer	82
Link from Another Website	350
Search Engine	249
Sports Car Market Magazine	42
Television Ad	1
Word of Mouth	5277

Three Year Membership Renewal Promotion 2012

To date 1542 Members have renewed at the 3 Year level for a BMW CCA Grille Badge.

2012 Membership Drive

To date 1009 current BMW CCA members have referred 1493 new BMW CCA Members in 2011
2213 referrals were made by 1454 referrers.

Third Quarter 2012 Membership Promotion

Will occur after Ofest.

Second Quarter 2012 Membership Promotion

Our June 2012 online membership promotion was titled Race2Save and recaptured 229 lapsed members breaking down as follows:

154 1 YR Members
54 2 YR Members
21 3 YR Members

March 2012 March Madness Promotion

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

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

Trial Membership Program – The first 13,600 copies of the Trial Membership program mailed to BMW's CPO Customers and to date 47 new members have used the discount code.

YEAR	2012	2011	2010
Total Tickets Sold	44319	32041	36498
Total Tickets Purchased - 1	4449	3864	4,193
Total Tickets Purchased - 2	5072	4462	5,024
Total Tickets Purchased - 3	1353	918	1,092
Total Tickets Purchased - 4	9400	7212	7,900
Total Tickets Purchased - 5	2405	2350	2,965
Total Tickets Purchased - 6	1350	918	1,122
Total Tickets Purchased - 7	252	126	294
Total Tickets Purchased - 8	1528	880	1,192
Total Tickets Purchased - 9	225	81	126
Total Tickets Purchased - 10	10820	11230	12,590
Total Tickets Purchased - 11	407	N/A	N/A
Total Tickets Purchased - 12	636	N/A	N/A
Total Tickets Purchased - 13	221	N/A	N/A
Total Tickets Purchased - 14	448	N/A	N/A
Total Tickets Purchased - 15	330	N/A	N/A
Total Tickets Purchased - 16	240	N/A	N/A
Total Tickets Purchased - 17	51	N/A	N/A
Total Tickets Purchased - 18	54	N/A	N/A
Total Tickets Purchased - 19	19	N/A	N/A
Total Tickets Purchased - 20	2000	N/A	N/A
Total Tickets Purchased - 21	42	N/A	N/A
Total Tickets Purchased - 22	154	N/A	N/A
Total Tickets Purchased - 23	46	N/A	N/A
Total Tickets Purchased - 24	96	N/A	N/A
Total Tickets Purchased - 25	200	N/A	N/A
Total Tickets Purchased - 26	78	N/A	N/A
Total Tickets Purchased - 27	27	N/A	N/A
Total Tickets Purchased - 30	390	N/A	N/A
Total Tickets Purchased - 38	38	N/A	N/A
Total Tickets Purchased - 40	560	N/A	N/A
Total Tickets Purchased - 41	41	N/A	N/A
Total Tickets Purchased - 42	42	N/A	N/A
Total Tickets Purchased - 47	47	N/A	N/A
Total Tickets Purchased - 50	200	N/A	N/A
Total Tickets Purchased - 51	51	N/A	N/A
Total Tickets Purchased - 60	180	N/A	N/A
Total Tickets Purchased - 61	61	N/A	N/A
Total Tickets Purchased - 80	240	N/A	N/A
Total Tickets Purchased - 81	81	N/A	N/A
Total Tickets Purchased - 100	200	N/A	N/A
Total Tickets Purchased - 140	140	N/A	N/A
Total Tickets Purchased - 145	145	N/A	N/A

	2012	2011	2010
Total Members who Purchased	12184	10087	11288

Total Tickets Purchased - 1	4449	3864	4193
Total Tickets Purchased - 2	2536	2231	2512
Total Tickets Purchased - 3	451	306	364
Total Tickets Purchased - 4	2350	1803	1975
Total Tickets Purchased - 5	481	470	593
Total Tickets Purchased - 6	225	153	187
Total Tickets Purchased - 7	36	18	42
Total Tickets Purchased - 8	191	110	149
Total Tickets Purchased - 9	25	9	14
Total Tickets Purchased - 10	1082	1123	1259
Total Tickets Purchased - 11	37	N/A	N/A
Total Tickets Purchased - 12	53	N/A	N/A
Total Tickets Purchased - 13	17	N/A	N/A
Total Tickets Purchased - 14	32	N/A	N/A
Total Tickets Purchased - 15	22	N/A	N/A
Total Tickets Purchased - 16	15	N/A	N/A
Total Tickets Purchased - 17	3	N/A	N/A
Total Tickets Purchased - 18	3	N/A	N/A
Total Tickets Purchased - 19	1	N/A	N/A
Total Tickets Purchased - 20	100	N/A	N/A
Total Tickets Purchased - 21	2	N/A	N/A
Total Tickets Purchased - 22	7	N/A	N/A
Total Tickets Purchased - 23	2	N/A	N/A
Total Tickets Purchased - 24	4	N/A	N/A
Total Tickets Purchased - 25	8	N/A	N/A
Total Tickets Purchased - 26	3	N/A	N/A
Total Tickets Purchased - 27	1	N/A	N/A
Total Tickets Purchased - 30	13	N/A	N/A
Total Tickets Purchased - 38	1	N/A	N/A
Total Tickets Purchased - 40	14	N/A	N/A
Total Tickets Purchased - 41	1	N/A	N/A
Total Tickets Purchased - 42	1	N/A	N/A
Total Tickets Purchased - 47	1	N/A	N/A
Total Tickets Purchased - 50	4	N/A	N/A
Total Tickets Purchased - 51	1	N/A	N/A
Total Tickets Purchased - 60	3	N/A	N/A
Total Tickets Purchased - 61	1	N/A	N/A
Total Tickets Purchased - 80	3	N/A	N/A
Total Tickets Purchased - 81	1	N/A	N/A
Total Tickets Purchased - 100	2	N/A	N/A
Total Tickets Purchased - 140	1	N/A	N/A
Total Tickets Purchased - 145	1	N/A	N/A

[illegible]

2009	2008	2007	2006
9563	10228	8227	9106



BMW CCA Board of Directors

September 22, 2012 Board Meeting

BOARD REPORT

Jackie Bechek, Director of National Events

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

Since the June 2012 Board Meeting, I have worked on the following activities:

July 20-22nd: Supported the Allegheny Chapter organize the Final details of the BMW CCA Corral at the Pittsburgh Vintage Grand Prix. Along with staff from national, we attended the PVGP and I coordinated the efforts of Spaten Beer which provided a free Biergarten for our CCA members. We discussed methods of improvement for next year, but got the clear impression that the Chapter benefitted from the labor and financial support of our national office. We had a very successful membership drive at the PVGP, gaining 70 new members and renewals, as well as selling nearly \$4,000 in merchandise.

August 17-19th: Supported the Central Calif Chapter organize the Legends of the Autobahn at the Rancho Canada Country Club on Friday, August 17th by setting up a full tent of merchandise and recruiting members. We also provided labor and financial support to the Golden Gate Chapter at the Festorics event at Laguna Seca on Saturday and Sunday, August 18-19th. We enjoyed working with Sven Schindler who did a wonderful job creating the corral at Turn 5—we helped provide the catering service for the lunches on Saturday and Sunday. We also enjoyed good success with gaining some members and selling merchandise at the Festorics event.

September 17-23rd: For nearly the entire six months since I started work at national, I have worked extensively on Oktoberfest. I am responsible for coordinating the Dinners which are held on Monday through Friday, including coordinating an off-site on Thursday night at Kelly BMW. In my role, I work with potential vendors and sponsors to determine their needs; work with the Catering and Sales department of the Hilton Polaris Hotel to coordinate the smooth functioning of meals and meeting spaces.

I also help coordinate the smooth functioning of Spaten Beer to ensure that they have the rentals and products to support their Biergarten at the Hotel.

I also spend significant time coordinating events at the Mid-Ohio Sports Park, to ensure that the HPDE events, Club Racing, and charity rides have time on the track. I assess the needs of the vendors and sponsor to help order needed rentals at the track as well.

Off-site I work with the owners of the properties which support our Autocross and Concours. We had significant difficulties locating an autocross and car control site, and that took months to secure. This year we will also have food truck service to provide lunches to our members at both the Concours and Autocross off-site events, as well as tents, tables and chairs.

BMW CCA-only Events:

On my own initiative, I still operate several programs with the BMW Performance Center offering Getaway vacations to CCA members-- who are not traditional track drivers. In April I ran the Ladies' Driving & Spa Getaway; in June I ran the Couples' Driving Experience, and I ran Four (4) Two Day M Schools—coordinating hotel stays, meals and transportation—during the months of February, July, September, and soon in late October. These CCA members often express that attending these CCA-only Getaways are the first Club experience that they have had.

What I enjoy so much about these programs, is that it attracts a new kind of member who might not otherwise be involved in club activities. I work on developing personal relationships to keep them as CCA members. Nearly everyday, I hear back from someone who wants to share something about their chapter, or who has shown a new demonstrated interest in the Club.

After Oktoberfest:

I will rest for a few days! I will then begin in earnest the preparations for Oktoberfest 2013 in Monterey. We will look into the many social opportunities in California for our non-driving members, as well as coordinate with Laguna Seca to get the driving programs together with Frank and the rest of the OFest team. OFest is very much a team effort and we work well together to create memorable experiences for our members.

Respectfully, submitted, Jackie Bechek



Marketing Report

O'Fest Sponsorships

This year we gained a major sponsor in the form of Goodyear who signed on as the single largest sponsor of Oktoberfest 2012. Goodyear is targeting the BMW market very aggressively with their all-new Eagle F1 Asymmetric All-Season tire.

Account Managers at Goodyear's ad agency recognized the tremendous marketing opportunity that O'Fest provides and quickly arranged to hold a "Goodyear Eagle Performance Test Drive" at the track, and to sponsor the Driving Schools.

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

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

Overall sponsorship sales were strong this year with Liberty Mutual, Kelly BMW, Goodyear, Bridgestone, Spaten, and BMW NA each lending major financial support. New O'Fest supporters this year included Enthusiasts Auto Group, Kelly BMW, Hatem Automotive, BBS, Forgeline, Klipsch Group, and Sprint.

Car of Your Dreams Raffle Email Campaign

The most successful Car of Your Dream Raffle ever was driven greatly by the aggressive email marketing campaign launched back in June. Through catchy subject lines, creative design, and bonus drawings a single email sold as many as 3,000 tickets in less than a 24-hour period! Open rates skyrocketed to over 40% in several instances.

Roundel Weekly

Roundel Weekly has quickly become the go to source for the latest club news and has quite the loyal following as of late. As a result, we have seen a surge in advertisers who have discovered the immense value of being in the digital publication. Not only does it deliver the news, but it drives traffic to advertiser's websites and generates sales for them. The newsletter consistently boasts a 30% plus open rate, well over the typical average industry average. We hope to see the Club News section of the newsletter continue to expand as chapters send in interesting new stories and event reminders.

Social Media

Facebook has become the primary social media outlet for the club as we have seen significant participation and interaction with members. This quarter we broke the 10,000 "likes" mark. The success can be contributed to the same day event coverage we have provided by posting videos, photo albums, and news stories, while on location, at events such as the PVGP, Legends of the Autobahn, and Festorics at Laguna Seca.

Event Emails

We have done a number of email campaigns centered around a particular event this year. We sent numerous emails out to promote PVGP, Monterey Weekend and O'Fest which resulted in increased registrations in many different aspects. The regional event newsletters began with the launch of the North Central region email, and will quickly roll out to each region in the near future.

Chris Hennecy
Director of Marketing & Communications
BMW CCA



Re: September 22, 2012 Board Meeting—Columbus, OH

BMW Car Club of America
Stephen Elliott
Director of Information Technology
640 South Main Street, Ste 201
Greenville, SC 29601
864-250-0022
selliot@bmwcca.org

Membership Database Update

Workflow Module

The workflow module was installed on September 4. As of September 11, Aptean (the gomembers software vendor's new name) has not provided me with the training dates. Once the appropriate Staff members have been trained, we will create a workflow to send automated receipt and welcome e-mails.

Membership Statistics

The club has not had a database with a month-end snapshot of detailed membership data. This has made it very difficult to accurately report membership statistics for a given period in time. We are resolving this issue and putting processes in place so that membership statistics can be reported by year, month, and chapter. This will include retention statistics as well as general membership counts. The data will be available going back to 2004.

Database API v2.0

I have begun work on a second version of the database API. For version 1.0 I simply restricted and exposed the API that gomembers provides. Version 2.0 will be a solution I have custom-written. It will be faster, and provide logging so that we can track which chapters or third-parties are making API requests. The new API is already in use for the remodeled Garage module on the website (detailed later in my report). Another example for the use of v2.0 is to have interactive graphs available to chapter officers and National Board members on the website utilizing the data described in the Membership Statistics section of my report. After I add membership information retrieval to v2.0 I will announce it to the chapters and Motorsport Reg so that they may use it if they wish. Version 1.0 will still remain available.

MagnetMail

Work is still underway on automating the e-mail address upload to MagnetMail. I am still aiming to have this completed by the end of the third quarter; however, higher priority projects may push this back.

Website Update

Events

The event submission form now includes the ability to enter both a short description, and an extended description. The extended description will appear on the website underneath the short description. The short description will be used for the quarterly events newsletter.

My Garage

The My Garage module—despite only having been released in June—has been “remodeled.” It will now allow members to add an unlimited number of cars. Furthermore, the Garage is ready to accept data for roadside assistance when it is reinstated. The new Garage accesses a database of vehicles based on part of the VIN to help the member enter his or her information. The vehicle data includes make, model, trim, style, exterior and interior colors, and more. The data is not based on the entire VIN, so the member is presented with the options that were filtered based on the VIN he or she entered. The member may also choose to enter a vehicle without using the VIN, but that vehicle will not be available for roadside assistance. Information in the vehicle database dates back to 1981 because VINs were not standardized until that time. I have supplemented that data with vehicles that are found in our current list. Members will be required to reenter the data from the old garage to the remodeled garage. The data from the old garage is shown at the bottom of the remodeled garage so that reentering it will be easy. Development work on the remodeled garage is complete, however, we are waiting on Aptean to make a fix to gомembers before I can make it live.



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

September 2012 Pre-Board-Meeting Report

***Roundel Weekly*:** Chris Hennecy has been doing a terrific job collating and editing items for *Roundel Weekly*. In June, I said of our weekly operation, “*Roundel Weekly* must be considered a successful operation, if only because people complain when they try to follow a link and it doesn’t work; at least we know they’re reading it.”

Now we know that it’s a success for one very important reason: It’s making money. (See Michael Slaff’s comments appended to this letter.)

Advertising percentages: Please read Michael Slaff’s addendum, the letter regarding the general decline of print-media advertising revenues. It was a standing joke in the old days that Yale Rachlin’s reports to the Board always consisted of one line: “I need more pages!” In the early days of the magazine’s growth, the Board was concerned that we might eventually look like other magazines that are swamped with ads, so they set a ratio of editorial matter to advertizing of 65%:35%. Somehow, over the years, this has changed; the ops manual now allows for a maximum of 55% advertising material.

This year we have tried to maintain a standard of 128 pages (plus cover), but multi-page ad spreads for the April and May issues pushed us to 136—yet we still had an advertising rate of over 40% for those issues. In fact, the April issue had our highest ad percentage yet: 42.61%. And August pushed us over 43%:

Month	Total pages	Numbered pages	Ad pages 2012	Adv Edit Ratio
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%

The September and October issues were not as heavy with ads. Of course, much of our advertising space is devoted to materials that do not directly affect *Roundel* revenues: ads promoting BMW CCA events, ads for our sponsorship partners, ads for membership benefits, and such.

As I have said before, even with higher ad percentages, we are still able to offer a wide variety of stories, primarily because our classified-ad section has shrunk dramatically. However, I do have a growing backlog, and we have had at least a few complaints about “too many ads.” But with ad revenues still falling far short of budget projections, I don’t think we have many options.

I remain confident that we are still fulfilling *Roundel’s* stated mission: to inform, entertain, and provide a sense of community for our members.

A handwritten signature in blue ink, appearing to read "Satch". The script is cursive and fluid, with the letters connected. The "S" is large and loops around, and the "ch" is written in a simple, connected style.

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

	Jan - Aug 12	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4000 - Revenues				
4010.07 - First Class & Air Mail Revenue	3,860.81	3,200.00	660.81	120.65%
4015.07 - Classified Advertising Revenue	5,695.00	4,600.00	1,095.00	123.8%
4020.07 - Commercial Advertising Revenue	605,322.47	652,800.00	-47,477.53	92.73%
4025.07 - Reprints Revenue	2,384.00	2,800.00	-416.00	85.14%
Total 4000 - Revenues	617,262.28	663,400.00	-46,137.72	93.05%
Total Income	617,262.28	663,400.00	-46,137.72	93.05%
Cost of Goods Sold				
5000.01 - Direct Costs				
5016.07 - Roundel Advertising Rep	102,777.74	127,200.00	-24,422.26	80.8%
Total 5000.01 - Direct Costs	102,777.74	127,200.00	-24,422.26	80.8%
Total COGS	102,777.74	127,200.00	-24,422.26	80.8%
Gross Profit	514,484.54	536,200.00	-21,715.46	95.95%
Expense				
6010 - Outside Contractors				
6014.07 - Roundel Staff				
6011.07 - Roundel Editor-in-Chief	73,333.28	75,536.00	-2,202.72	97.08%
6013.07 - Roundel Design	58,456.00	63,224.00	-4,768.00	92.46%
6014.07 - Roundel Staff - Other	1,500.00	800.00	700.00	187.5%
Total 6014.07 - Roundel Staff	133,289.28	139,560.00	-6,270.72	95.51%
6015 - Writers	112,650.00	132,800.00	-20,150.00	84.83%
6017 - Computer Services	2,423.16			
6021 - Design-Other	3,787.50			
Total 6010 - Outside Contractors	252,149.94	272,360.00	-20,210.06	92.58%
6020 - Production	6,920.00			
6025 - Printing				
6025E - Electronic Roundel Publishing	9,392.00	26,400.00	-17,008.00	35.58%
6025 - Printing - Other	350,709.28	398,000.00	-47,290.72	88.12%
Total 6025 - Printing	360,101.28	424,400.00	-64,298.72	84.85%
6026 - Postage	208,188.87	262,000.00	-53,811.13	79.46%
6040 - Travel & Entertainment				
6041 - Meetings				
6041ME - Meetings (Meals & Ent.)	2,046.64	1,500.00	546.64	136.44%
6041 - Meetings - Other	4,458.43			
Total 6041 - Meetings	6,505.07	1,500.00	5,005.07	433.67%
6040 - Travel & Entertainment - Other	653.19			
Total 6040 - Travel & Entertainment	7,158.26	1,500.00	5,658.26	477.22%
6090.01 - Bank Charges	15.00			
Total Expense	834,533.35	960,260.00	-125,726.65	86.91%
Net Ordinary Income	-320,048.81	-424,060.00	104,011.19	75.47%
Net Income	-320,048.81	-424,060.00	104,011.19	75.47%



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

To: BMW CCA Board of Directors
Frank Patek, Executive Director. BMW CCA

From: Michael Slaff, Roundel Advertising Manager

Date: 9-12-12

We're having a tough year on the Roundel ad side. We're down 9.6% in billings for the first half of the year 2012 vs 2011.

Partly because in 2011 we saw an unexpected bump in ad sales from 6 or 8 advertisers who were all one year shots and they're gone now. (Santa Barbara Concours, Mille Miglia Tribute, WEDS Wheels, SPEC Clutch and several others)....

I wanted to see how the big guys are faring this year...so I went to the *Magazine Publisher's Information Bureau* website where they track all the major titles' ad numbers. The attached report shows first what the big auto titles are doing - then I selected some other titles I thought were basically in the same universe as we are....

I think what little strength there is in the automotive sector is from a somewhat resurgent Detroit..... My sense is that the aftermarket...our main category....is still hurting and we're feeling it pretty seriously. ECS Tuning, who's been running full pages 12x a year just cancelled two days ago - loss: \$15K/yr. There's a lot of that going on right now.

I think if we were to remove the one-timers from last year's Roundel figures...our Jan-Jun 2011 dollar figure would have been around \$450,000 for the first half of the year, rather than the \$480,837 you see on the list. If that were the case....we would be down around 4% for Jan-Jun 2012 vs 2011....which I think is really a more accurate figure for us.

If that's the case....we're doing pretty much what the industry is doing.

Like I said....tough year.

On the bright side, however, the new *Roundel Weekly* is doing well....we'll definitely make up some of the losses with it. I'm thinking we might do \$50 - \$60K our first year out of the gate.

Michael

Magazine advertising January - June 2012 vs 2011

Publication	2012 Dollars	2011 Dollars	%CHG	2012 Ad Pages	2011 Ad Pages	%CHG
Automobile	25,764,845	27,320,418	-5.7	225.13	25316	-11.1
Autoweek	16,591,923	15,921,531	4.2	460.85	453.18	1.7
Car and Driver	72,123,544	71,806,301	0.4	358.06	372.98	-4.0
Hot Rod	21,668,156	27,930,008	-22.4	194.88	257.74	-24.4
Motor Trend	61,485,661	61,960,697	-0.8	317.40	339.38	-6.5
Road & Track	36,596,965	39,353,501	-7.0	336.45	372.98	-9.8

Selected titles similar in nature to ours (hobby, sports, vertical special interest, etc)

Amer Photo	3,127,600	3,082,207	1.5	84.49	90.86	-7.0
Bicycling	17,529,552	19,142,670	-8.4	242.22	278.52	-13.0
ESPN Mag	124,001,971	135,084,792	-8.2	519.60	582.16	-10.7
Field & Stream	33,875,403	35,842,858	-5.5	217.38	252.84	-14.0
Flying	5,981,780	6,064,305	-1.4	211.75	226.18	-6.4
Golf Digest	61,371,064	70,209,481	-12.6	394.57	474.36	-16.8
Men's Fitness	24,623,872	28,616,509	-14.0	305.34	371.79	-17.9
Outdoor Life	14,426,386	16,192,541	-10.9	154.60	194.43	-20.5
Ski	4,359,862	4,647,610	-6.2	74.65	83.71	-10.8

Magazines

Total	9,297,219,019	9,641,594,410	-3.6	72,517	79,529	-8.8
Roundel	434,600	480,837	-9.6	303.46	308.70	-1.7

