

**BMW Car Club of America  
Board Conference Call  
January 17, 2018**

**Wednesday, January 17, 2018**

**1. Call to Order**

The conference call was called to order by President Steve Johnson at 7:02 PM EST.

**2. Attendees**

**Board Members:** Steve Johnson, President; Eddy Funahashi, Executive Vice President; Darlene Doran, Secretary; Brian Thomason, Treasurer; Tim Beechuk, North Central RVP; Jeff Gomon, South Central RVP; Lou Ann Shirk, North Atlantic RVP; and Jeff Cowan, Pacific RVP.

**National Office and Roundel:** Frank Patek, Executive Director and Lindsey Branston, Director of Financial Operations

**Chairs:** Steve Stepanian, DEC Chair

**Absent:** Dwayne Mosley, South Atlantic RVP

**3. Updates**

Frank Patek reports membership was down in 2017.

The club will host a BMW NA sponsored corral at the Rolex 24 Hours of Daytona the weekend of January 27<sup>th</sup>

EVP Eddy Funahashi, NARVP Lou Ann Shirk and NCRVP Tim Beechuk joined members of the staff for a meeting in Pittsburgh with Allegheny Chapter and the Pittsburgh Vintage Grand Prix. It was a productive meeting and a final schedule is nearly in place for July. Oktoberfest opens on Monday: Registration, Vendor Hall, Tech Talks, First Timers Orientation and TSD Meeting. ; Tuesday: TSD Rally; Gymkhana; vendor hall; possibly a covered bridges tour; registration and river boat cruise that evening. Wednesday: Concours; breakfast with vendors; Thursday: HPDE; Car Control Clinic; Autocross; Michelin Drive and Compare; Lunch, Hot Laps for the Foundation; Friday: Allegheny Chapter will a drive to Fallingwater; HPDE; and dinner at the hotel with speaker from BMW NA; Saturday: Grand Concours; Parade Laps will only be on Sunday. Parking prices has been increased for the event. Registration will open by March 15, 2018 for Oktoberfest, Legends and Festorics.

The Board needs to act on the proposal from Terry Sayther no later than the Feb 2018 meeting.

Frank Greppo has shared that the Vintage at Saratoga will not occur this year so that group can participate in Ofest and the PVGP. Additionally, they will lead a tour from the New England area to Pittsburgh.

T-shirts for Oktoberfest “2 Hip to be Square” and “Its Hip 2 be Square”

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***Foundation***

Steve Johnson reports that Lance White of the BMW CCA Foundation has requested that Scott Dishman be granted permission to approach our advertisers. Steve indicated that many companies have a determined advertising budget for certain groups i.e. BMW CCA. If the Foundation attempts to request funds in the name of BMW, they would receive specifically BMW funds that most likely would come out of what we might receive. Apparently, Scott Dishman has requested BMW CCA's sponsorship agreement.

***Set-aside Funds***

The Foundation has requested an update on when it can expect to receive our set aside funds. With a loss for 2017 the Board must determine how it will best spend our set aside funds. Will they be used as a donation to the Foundation, furthering our loss, or will they be used to offset out losses.

***BMW CCA New Location***

Steve Johnson reports that Sherman Koo has been requesting RFQ's from other developers. Frank Patek reports the Executive Committee on both the BMW CCA and the Foundation will be having a joint meeting in the near future.

***Regional Newsletters***

Frank Patek reported that he is currently trying to get pricing for the newsletter project.

***Recognition Program Committee***

Lou Ann Shirk reports that the committee only has as of January 17, 2018, two (2) submissions. Lou Ann thinks it would be a good idea to extend the deadline until March 15, 2018.

**Motion:** Lou Ann Shirk made a motion to extend the deadline for the 2017 submissions until March 15, 2018. Steve Johnson seconded the motion. Motion passes 8-1 absent

***New Business***

Jeff Cowan reports that he has tightened the non-compliance issue with the Hawaii Chapter. The Chapter president John Bigay is ready to transition and move on. He will be putting together a list of possible individuals suited for the position.

Frank Patek reports that BMW CCA needs to collect names of individuals who would like to be guest speakers for chapters. Baily Taylor would like to be on such a list.

***DEC Chair***

Steve Stepanian reports that they have a very full schedule coming up. Job descriptions will be discussed, along with convertibles, obscure buttons, tech forms, and Crisis Management. Bill Wade will be appointed as part of the committee as in the past.

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**4. Adjourn at 8:31 PM EST**

**Motion:** Steve Johnson made a motion to adjourn the conference call. Lou Ann Shirk seconded the motion. Motion passes 8-1 absent

**BMW Car Club of America  
Board Meeting  
Los Angeles, California  
February 10, 2018**

**Saturday & Sunday, February 10-11, 2018**

**1. Call to Order**

The meeting was called to order by President Steve Johnson at 8:28 PST.

**2. Attendees**

**Board Members:** Steve Johnson, President; Eddy Funahashi, Executive Vice President; Darlene Doran, Secretary; Brian Thomason, Treasurer; Tim Beechuk, North Central RVP; Lou Ann Shirk, North Atlantic RVP; Dwayne Mosley, South Atlantic RVP; Jeff Gomon, South Central RVP and Jeff Cowan, Pacific RVP

**National Office and Roundel:** Frank Patek, Executive Director; Chris Hennecy, Director of Corporate Relations; Kyle van Hoften, Director of Community Relations; and Satch Carlson, Roundel Editor-in-Chief.

**Chairs:** Steve Stepanian, DEC Chair

**Guests:** Bill Wade, Bluegrass Chapter; Fred Bell, Iowa Chapter; Anne Littrell, San Diego Chapter; Delight Lucas, Los Angeles Chapter and Roger Scilley, Los Angeles Chapter.

**3. Minutes**

The minutes of the December 2017 Board Meeting were approved by vote during the February 10, 2018 Board Meeting. The minutes of the January Conference Call were approved by vote during the February 10, 2018 Board Meeting. Reading of the minutes will be waived.

**Motion:** Tim Beechuk made a motion to accept the minutes of the December 2017 Board Meeting and the January Conference Call minutes as written. Darlene Doran seconded the motion. Motion passes 9-0

**4. Reports**

**4.1 President**

Steve Johnson had nothing to add to his pre-meeting report.

**4.2 Executive Vice President**

Eddy Funahashi added to his pre-meeting report his travel to Greenville, SC for Frank's 10 year Anniversary.

**4.3 Secretary**

Darlene Doran had nothing to add to her pre-meeting report.

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**4.4    *Treasurer***

Brian Thomason had nothing to add to his pre-meeting report.

**4.5    *South Atlantic RVP***

Dwayne Mosley added to his pre-meeting report that he has recruited a couple of individuals who he feels would be an asset as his RVP Assistants pending approval of the board.

Dwayne met Tonine McGarvie in Daytona at the Rolex 24. She is the MINI National Event Specialist and corporate MINI contact for events. Tonine is in charge of the "MINI takes the States" on even years. Dwayne indicated to Tonine that the BMW CCA wants to start recruiting MINI group members into the BMW CCA. After speaking with her she provided the following facts. There are only eighty (80) MINI clubs across the United States. These MINI clubs are doing over forty (40) events a year each.

**4.6    *North Atlantic RVP***

Lou Ann Shirk had nothing to add to her pre-meeting report.

**4.7    *Pacific RVP***

Jeff Cowan had nothing to add to his pre-meeting report.

**4.8    *South Central RVP***

Jeff Gomon had nothing to add to his pre-meeting report.

**4.9    *North Central RVP***

Tim Beechuk added to his pre-meeting report an IMSA Corral at Mid-Ohio.

**4.10   *Executive Director***

Frank Patek had nothing to add to his pre-meeting report.

**4.11   *Roundel***

Satch Carlson had nothing to add to his pre-meeting report.

**4.12   *Driving Events Committee***

Steve Stepanian had nothing to add to his pre-meeting report.

**4.13   *Club Racing Committee***

Gary Davis had nothing to add to his pre-meeting report.

**5. Review Action Items**

**6. Discussion Topics**

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**6.1   *National Events***

**6.1.1   Oktoberfest 2018**

Frank Patek reports the last meeting with the Allegheny chapter was somewhat successful. The event will be July 9 – 14, 2018. We have a firm schedule: Monday is opening day with registration in the hotel and an opening reception dinner sponsored by Dinan, the vendor hall will open at 1:30, Fun rally; Tuesday TSD rally and gymkhana, give participants the option of doing the covered bridges tour on their own, we have the Shell reception and vendor hall, we have a three (3) hour river boat cruise with a nautical theme; Wednesday is the Concours, that evening is in a holding pattern as traditionally this day is when the Grand Prix closes down the Clemente Bridge over to PNC Park where they have car show on the bridge, the Pirates have a game that day at 1:30 which is causing this event to fall apart, however PVGP, as a backup plan would move to Heinz Field. Thursday is a full day at the track and it's packed. Starting with HPDE at PIR, Autocross which is only one day, BMW CCA Foundation charity laps in the afternoon, possibly carting and blind driving, Michelin drive & compare, Car Control Clinic, and lunch at the track. Thursday evening we will be at the Carnegie Science Center which is a hands on facility, strolling dinner with frozen nitro drinks. Friday is back to the track, BMW CCA Foundation charity laps in the afternoon, a bus tour to Falling Water, we have bought out the Grand Concours Station for the evening it will be a themed (1890's) dinner. Saturday we will have the PVGP Corral, lunch and our closing banquet that evening at the Sheraton.

**6.1.2   Oktoberfest 2019**

Frank Patek reports this event is booked and on schedule for October 2019, in Greenville, SC.

**6.1.3   Oktoberfest 2020**

Frank Patek reports we need to kick this event into high gear. This will be in Palm Springs, CA.

**6.1.4   Chapter Congress 2018**

This event will be November 1-4 in Dallas, TX for the DEC representatives.

**7.   Regional Events**

**7.1   *Updates***

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7.1.1 The Vintage

The board has had discussion over how or if to maintain our current level of support for this event. May 19-20, 2018.

7.1.2 Bimmerfest West

This event is May 26-27, 2018

7.1.3 Pittsburgh Vintage Grand Prix

This event is July 13-15, 2018

7.1.4 Monterey Legends / Festorics Weekend

Frank Patek reports this event has moved to the last weekend in August. Want to talk to Laguna Seca about paving the hospitality area where we set up at turn 5.

Frank Patek also reports that the Lighthouse has raised their rates to \$409.00 per night with a four (4) night minimum from their last year's rate of \$269.00. BMW CCA has contacted Hampton Inn & Suites in Salinas, CA for a rate of \$220.00 per night. BMW CCA has reserved forty (40) rooms for the event.

**8. National Programs and Services**

8.1 *Updates*

8.1.1 IT

Frank Patek reports integration with Chase Paymentech is causing a delay. As a temporary measure, BMW CCA will implement a service to communicate with Chase Paymentech. Once ACGI has completed their PCI certification by a third-party assessor, they will implement their interface with Chase for auto-renewal and refunds. We want ACGI to adopt fully Chase Paymentech. Chase Paymentech requires a higher standard than what ACGI currently has. Paymentech is a higher product and more secure than other products we have looked at and better rates.

The BMW CCA app has been released and ready for anyone to get running if they would like. The update for the app will take substantial download time.

We encountered an email account breach of a staff member. The breach was detected and stopped within five minutes. We are going to Life Lock for all staff as a safety precaution.

BimmerLife is up and running and we have the domain for the BimmerLife.

Trillium Chapter is now available as a selection when joining and renewing. We are still working on this as they have a very large number of zip codes.

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We have several chapters who are working with the Technology Committee to establish websites.

We will have a new website for Oktoberfest and Legends of the Autobahn coming soon.

**8.1.2 Club Racing**

Gary Davis reports the number of races has dropped which is a healthy thing. We had twenty (20) races in 2017 and have twenty (20) scheduled for 2018. We will be having a race the weekend prior to Oktoberfest. Gary estimates that there will be 70-80 racers at the pre Oktoberfest event. Gary has asked the CCA to provide a supplemental insurance policy in the amount of \$5,000,000.00 for the five (5) Pacific races. This policy will be for ten (10) races and not specify what organization we can run with. Steve Johnson has requested a list of all organizations that need to be listed on the policy.

**8.1.3 Driving Events Committee**

Steve Stepanian reports the individuals who sit on the DEC committee put in a lot of work during our meeting on February 9, 2018. We had some very spirited conversations as well. BMW NA provided a loaner vehicle so that the committee could experience how to turn off certain features while on the track. BMW NA recommends the features we should focus on are the frontal collision warning and the lane departure warning. DEC has more ITS schools planned for 2018. Track costs are increasing for 2018. All DEC reps did a regional chapter roster update. Steve would like to separate the DE, Autocross and Ice Autocross portions of the Ops Manual into three (3) separate manuals. We have requested new DE and minor waiver forms to ensure uniformity across the club. We will instruct all chapters to dispose of all prior waivers. The National office will make sure that MotorsportReg has the current form as well. The DEC wants to disallow on site tech inspections and submit a universal form for consistency with all chapters.

April Curtis just closed her term as the South Atlantic DEC rep with ten plus (10+) years and Ross Karlin stepped down a few years ago with almost twenty (20) years on the committee. We should submit them as Outstanding Volunteers and/or National Service Officer Award.

**8.1.4 Charity Matching Funds – Nothing at this time.**

**8.1.5 Raffle**

Frank Patek reports the grand prize will be the M5 and first prize M2 Competition, base prizes will be either 240i or X2. Frank suggested that we give away only vehicles and no cash as this may draw greater support from BMW NA.



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**8.1.6 SIG's**

Eddy Funahashi reports the E30 chapter is out of compliance with regard to submitting a newsletter. The E31 is running along very well. We have had no applications for any new non-geo chapter as of this meeting. Recurring conversations as to whether SIG's are limited to CCA membership or not.

**8.1.7 Roundel**

Satch Carlson reports the new structure and shape of our online weekly publication is now called BimmerLife. Satch has opted out of writing for the BimmerLife publication. Satch indicated that he received negative comments regarding the Oktoberfest issue of *Roundel* as someone didn't see their name. Discussion about the efficacy of publishing supplements to Roundel limited to specific topics as a possible revenue enhancer.

**8.1.8 National Office**

**8.1.8.1 BMW CCA New Location**

Steve Johnson, Frank Patek, and Sherman Koo met with the architect to go over the building plans. There will be a slight change in the renderings for a larger overhang from 10 feet to 20 feet. The building will be straight metal construction. Our goal is to have three (3) new quotes within a month. The project will take approximately 9 months from start to finish. The new rendering is 10,600 sq. ft. which will give us some additional space as the previous rendering was only 9,600 sq. ft. We will have to decide how many private offices will be needed verses open space offices.

**8.1.8.2 BMW CCA Growth**

Frank Patek reports that 2018 could be a significant year for the club by turning a corner and doing things differently. Would like to concentrate on the issues of consolidation of services, BMW CCA media, we have launched BimmerLife, Retention and Recruitment and signature events.

**8.1.8.3 BMW CCA Ops Manual Changes to Investment Policy and Board Travel**

Brian Thomason suggests we modify the Ops Manual Section 2.5 Treasurer fourth bullet. Brian has suggested the following change:

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2.5 Treasurer

The fourth bullet point of this section currently reads as follows:

- “Ensuring that all BMW CCA funds required for day-to-day operation are kept in checking and/or savings accounts in a U.S. federally insured institution. This institution is to be mutually agreed upon by the Treasurer and the Executive Director, and with the concurrence of the President. (BMW CCA funds over and above those needed for day-to-day operations shall be invested in U.S. federally insured certificates of deposit, or United States Treasury Bills or Notes.) ”

I would suggest modifying the language as follows:

- “Ensuring that all BMW CCA funds required for day-to-day operation are kept in checking and/or savings accounts in a U.S. federally insured institution. This institution is to be mutually agreed upon by the Treasurer and the Executive Director, and with the concurrence of the President. BMW CCA funds over and above those needed for day-to-day operations shall be invested in marketable financial instruments with a risk profile and time horizon consistent with the CCA’s risk tolerance, future forecasted cash flow needs, and with the general purpose of preservation of wealth, in accordance with the Investment Policy.

**BMW Car Club of America  
Investment Policy**

**Purpose and Overview**

This policy outlines the guidelines by which excess funds not needed for day-to-day club operations may be invested in financial assets designed to preserve the long-term purchasing power and wealth of the Club.

**Policy**

Excess funds of the Club (generally defined as funds not needed in the normal course of operations) should be invested such that the purchasing power and capital of the Club are preserved. Practically speaking, “normal operations” generally can mean three to six months of expenses, or the maximum FDIC protection on business checking and savings accounts, whichever is lower.

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Funds may be invested in any marketable non-derivative security, including mutual funds, with a risk profile, expected life, and return appropriate for the intended future use of the funds.

**Short-term funds (12 months to three year time horizon)**

These funds should be invested primarily in CDs, money market funds, and fixed-income investment grade securities.

**Medium-term funds (Three years to five years)**

These funds should be invested in longer-term CDs, where the return is competitive, as well as held-to maturity fixed-income securities and blended or equity-based mutual funds with a stated goal of capital preservation and income.

**Long-term funds (Five years and longer)**

These funds should be invested in equity-based mutual funds having underlying investments consistent with the goals of the funds and clubs future use. Under no circumstances should funds be invested with an eye toward speculative growth.

**Target Allocation and Return**

A suggested portfolio allocation might be 20% cash, 30% fixed-income, and 50% equities, depending on the liquidity needs of the club, with a target return of CPI+3%.

**Motion:** Tim Beechuk made a motion to accept the Investment Policy as written. Darlene Doran seconded the motion. Motion passes 9-0

8.1.8.4 Regional Newsletters – Nothing at this time

8.1.9 Member Committees

8.1.9.1 Recognition Program Committee – Nothing at this time

8.1.9.2 Technology Committee – See attached report

**9. Policy and Administration**

9.1 Ombudsman – Nothing at this time

9.2 Benefits Update – Nothing at this time

9.3 BMW Clubs International

Frank Patek reports that we have a small snag with Trillium as they owe money from their dispute with Clubs Canada which has not been completely settled.

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**9.4 Operations Manual**

Darlene Doran reports this is a very slow process as each item needs to be approved line by line. Frank Patek suggests we create an entirely new document so as to avoid the pages of recorded changes that would be necessary if we were to update the current manual via amendments.

**9.5 Bylaws**

Frank Patek reports the term limits were changed in first quarter of 2009. The current Bylaws regarding board term limits which is fractured the way it is currently written. There is a total of fifteen (15) years total before a board member has to step down for at least one year.

**10. Foundation**

**10.1 Street Survival**

Bill Wade reports that TRSS held their 1,000<sup>th</sup> school in 2017, ending the year with a total of 105 schools with a goal for 2018 is 115 schools. Tire Rack has signed on sponsorship for another two (2) years. The registration fee has increased to \$95.00 per student.

**11. Financial**

11.1 2017 Status – Nothing at this time

**12. Chapter Issues**

**12.1 RVP Conference Call schedule for 2018**

**Pacific Region**

Jeff Cowan has conference calls scheduled for March 1; ; April 24; July 25; and October 10.

**South Central Region**

Jeff Gomon has conference calls scheduled one per quarter a week before each National Board Meeting

**North Central Region**

Tim Beechuk has conference calls scheduled for January 31 and April 18.

**South Atlantic Region**

Dwayne has a conference call scheduled for mid-February.

**North Atlantic Region**

Lou Ann Shirk has conference calls are scheduled for January 17; April 18; July 18 and October 17.

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12.2 RVP Chapter Visitation schedule for 2018

**Pacific Region**

***Visitation Plans:***

Roadrunner Chapter, Annual Car Show  
Puget Sound E30 Picnic, June 23-24

**South Central Region**

***Visitation Plans:***

Great Plains Chapter Annual Dinner, Lincoln April 7  
Rocky Mountain Chapter Spring Driving School, High Plains Raceway, May  
Flat Out Classic June 1-3  
Oktoberfest, Pittsburgh, July 9-15  
No Excuses Driving Event, October  
DEC Congress, Dallas November 1-4

**North Central Region**

***Visitation Plans***

North Star Chapter – February 17

**South Atlantic Region**

***Visitation Plans***

Florida Suncoast Chapter Annual Meeting, January 20  
First Coast and Gulf Coast (talk or visit) just after the above  
Daytona 24-hour Race, January 27-28

**North Atlantic Region**

***Visitation Plans:***

Carlisle Import, May 19  
Mountain State Chapter – June (discuss partnering with Allegheny)

12.3 Chapter Probation Report

Steven Schlossman reports the following chapters rebates are being withheld for non-compliance of newsletters.

Choo Choo Bimmers, E30, First Coast, Hawaii and Puerto Rico

**13. Membership**

13.1 Membership Drive & Community Relations

Kyle van Hoften reports for 2017 the Membership Drive consisted of two incentives which were any member who referred a new member received \$5 in BMW CCA bucks and every referral throughout the year generated an entry into a drawing at the end of the year. First prize was for a one-day M School; second prize was an Oktoberfest social package and third was a \$200 Amex gift card.

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For 2018, he suggests the following:

Every month, the member with the most referrals will win a free year membership.

Every quarter, we will have prizes for the members with the first, second and third most referrals with a minimum of six referrals that quarter to be eligible.

Every referral will generate \$5 in BMW CCA bucks.

We will still have the same “every referral generates an entry” into the Recruiters Competition drawing for: First prize was for a one-day M School; second prize was an Oktoberfest social package and third was a \$200 Amex gift card.

Any member referring 10 or more will be entered into the drawing for the “Membership Driver Award” which is a single grand prize package consisting of: \$500 Griot’s Car Care Package, including orbital buffer; \$1,200 Michelin Tire Certificate, a two-day M School at either BMW Performance Centers valued at more than \$5,000.

Kyle will promote the Membership Drive by using BimmerLife, Facebook, Instagram, Twitter, Roundel magazine, dealers, website and at events.

**13.2 Sponsorship and Marketing**

Chris Hennecy reports he has been working on sponsorship for 2018 getting a lot of support. Has contacted our past, current and potential sponsors. Yokohama Tire has come on board and will be sponsoring the HPDE at Oktoberfest and Friday night dinner as well. Chris is also talking to Toyo Tires; we could have a record number of tire sponsors this year at Oktoberfest.

Chris has been talking with Chris Welty from Bridgestone regarding the BMW CCA HPDE Tour Sponsorship for 2018. Chris has come up with a new store or promotional item which is a trunk mounted badge with adhesive backing. Since grill badges are harder to install on newer vehicles.

**14. BMW NA**

Frank Patek reports that Tom Plucinsky indicated that BMW CCA member rebates in 2017 of 2,800 vehicles purchased. Membership Reward Rebates on another 1000+ purchased cars were denied.

**15. New Business**

**15.1 Regional Event Status 2018**

Puget Sound Chapter  
Los Angeles and GGC  
Kansas City Chapter

E30 Picnic, June 23 -24  
Pazifik Eskapade, October 5-7  
Flat Out Classic DE/Autocross/Car Show June 1-3;

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Kansas City Chapter	No Excuses Driving Event, October 12-14
Green Mtn Chapter	OFAST – Stowe, VT, September 7-8
Buckeye Chapter	IMSA Corral at Mid-Ohio May 4 &5
Conn Valley Chapter	IMSA Corral Lime Rock, July 20-21
Badger Bimmers	IMSA Corral Road America, August 3-5
Golden Gate	IMSA Turn 5 Corral at Laguna Seca, September 7-9.
Tarheel Chapter	IMSA Corral VIR, August 17-19
Peachtree Chapter	IMSA Corral Petit LeMan Road Atlanta, October 10-13

**Motion:** Darlene Doran made a motion to give the above list of events Regional Status for 2018. Jeff Cowan seconded the motion. Motion passes 9-0

**16. Future Meetings**

**16.1 Board Meetings**

April 20-22, 2018 – Greenville, SC  
September 29, 2018 – French Lick, IN  
November 2-4, 2018- Dallas, TX

**16.2 Conference Calls**

March 7  
May 9  
June 13  
August 8  
October 17

**17. Adjourn**

**Motion:** Darlene Doran made a motion to adjourn at 3:33 PM PS. Jeff Cowan seconded the motion. Motion passes 9-0

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**Strategic Plan**

**1. Call to Order**

The meeting was called to order by President Steve Johnson at 8:00 AM PST.

**2. Attendees**

**Board Members:** Steve Johnson, President; Eddy Funahashi, Executive Vice President; Darlene Doran, Secretary; Brian Thomason, Treasurer; Tim Beechuk, North Central RVP; Lou Ann Shirk, North Atlantic RVP; Dwayne Mosley, South Atlantic RVP; Jeff Gomon, South Central RVP and Jeff Cowan, Pacific RVP

**National Office:** Frank Patek, Executive Director; Chris Hennecey, Director of Corporate Relations; Kyle van Hoften, Director of Community Relations; and Satch Carlson, Roundel Editor-in-Chief.

**Guests:** Bill Wade, Bluegrass Chapter; Nick Owen, San Diego Chapter; Delight Lucas, Los Angeles Chapter and Roger Scilley, Los Angeles Chapter.

Frank Patek suggests we break down into four (4) topics which include:

Consolidation of Services  
Media Expenses and Income  
Retention and Recruitment  
Events for the Future

***Consolidation of Services***

Jeff Cowan suggests that all lines of communication be very open. Jeff Cowan has drafted some changes to the Chapter Minimum Standards of the Ops Manual which he will send out before the March 7 conference call for discussion on call. Jeff Cowan suggests that we possibly move to a larger one region newsletter. Jeff feels that changing to one piece we would have the ability to have a beautiful marketing piece the dealers would appreciate. In the marketing piece the suggestion would be to include all of the larger events for all members to attend in many locations. Jeff Cowan feels that if CCA can get the marketing piece and add what Kyle van Hoften is suggesting for membership in 2018 would be a huge step of the plan. Jeff Cowan will have a timeline ready for our March 7 conference call. Delight Lucas suggested the timeline be April 2, 2018. Jeff Cowan has a conference call scheduled for February 28, 2018 with his region at which time he will communicate to them his plan for a one regional newsletter. Attending on the telephone call will be all RVP's, Steve Johnson and Frank Patek. The newsletter would be on a quarterly basis. It was suggested that a non-member be a paid to design and prepare the newsletter. The price quote for a 64 pages, plus covers newsletter will cost approximately \$11,000 which includes printing and postage for the Pacific Region. Frank Patek suggests a conference call with all the interested chapters in the Pacific Region. Each participating chapter would be allotted a certain number of pages and that would be their cost whether they use them or not. As far as dealerships, the number you have



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in your area is what you will need to provide printed copies to. CCA needs to provide/create a format that will be used in all regions for consistency. Each chapter will need to appoint a "copy collection editor" who will provide the content to the hired designer. It would benefit CCA to have BMW NA require that all dealerships be in the publication. Jeff Cowan proposes that we move forward with the publication for the Pacific Region within the next month. Once the first publication is produced it will be mailed to each chapter board hence to see the look CCA will expect. It would be to our benefit to have the chapters who have already done the shared newsletter to attend a conference call and share their experience and/or testimony. Golden Gate has a Membership Guide they produce each year, this would be a great tool to send to the entire region as one of the quarterly publications.

Brian Thomason asked the question as to what does CCA want the next step to be; to consolidate or change. Do we need to centralize what the chapters are doing now and change rebate structure to support the change. Currently we have twenty-four (24) chapters which is one-third of our membership who have less than 300 members. Can we as CCA no longer afford to service chapters with only 86 members? By consolidating chapters we need to make sure they file their corporate status and be sure the chapters don't lose their tax status.

Dwayne Mosley indicated that he can talk to the Choo Choo Bimmers and Smoky Mountain Chapters about consolidating. After discussing Chapter partnerships during regional call, his two chapters in Virginia sent him resistance notices as to regionalizing things.

Lou Ann Shirk indicated that as an RVP when she did the combined services of the New England Region it was a lot of hard work, however when you succeed in the accomplishment it's very rewarding as the RVP.

Frank Patek asked the question as to how we as CCA can increase the level of volunteerism. Jeff Cowan suggested that we have a page dedicated for how to volunteer within the chapters. We need to get all members excited about the club again and want to volunteer. Many of the chapters have gone stagnant and unexcited. Frank asked the question how you see the club in the next five (5) years. Many board members indicated fewer chapters and get people more excited about the club. Chris Hennecy suggested that when a chapter folds for lack of performance, instead of moving to another chapter bring them back and start a regional chapter. BMW CCA is currently rebating chapters close to \$1,000,000 per year.

As a board we need to enforce standards and if necessary start pulling charters for non-compliance. Once a charter is pulled they will be combined with the nearest chapter to them. We need to have a matrix in place and a stiff hand when chapters are not complying. A possibility would be to take the RVP job description and make that a paid position, not a board position. We would need to decide how many regions, as the more regions that would be more persons we would need to pay.

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Brian Thomason indicated that chapters could in theory maintain their own bank accounts but would however be under the umbrella ID. There would need to be a person in charge of the umbrella ID who would also have signing authority over those bank accounts. Create a regional bank account that each chapter would contribute a pro-rata portion. Once we have a new operation manual we can implement the new standards and not give chapters an option. We need to get the chapters to think about the members instead of the chapter and we would be ahead of the game.

***Reallocation of funds***

Steve Johnson would like a plan for reallocating funds to chapters. Our first goal would be to decide how many regions we want and how would we split the funds amount the regional bank account. We need to educate the chapter that these funds are the member's funds not the chapter's funds. Once we have a model plan for the new structure the allocation of funds will fall into place. The best solution is to communicate all the changes at one time to the chapters as to mitigate the displeasure at one time. We as a board need to assist the chapters visualize the unified newsletter and how it looks and well as a unified website for the region. We need to show chapters the visuals and how these models will take labor burden off the chapter.

Brian Thomason has been collecting data as chapters have been submitting their year-end financial reports. Out of fifteen (15) chapters' the total number of members we are talking about is 13,000 of 60,000 members. We are at approximately \$10.80 per person that is spent on newsletters and \$78.00 per year per member.

***Events for the Future***

Steve Johnson indicated that when Oktoberfest first started it was a one-day event and as time went on it continued to grow into what we now have is a seven-day event. We tried to an every other year social Oktoberfest event and the track people didn't like that. If we want to remodel the event 2020 would be a great year for this as we will have had 50 years with Oktoberfest and starting with year 51 a remodel of the event. The International Council meeting will be in Palm Springs in September 2019, let's try combine with Pazifik Eskapade. How do we attract younger members who have children to attend such events?

Frank Patek and Chris Hennecy have discussed the thought of having an event in Greenville and get the BMW Factory and Performance Center on board this would attract many members. Somewhat like Legends and Pazifik Eskapade, this event needs to be less labor intensive. Chris Hennecy indicated that we would have a low time event on the east and west coast. CCA has a mass concentration of members on the east coast and Greenville is a central local for a yearly event. MINI is an entry vehicle into BMW which in turn is an entry into BMW CCA. If we repackage the way in which Oktoberfest has previously been outlined into a regional event and shorter event we hopefully should attract more participants in the younger generation which is what our CCA needs. Dwayne Mosley suggested the name of the event be "Area

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51", all seemed to like the name. We need to have a final decision as to what we will do with Oktoberfest 2020.

***Media Expenses and Income***

Steve Johnson indicated that we have twelve (12) paid columnists in the *Roundel* magazine. Steve feels this is substantial; however none of them are paid the same. Featured writer's get paid differently. Satch pays the writer's when they provide an article not when it's publishes in the magazine, therefore he always has a stock pile of articles if needed. Frank Patek posed the question is the magazine still the jewel in the crown, if it is do we want to keep it as it is or do we want to use some of the stories we have and same costs on writers for 2018? The big question is do we lose those pages in the magazine or do we use them for member stories. *Roundel* says it's the voice of BMW CCA; however it seldom speaks about the BMW CCA. The letters in the magazine is our biggest enemy. What we really need to do is enhance the revenues to maintain the magazine as is. A great idea would be to have the writer's focus on our membership. Satch Carlson receives many articles from club members and never publishes them.

Steve Johnson and Brian Thomason will create or develop an outline/matrix to send out about the regionalization and what that job would look like and the cost structure as to what we want to take out and what they would still receive. Steve and Brian will have something for the March conference call or the April board meeting.

**Adjourn**

**Motion:** Tim Beechuk made a motion to adjourn at 11:59 AM PST. Jeff Gomon seconded the motion. Motion passes 9-0

BMW CCA  
Board of Directors Meeting  
February 10-11, 2018

Renaissance Los Angeles Airport Hotel  
Los Angeles, CA

BMW Car Club  
of America





BMW Car Club of America  
Board Meeting  
Los Angeles, CA  
February 10-11, 2018

***Agenda***

**Saturday, February 10**

**08:00am Breakfast**

**Call to Order**

**Introduction:** Members, Guests.

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

**08:35am 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

**10:00am Reports & Presentations Continue Until Completed  
Discussion of Listed Topics**

**10:45am Break**

**11:00am Resume Discussion of Listed Topics  
New Business**

**Noon Working Lunch**

**5:00pm Adjourn**

## ***Discussion Topics***

### **1. Review Action Items**

### **2. National Events**

Oktoberfest

- 2017
- 2018
- 2019
- 2020

### **3. National/Regional Events**

- The Vintage, May 2018
- Pittsburgh Vintage Grand Prix, July 2018
- Bimmerfest East and West 2018
- Autolieben 2018
- Monterey Weekend August 2018
  - Legends of the Autobahn August 24th
  - Vintage Races August 25-26
- Flat Out Classic ??

New Requests

### **4. National Programs and Services**

IT Update

Club Racing

Driving Events

- Autocross Proposal

Charity Matching Funds

Raffle

SIG's

Roundel

Concours Committee

- Model Concours Rules Proposal

Member Committees

Recognition Program Committee

Tech Committee

Election Status

National Office

Planning for future location

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

Ombudsman update  
Tech Rep's update  
Benefits Update  
BMW Clubs International  
Operations Manual  
    Chapter Newsletters and Communications  
    Rewrite and Update  
Leadership Committee  
Recognition Committee  
Relocation Committee  
Strategic Plan

**6. Foundation**

**7. *Financial***

Membership fee structure

**8. Chapter Issues**

RVP Conference call schedule for 2018  
RVP Chapter Visitation schedule for 2018  
Chapter probation report  
Dealer engagement program.

**9. Membership**

Membership Drive  
Marketing

**10. BMW of North America**

**11. New Business:**

**12. Future Meetings**

Future Meetings  
Conference Calls







BMW Car Club of America, Inc.  
Steve Johnson  
President  
33 Hune One Ln #6-203  
Kihei, HI. 96753  
Telephone(858) 705-0303  
Email: president@bmwcca.org

January 26, 2018

To: BMW CCA Board of Directors  
BMW CCA Executive Director

Subject: President's Pre-meeting Report

Planned Travel:

New Building Meetings / Franks 10 year celebration

CCA board Meeting, Los Angeles, CA. 2/2-2/12 both trips combined \$905.80

Past Travel:

Board Meeting Seattle WA. 12/6-12/17 \$668.85

Discussion:

Implementation of the strategic plan, Discuss pairing down the plan to make it doable.

New campus discussion regarding new estimates and new RFQ

Discussion of implementing a better business arraignment with the Foundation.

Respectfully Submitted,

Steve Johnson  
President, BMW CCA





Pre meeting report

November 2017 through current, (January, February 2018)

To: All board members, Executive Director BMW CCA

From: Eddy Funahashi

**Subject:** EVP pre-meeting report

BMW Car Club of America  
Eddy Funahashi  
Executive Vice President  
124 W 6th St  
Hanford, CA 93230-4514  
Tele: (559) 707-0521  
Email: evp@bmwcca.org

**Travel:**

November 17-19<sup>th</sup> Pittsburgh, PA. Meeting for Ofest/PVGP 2018 (Airfare, mileage, parking, \$930.85)

December 8<sup>th</sup> – 10<sup>th</sup> Board meeting Seattle, WA.(Airfare, mileage, parking, \$444.78)

January 5<sup>th</sup> – 7<sup>th</sup> Pittsburgh, PA. Meeting for Ofest/PVGP 2018 (Airfare, mileage, parking, group meal, \$853.71)

**Future (Quarter) Travel:**

February 9<sup>th</sup> – 11<sup>th</sup> National board meeting Los Angeles, Ca.

**Travel recap:**

-November 17<sup>th</sup> – 19<sup>th</sup> Pittsburgh, PA. Meeting for Ofest/PVGP 2018

We met with members from the local Chapter to review a beta schedule. We found that the events including the blending of the PVGP required another meeting after the 1<sup>st</sup> of the year.

-December 8<sup>th</sup> – 10<sup>th</sup> Board Meeting Seattle, WA.

All topics and actions for the meeting portion are contained in our meeting minutes.

Our guest from the local chapter was Lance Richert, Puget Sound Chapter board member, organizer of PRO3 Club racing as well as a past President of their chapter.

Thank you to Peter Gleeson and his wife for allowing us to tour his personal museum of collectable BMW's. We were able to see why Peter was named the 2016 Master Collector by America's Car Museum (ACM).

-January 5<sup>th</sup> – 7<sup>th</sup>. Pittsburgh, PA. Meetings/planning for Ofest/PVGP 2018

Frank, Lindsey, Chris and Steven arrived and worked on the sites, contracts, and general planning a few days ahead of my arrival. Our meeting was with members from the Pittsburgh Chapter and PVGP representatives. Tim and Lou Ann also attended. Lou Ann attended as RVP and as a facilitator for this region. Tim will be taking point for the HPDE and the car control clinic held at the track.

The meetings went very well, we felt success addressing a lot of loose ends that needed attention.

**Non-Geographical Chapters and SIG's**

We are awaiting newsletters from the E30 Chapter. From what information they've supplied they appear to be behind. They have been contacted by the office and myself but as of this report we've not had any reply.

Of concern; by the month of March is when our Non-Geo chapters, (As well as our regular chapters) are supposed to supply a bulk of information including financials as well as various Chapter forms.

Once again thank you to all office staff relating to the monitoring and the corrective actions that they preform ahead of major concerns especially during this 1<sup>st</sup> quarter crunch time.

Although nothing has developed it was said that there were conversations with members that attended Legends. We were told that these members have shown interest in establishing new, specialized performance Non-geographical Chapters. You will be informed if anything developments.

Respectfully,

Eddy Funahashi

January 23, 2018

To: BMW CCA Board of Directors  
BMW CCA Executive Director

Subject: Treasurer's Pre-Meeting Report

Travel: Fourth Quarter Board meeting, Seattle, WA Dec 8-10, 2017

Airfare:	\$162.60
Other:	\$115.88
Total:	\$278.48

Planned Travel:

1Q2018 Board Meeting, Los Angeles, CA Feb 9-11, 2018

Travel expenses: TBD

Executive Director 10-year work anniversary celebration, Greenville, SC Feb 3-4, 2018

Airfare:	\$357.61
Other:	TBD

Joint CCA/Foundation Board Meeting, Location TBD, Feb 23-25, 2018

Travel Expenses: TBD

Other Items:

-Dinner with CCA President while visiting Lahaina, HI January 15

**Suggested Ops Manual Revisions:** See pages following. The current language in Section 1.5 significantly limits the ability of the Club to maintain long-term purchasing power and hedge against future inflation. The current general travel policy (Section 4.1.2.1.1) significantly limits Board travel flexibility.

**Suggested Investment Policy:** see pages following.

**Income Statement**  
**For the eleven months ended November 30, 2017**

See report sent under separate cover. The net loss of \$250,000 is projected to be worse for December, with Oktoberfest being the primary driver.

**Balance Sheet**  
**At November 30, 2017**

See report sent under separate cover.

Respectfully submitted,  
Brian Thomason

BMW Car Club  
of America



BMW Car Club of America  
Brian Thomason  
Treasurer  
866 Linden Cir  
Thousand Oaks, CA 91360-5319  
Telephone: 805 267-9135  
Email: treasurer@bmwcca.org

## Suggested Operations Manual Revisions

### Section 1.5 – Treasurer

The fourth bullet point of this section currently reads as follows:

- “Ensuring that all BMW CCA funds required for day-to-day operation are kept in checking and/or savings accounts in a U.S. federally insured institution. This institution is to be mutually agreed upon by the Treasurer and the Executive Director, and with the concurrence of the President. (BMW CCA funds over and above those needed for day-to-day operations shall be invested in U.S. federally insured certificates of deposit, or United States Treasury Bills or Notes.)”

I would suggest modifying the language as follows:

- “Ensuring that all BMW CCA funds required for day-to-day operation are kept in checking and/or savings accounts in a U.S. federally insured institution. This institution is to be mutually agreed upon by the Treasurer and the Executive Director, and with the concurrence of the President. **BMW CCA funds over and above those needed for day-to-day operations shall be invested in marketable financial instruments with a risk profile and time horizon consistent with the the CCA’s risk tolerance, future forecasted cash flow needs, and with the general purpose of preservation of wealth, in accordance with the Investment Policy.**

### Section 4.1.2.1.1 Air Transportation

This section currently reads as follows:

Travelers will be reimbursed up to the amount of the lowest available twenty-one- (21-) day advance purchase airfare. Receipts for airfare are required. This does not mean that the traveler must book a flight at extremely inconvenient times or with multiple unnecessary stops just to get the lowest possible airfare. However, travelers are required to use good judgment and accept some latitude in scheduling flights so as to keep travel costs as low as practicable. If in doubt, travelers should consult with the Executive Director prior to booking the flight. If last minute travel is required, a special approval is needed from the Executive Director. Excess baggage fees may be reimbursed if the excess baggage is directly related to Club business. In-flight beverage costs are not reimbursable. In flight meal costs are reimbursable under the provisions of Paragraph 4.1.2.2 covering Meals.

I would suggest a new section as follows (or it could be appended to existing section 4.1.2.1.1 if appropriate). The idea is to give the Board a bit more latitude than, say, Chapter Congress attendees):

### 2.14.5 Travel Airfare for Board members

Travelers will be reimbursed up to the amount of the lowest available twenty-one- (21-) day advance purchase airfare, **with a tolerance of up to \$100 to allow the traveler some latitude in scheduling flight times, number of stops and airline preference, where appropriate. Travelers are required to use good judgment and accept some latitude in scheduling flights so as to keep travel costs as low as practicable. Receipts for airfare are required.** If in doubt, travelers should consult with the Executive Director prior to booking the flight. **Wherever possible, to ease the administrative burden of reimbursing travelers for expenses, airfare should be booked through the American Express Travel service. Fares in excess of the \$100 tolerance or on an alternate airline at the traveler’s choice with no ordinary and necessary Club business justification must be approved prior to purchasing, or the excess cost will be the responsibility of the traveler.** If last minute travel is required, a special approval is needed from the Executive Director. Excess baggage fees may be reimbursed if the excess baggage is directly related to Club business. In-flight beverage costs are not

reimbursable. In flight meal costs are reimbursable under the provisions of Paragraph 4.1.2.2 covering Meals.

## **BMW Car Club of America Investment Policy**

### **Purpose and Overview**

This policy outlines the guidelines by which excess funds not needed for day-to-day club operations may be invested in financial assets designed to preserve the long-term purchasing power and wealth of the Club.

### **Policy**

Excess funds of the Club (generally defined as funds not needed in the normal course of operations) should be invested such that the purchasing power and capital of the Club are preserved. Practically speaking, "normal operations" generally can mean three to six months of expenses, or the maximum FDIC protection on business checking and savings accounts, whichever is lower.

Funds may be invested in any marketable non-derivative security, including mutual funds, with a risk profile, expected life, and return appropriate for the intended future use of the funds.

### **Short-term funds (12 months to three year time horizon)**

These funds should be invested primarily in CDs, money market funds, and fixed-income investment grade securities.

### **Medium-term funds (Three years to five years)**

These funds should be invested in longer-term CDs, where the return is competitive, as well as held-to maturity fixed-income securities and blended or equity-based mutual funds with a stated goal of capital preservation and income.

### **Long-term funds (Five years and longer)**

These funds should be invested in equity-based mutual funds having underlying investments consistent with the goals of the funds and clubs future use. Under no circumstances should funds be invested with an eye toward speculative growth.

### **Target Allocation and Return**

A suggested portfolio allocation might be 20% cash, 30% fixed-income, and 50% equities, depending on the liquidity needs of the club, with a target return of CPI+3%.





**BMW Car Club of America, Inc.**  
**Balance Sheet**  
As of November 30, 2017

	<u>Nov 30, 17</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Bill.com Money Out Clearing	-1,706.58
<b>1000 - Cash</b>	
1022 - Southern First Bank	10.68
1024.01 - South State Bank	1,354,752.48
1032 - TD Bank Checking	100.01
1033 - TD Bank MM	253,429.37
1050 - Petty Cash	25.00
<b>Total 1000 - Cash</b>	<u>1,608,317.54</u>
1030 - FSA (South State Bank)	8,698.00
<b>Total Checking/Savings</b>	<u>1,615,308.96</u>
<b>Accounts Receivable</b>	
<b>1100.01 - Accounts Receivable</b>	
1130.01 - A/R Foundation	430.57
1130.02 - A/R MOA	-127.20
1140 - Club Racing	4,300.00
1195.01 - Reserve for Bad Debts-Roundel	-4,644.00
1199.01 - Other	9,731.95
1100.01 - Accounts Receivable - Other	102,904.63
<b>Total 1100.01 - Accounts Receivable</b>	<u>112,595.95</u>
<b>Total Accounts Receivable</b>	112,595.95
<b>Other Current Assets</b>	
<b>1200 - Investments</b>	
1205 - Merrill Lynch	53,044.00
1210 - State Street Research Fund	34,296.35
<b>Total 1200 - Investments</b>	<u>87,340.35</u>
<b>1300.01 - Inventory</b>	
<b>1305.01 - Club Logo Merchandise</b>	
1305.05 - Oktoberfest Club Logo Merch	6,186.45
1305.96 - Club Racing Logo Merch	3,037.74
1305.01 - Club Logo Merchandise - Other	119,487.38
<b>Total 1305.01 - Club Logo Merchandise</b>	<u>128,711.57</u>
1300.01 - Inventory - Other	13,364.86
<b>Total 1300.01 - Inventory</b>	<u>142,076.43</u>
<b>1400.01 - Prepaid Expenses</b>	
1405 - Prepaid Insurance	36,970.73
1412 - Prepaid Event Expense	

**BMW Car Club of America, Inc.**  
**Balance Sheet**  
As of November 30, 2017

	<b>Nov 30, 17</b>
1412.05 · Prepaid Ofest Event Exp	19,177.90
1412.96 · Prepaid Club Racing Event Exp	1,273.04
1412 · Prepaid Event Expense - Other	25,580.62
<b>Total 1412 · Prepaid Event Expense</b>	<b>46,031.56</b>
 1415 · Other Prepaid Expenses	 31,656.20
<b>Total 1400.01 · Prepaid Expenses</b>	<b>114,658.49</b>
 1800 · Other Investments	
1810 · Investment - BMW AG	50,070.85
<b>Total 1800 · Other Investments</b>	<b>50,070.85</b>
 <b>Total Other Current Assets</b>	 <b>394,146.12</b>
 <b>Total Current Assets</b>	 <b>2,122,051.03</b>
 <b>Fixed Assets</b>	
1500 · Fixed Assets	
1505 · Building	332,736.79
1510 · Equipment	350,827.24
1515 · Furniture & Fixtures	93,822.11
1599 · Fixed Assets in Progress	
1599.01 · Construction in Progress	35,250.00
1599 · Fixed Assets in Progress - Other	114,777.70
<b>Total 1599 · Fixed Assets in Progress</b>	<b>150,027.70</b>
 <b>Total 1500 · Fixed Assets</b>	 <b>927,413.84</b>
 1550 · Accumulated Depreciation	
1555 · Accum. Depr. - Building	-176,051.61
1560 · Accum. Depr. - Equipment	-342,749.28
1565 · Accum. Depr. - Furn. & Fixt.	-89,615.59
<b>Total 1550 · Accumulated Depreciation</b>	<b>-608,416.48</b>
 <b>Total Fixed Assets</b>	 <b>318,997.36</b>
 <b>Other Assets</b>	
1600.1 · Suspense	375.41
1700 · Certificates of Deposit	
1700.01 · Chelsea Financial Accr.Interest	137,688.56
1700.03 · CD - HSBC Bank-Purch.2013	105,000.00
1700.06 · CD - First Financial Bank-USA	250,000.00
1700.07 · CD - Sallie Mae Bank	150,000.00
1700.08 · CD - Benton State Bank	99,000.00
1700.10 · CD - JP Morgan Chase Bank	250,000.00
1700.13 · CD - CIT Bank	136,000.00

**BMW Car Club of America, Inc.**  
**Balance Sheet**  
As of November 30, 2017

	<b>Nov 30, 17</b>
1700.14 · CD - GE Capital Bank	225,000.00
1700.15 · CD - HSBC- Purch. 2015	145,000.00
1700.16 · CD - First Nat'l BK of AMER	200,000.00
1700.17 · CD - BOFI Federal	100,000.00
1701 · CD-Homestreet Bank	251,098.81
1702 · CD - AMEX	235,000.00
1703 · CD - XCEL FCU	245,050.08
1714 · CD - Southern First H. Fisher	2,272.59
1743 · CD - Key Bank	100,000.00
<b>Total 1700 · Certificates of Deposit</b>	<b>2,631,110.04</b>
 1999 · FSA funds held at Data Path	 1,500.00
<b>Total Other Assets</b>	<b>2,632,985.45</b>
 <b>TOTAL ASSETS</b>	 <b>5,074,033.84</b>
 <b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000.01 · Accounts Payable	245,702.46
<b>Total Accounts Payable</b>	<b>245,702.46</b>
 <b>Other Current Liabilities</b>	
2100.01 · Deferred Revenues	
2105.01 · Deferred Membership Dues	2,978,030.47
2110.01 · Deferred Mailing Fees	12,547.41
2170 · Deferred Revenues-Dealerships	
2170.01 · Def Rev-Dealerships-Northwest	2,426.00
2170.05 · Def Rev - BMW El Cajon	946.00
2170.06 · Def-Rev Jake Sweeney BMW	4,842.00
2170.07 · Def-Rev Tom Bush BMW	876.00
2170.08 · Def-Rev BMW of Mobile	2,370.00
<b>Total 2170 · Deferred Revenues-Dealerships</b>	<b>11,460.00</b>
 <b>Total 2100.01 · Deferred Revenues</b>	 <b>3,002,037.88</b>
 <b>2200 · Payroll Tax Liabilities</b>	
2205 · Withheld Income Taxes	130.22
<b>Total 2200 · Payroll Tax Liabilities</b>	<b>130.22</b>
 2201.01 · Sales Tax Payable	79.44
2250 · Raffle Prizes Payable	130,000.00
2280 · Payroll Benefits Withheld	-199.83
2400 · Accrued Expenses	
2420.01 · Accrued Membership Bucks Pay.	7,323.00

**BMW Car Club of America, Inc.**  
**Balance Sheet**  
As of November 30, 2017

	<u>Nov 30, 17</u>
2400 · Accrued Expenses - Other	96,247.32
Total 2400 · Accrued Expenses	<u>103,570.32</u>
2601 · FSA Funds Held for Employees	5,211.63
Total Other Current Liabilities	<u>3,240,829.66</u>
Total Current Liabilities	<u>3,486,532.12</u>
Total Liabilities	3,486,532.12
Equity	
3001 · Opening Bal Equity	1,164,528.76
3900 · Retained Earnings	647,036.27
Net Income	-224,063.31
Total Equity	<u>1,587,501.72</u>
TOTAL LIABILITIES & EQUITY	<u><u>5,074,033.84</u></u>



BMW Car Club of America  
Darlene Doran  
Secretary  
17015 E Dorado Cir  
Centennial, CO 80015-3015  
303.710.1997  
secretary@bmwcca.org

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

**Date:** January 21, 2018

**Subject:** Secretary Pre-Meeting Report

**Past Travel & Expenses:**

- December Board Meeting, Seattle, WA  
December 7 - 11, 2017 - \$298.40

**Planned Travel:**

- Frank's 10 year anniversary, Greenville, SC  
February 2-5, 2018 - \$250.00  
(Flight)
- February Board Meeting, Los Angeles, CA  
February 9-11, 201 - \$270.60  
(Flight)

**Drafts & Finalize Board Minutes:**

December 9-10, 2017 Board Meeting Minutes  
January 17, 2018 Conference Call Minutes

**Discussion Topics:**

Election Vetting Committee  
Term limits

Respectfully submitted

Darlene Doran



**Official BMW Club**

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

**Date:** Jan 20, 2018

**Subject:** North Atlantic RVP Pre-Meeting Report  
Q1 BOD Meeting LA Feb 9-11 2018

**Travel & Expenses:**

- Pittsburgh Ofest 2018 meeting Jan 5-7 2018 \$527 (flight and car)
- Nittany Bimmers meeting/Dinner Dec 1-3 2017 \$355 (flight only)
- Seattle BOD meeting Dec 7-11 2017 \$410 (flight only)
- Florida Suncoast Chapter meeting/dinner Jan 19-20 2018 \$0

**Planned Travel:**

- LA BOD meeting Feb 9-11 2018 \$434 (flight only)

**RVP Discretionary Funds:**

- NONE

**Newsletter Delinquencies:**

- NONE

**Chapter on Probation:**

- NONE

**Relevant Notes:**

Continuing efforts to pursue combining the websites of White Mountain, Pine Tree and Green Mountain chapters. Also assisted in adding different content to the NNE Newsletter including a list of new members for all three chapters.

Conducted Phone conference with North Atlantic Region Chapters on Jan 16, 2018. Discussed: Deadlines for chapter forms including IRS, Chapter Admin, Charity Matching funds..... Also talked about the Recognition Program and the new BimmerLife. Had a long discussion about Ofest being in their back yards this year and suggested adding more caravans to Pittsburgh for the week-long event.

Attended planning meetings in Pittsburgh Jan 5-7 2018 with Allegheny Chapter and PVGP staff concerning Ofest/PVGP and the BMW Classic Club for the 2018 car week in July. Will continue to keep the lines of communication open by having monthly phone conferences with select Allegheny Chapter members.

Assisted several chapters with finding creative ways to fill empty officer positions.

Had conversations with ZSCCA members again about becoming a non-geographic chapter.

Mini Chapter in Pittsburgh has folded. Not sure how this will affect plans to bring mini club members into our fold.

Continue to promote and support the Recognition Program as the Board liaison through emails, phone calls and advertisements.

Attended dinner meeting with Florida Suncoast Chapter and participated in question/answer session with Dwayne Mosley.

Continuing efforts put forth to align with the Strategic Plan to grow the club and make it stronger.

**Discussion Topics:**

OPS manual changes for chapter minimum standards per the outcome of the RVP meeting in Seattle.

ZSCCA wants to remain an SIG. Will share email from current ZSCCA President.

Recognition Program Committee future.....



BMW Car Club of America  
Lou Ann Shirk  
North Atlantic  
Regional Vice President  
39 Woodsedge Dr  
Elizabethtown, PA 17022-8524  
717 308-8527

Respectfully submitted,  
Lou Ann Shirk







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

BMW Car Club of America  
Tim Beechuk  
North Central RVP  
Tel: 513.604.2398

**Subject:** North Central RVP February 2018 Pre-meeting Report

**Travel:**

Completed Travel:

Board mtg. – Seattle, WA – 12/8-10/17	\$72.13
Foundation Gala – Greer, SC – 1/12-13/18	\$0
O’Fest mtg. – Pittsburgh, PA -- 1/5-6/18	\$73.28

Planned Travel:

Buckeye Holiday dinner – Dayton, OH – 2/3/18	\$0
CCA/DEC Board mtg. – Los Angeles, CA – 2/9-12/18	
Northstar mtg. /TRSS – Minneapolis, MN – 2/17/18	

**Other:**

Conversations with Northern Ohio chapter concerning leadership  
Continued work with chapters to resolve held distributions due to newsletters.  
CCA / Foundation campus discussion  
The occasional Street Survival Event

**Regional Events:**

Regional Chapter Presidents’ conference call: 1/11/18

Respectfully,  
Tim Beechuk





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

Date: January 30, 2018

Subject: Pacific Region 1<sup>st</sup> Quarter Pre-Meeting Report, 2018

BMW Car Club of America  
Jeff Cowan  
Pacific Regional Vice President  
17507 Skyline Blvd.  
Woodside, CA 94062  
650.918.4938  
pacificrvp@bmwcca.org

Travel Completed:

- Board meeting Seattle, December 9-10, Flight: \$171.40

Planned Travel:

- Board meeting Los Angeles, February 10-11, Flight: \$216.60

Discretionary Funds Requested/Dispersed:

- \$500, Pazifik Eskapade (Q417)

Regional Calls Completed/Upcoming:

- Upcoming: February 28, 2018

Chapter Compliance Issues:

- Overdue newsletters: Hawaii, Inland Empire
- Websites offline: Hawaii and Inland Empire
- In process of switching to the new National Wordpress templates: Sacramento, Los Angeles

Other Updates or New Business:

- What are the next steps on revising the Travel Policy language?
- Mini committee – Can anyone else ‘drive’ this forward?
- Talking with Frank about doing a full Pacific Region newsletter rather than area partnerships—appears to be a more cost-effective option
- How are we ensuring that policy changes we vote on in meetings are getting published in the ops manual and communicated to the chapters? We no longer do quarterly NFN per Frank.
- GGC flagged that the insurance waivers are no longer being sent to chapters and instead chapters are being asked to print themselves; When these are updated they are not being informed about newer files. Similar issue to above?
- Hawaii chapter charter may be revoked; seems to have invigorated President John Bigay to reach out for help but no response since. Website is offline, no newsletter in over a year.
- Inland Empire website domain expired and offline. And newsletter is late. Waiting for response; will consider revoking charter if not resolved per guidelines





Account: **BMW CAR CLUB OF AMERICA**  
Title: **REGIONAL FOR ROUNDEL**

01/18/2018

Frank Patek  
BMW Car Club of America  
640 S Main St Ste 201  
Greenville, SC 29601  
(864) 250-0022

Wendie Martin  
Quad/Graphics  
N64W23110 Main Street  
Sussex, WI 53089  
(206) 427-1652

Re: NE Newsletter

Proposal Id: 1834069

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**13M 32+4 SS 8.375x10.875**

**Prep Work** Quad/Graphics to receive PDFX1A files for all pages.

*Additional prepress processing services will be invoiced at our prevailing prepress rates.*

**Trim Size** 8.375 inches Width x 10.875 inches Height

**Quantity** 13,000 copies

**Presswork** Body: 32 pages

32 pages of 4/C process throughout with medium ink coverage

Cover: 4 pages

4 pages of 4/C process throughout with medium ink coverage

*Pricing for one base version only. If version changes required, charges associated with changes will be invoiced according to actual manufacturing requirements.*

**Finishing** SADDLE STITCH

**Paper** Body: 60 Lb. Gloss Finish #3 25X38 Book Quad Supplied

Cover: 80 Lb. Gloss Finish #3 25X38 Book Quad Supplied

*The price for paper included in this Agreement/Proposal is based on current market price and will be adjusted to reflect prices at time of production.*

**Distribution** Inkjet (1 Std Pos - 80 Dpi)

*F.O.B. Printer's dock. If customer contracts the freight through a third party, a handling fee will be billed as incurred.*

*Additional (+/-) M Total is prorated based on the services quantity / overall total quantity.*

*This quotation is based on the specifications supplied at the time of the estimate. Prices are subject to equipment availability and mutual agreement of production schedules. Unless specifically noted, the pricing in this quote does not reflect any discounts, rebates or sales incentives. Printer reserves the right to review coverage upon receipt of files.*

**Additional  
Notes**



Account: **BMW CAR CLUB OF AMERICA**  
 Title: **REGIONAL FOR ROUNDEL**

01/18/2018

<b>1301956 - 13M 32+4 SS 8.375x10.875</b>	<b>Total 13,000</b>	<b>+/- M's</b>
Manufacturing	\$2,848.72	\$53.23
Paper		
Body: 60 Lb. Gloss Finish #3 25X38 Book	\$2,388.25	\$124.42
Cover: 80 Lb. Gloss Finish #3 25X38 Book	\$598.95	\$19.25
<b>Total Manufacturing/Paper</b>	<b>\$5,835.92</b>	<b>\$196.90</b>
<b>Additional Adjustments</b>	<b>Total</b>	
Estimated not for profit pool postage, freight and admin.	\$4,897.00	
<b>1301956 - 13M 32+4 SS 8.375x10.875 Grand Total:</b>	<b>\$10,732.92</b>	

<b>Additional Pricing</b>	<b>Price / Unit</b>	<b>Paper price / Unit</b>	<b>Paper Lbs. / Unit</b>
CONTRACT PROOF/EPSON (1085) (Body)	\$21.59 / EA		
CONTRACT PROOF/EPSON (1085) (Cover)	\$21.59 / EA		
DBL ONLINE (1082) (Body)	\$0.54 / PAGE		
DBL ONLINE (1082) (Cover)	\$0.54 / PAGE		
PDFX1A H/P / PG (1307) (Body)	\$8.64 / PAGE		
PDFX1A H/P / PG (1307) (Cover)	\$8.64 / PAGE		
VERSION PLATE & MKR CHANGE - 2x8 PRESS (Body)	\$80.98 / PLT	\$54.90 / PLT	96.00 / PLT
VERSION PLATE & MKR CHANGE - 2x4 PRESS (Cover)	\$80.98 / PLT	\$16.83 / PLT	34.00 / PLT
VERSION PLATE PRESS STOP - 2x8 PRESS (Body)	\$107.95 / STP	\$220.18 / STP	385.00 / STP
VERSION PLATE PRESS STOP - 2x4 PRESS (Cover)	\$107.95 / STP	\$66.33 / STP	134.00 / STP
BINDER STOP	\$53.98 / EACH		
POCKET CHANGE	\$16.20 / PKT		
HANDLE FURNISHED SKIDS	\$19.43 / SKID		
MAILING LIST CHANGE	\$26.98 / EA		
SKID STORAGE	\$19.43 / SKID /MO		
3RD PARTY HANDLING FEE-CARTON	\$1.15 / CTN		
3RD PARTY HANDLING FEE-PACKAGE	\$1.15 / EA		
3RD PARTY HANDLING FEE-SKID	\$10.00 / SKID		



Account: **BMW CAR CLUB OF AMERICA**

Title: **REGIONAL FOR ROUNDEL**

01/18/2018

**13M 48+4 SS 8.375x10.875**

**Prep Work**

Quad/Graphics to receive PDFX1A files for all pages.

**Trim Size**

*Additional prepress processing services will be invoiced at our prevailing prepress rates.*

8.375 inches Width x 10.875 inches Height

**Quantity**

13,000 copies

**Presswork**

Body: 48 pages

48 pages of 4/C process throughout with medium ink coverage

Cover: 4 pages

4 pages of 4/C process throughout with medium ink coverage

**Finishing**

*Pricing for one base version only. If version changes required, charges associated with changes will be invoiced according to actual manufacturing requirements.*

SADDLE STITCH

**Paper**

Body: 60 Lb. Gloss Finish #3 25X38 Book Quad Supplied

Cover: 80 Lb. Gloss Finish #3 25X38 Book Quad Supplied

*The price for paper included in this Agreement/Proposal is based on current market price and will be adjusted to reflect prices at time of production.*

**Distribution**

Inkjet (1 Std Pos - 80 Dpi)

*F.O.B. Printer's dock. If customer contracts the freight through a third party, a handling fee will be billed as incurred.*

*Additional (+/-) M Total is prorated based on the services quantity / overall total quantity.*

*This quotation is based on the specifications supplied at the time of the estimate. Prices are subject to equipment availability and mutual agreement of production schedules. Unless specifically noted, the pricing in this quote does not reflect any discounts, rebates or sales incentives. Printer reserves the right to review coverage upon receipt of files.*

**Additional  
Notes**





Account: **BMW CAR CLUB OF AMERICA**  
 Title: **REGIONAL FOR ROUNDEL**

01/18/2018

<b>1301965 - 13M 48+4 SS 8.375x10.875</b>	<b>Total 13,000</b>	<b>+/- M's</b>
Manufacturing	\$3,363.05	\$63.18
Paper		
Body: 60 Lb. Gloss Finish #3 25X38 Book	\$3,671.60	\$191.29
Cover: 80 Lb. Gloss Finish #3 25X38 Book	\$598.95	\$19.25
<b>Total Manufacturing/Paper</b>	<b>\$7,633.60</b>	<b>\$273.72</b>
<b>Additional Adjustments</b>	<b>Total</b>	
Estimated not for profit pool postage, freight and admin.	\$5,547.20	
<b>1301965 - 13M 48+4 SS 8.375x10.875 Grand Total:</b>	<b>\$13,180.80</b>	

<b>Additional Pricing</b>	<b>Price / Unit</b>	<b>Paper price / Unit</b>	<b>Paper Lbs. / Unit</b>
CONTRACT PROOF/EPSON (1085) (Body)	\$21.59 / EA		
CONTRACT PROOF/EPSON (1085) (Cover)	\$21.59 / EA		
DBL ONLINE (1082) (Body)	\$0.54 / PAGE		
DBL ONLINE (1082) (Cover)	\$0.54 / PAGE		
PDFX1A H/P / PG (1307) (Body)	\$8.64 / PAGE		
PDFX1A H/P / PG (1307) (Cover)	\$8.64 / PAGE		
VERSION PLATE & MKR CHANGE - 4x6 PRESS (Body)	\$80.98 / PLT	\$84.64 / PLT	148.00 / PLT
VERSION PLATE & MKR CHANGE - 2x4 PRESS (Cover)	\$80.98 / PLT	\$16.83 / PLT	34.00 / PLT
VERSION PLATE PRESS STOP - 4x6 PRESS (Body)	\$107.95 / STP	\$338.56 / STP	592.00 / STP
VERSION PLATE PRESS STOP - 2x4 PRESS (Cover)	\$107.95 / STP	\$66.33 / STP	134.00 / STP
BINDER STOP	\$53.98 / EACH		
POCKET CHANGE	\$16.20 / PKT		
HANDLE FURNISHED SKIDS	\$19.43 / SKID		
MAILING LIST CHANGE	\$26.98 / EA		
SKID STORAGE	\$19.43 / SKID /MO		
3RD PARTY HANDLING FEE-CARTON	\$1.15 / CTN		
3RD PARTY HANDLING FEE-PACKAGE	\$1.15 / EA		
3RD PARTY HANDLING FEE-SKID	\$10.00 / SKID		



Account: **BMW CAR CLUB OF AMERICA**

Title: **REGIONAL FOR ROUNDEL**

01/18/2018

**13M 64+4 SS 8.375x10.875**

**Prep Work**

Quad/Graphics to receive PDFX1A files for all pages.

**Trim Size**

*Additional prepress processing services will be invoiced at our prevailing prepress rates.*

8.375 inches Width x 10.875 inches Height

**Quantity**

13,000 copies

**Presswork**

Body: 64 pages

64 pages of 4/C process throughout with medium ink coverage

Cover: 4 pages

4 pages of 4/C process throughout with medium ink coverage

**Finishing**

*Pricing for one base version only. If version changes required, charges associated with changes will be invoiced according to actual manufacturing requirements.*

SADDLE STITCH

**Paper**

Body: 60 Lb. Gloss Finish #3 25X38 Book Quad Supplied

Cover: 80 Lb. Gloss Finish #3 25X38 Book Quad Supplied

*The price for paper included in this Agreement/Proposal is based on current market price and will be adjusted to reflect prices at time of production.*

**Distribution**

Inkjet (1 Std Pos - 80 Dpi)

*F.O.B. Printer's dock. If customer contracts the freight through a third party, a handling fee will be billed as incurred.*

*Additional (+/-) M Total is prorated based on the services quantity / overall total quantity.*

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**Additional  
Notes**



Account: **BMW CAR CLUB OF AMERICA**  
 Title: **REGIONAL FOR ROUNDEL**

01/18/2018

<b>1301967 - 13M 64+4 SS 8.375x10.875</b>	<b>Total 13,000</b>	<b>+/- M's</b>
Manufacturing	\$4,366.19	\$75.13
Paper		
Body: 60 Lb. Gloss Finish #3 25X38 Book	\$4,776.50	\$248.84
Cover: 80 Lb. Gloss Finish #3 25X38 Book	\$598.95	\$19.25
<b>Total Manufacturing/Paper</b>	<b>\$9,741.65</b>	<b>\$343.22</b>
<b>Additional Adjustments</b>	<b>Total</b>	
Estimated not for profit pool postage, freight and admin.	\$6,450.00	
<b>1301967 - 13M 64+4 SS 8.375x10.875 Grand Total:</b>	<b>\$16,191.65</b>	

<b>Additional Pricing</b>	<b>Price / Unit</b>	<b>Paper price / Unit</b>	<b>Paper Lbs. / Unit</b>
CONTRACT PROOF/EPSON (1085) (Body)	\$21.59 / EA		
CONTRACT PROOF/EPSON (1085) (Cover)	\$21.59 / EA		
DBL ONLINE (1082) (Body)	\$0.54 / PAGE		
DBL ONLINE (1082) (Cover)	\$0.54 / PAGE		
PDFX1A H/P / PG (1307) (Body)	\$8.64 / PAGE		
PDFX1A H/P / PG (1307) (Cover)	\$8.64 / PAGE		
VERSION PLATE & MKR CHANGE - 2x8 PRESS (Body)	\$80.98 / PLT	\$54.90 / PLT	96.00 / PLT
VERSION PLATE & MKR CHANGE - 2x4 PRESS (Cover)	\$80.98 / PLT	\$16.83 / PLT	34.00 / PLT
VERSION PLATE PRESS STOP - 2x8 PRESS (Body)	\$107.95 / STP	\$220.18 / STP	385.00 / STP
VERSION PLATE PRESS STOP - 2x4 PRESS (Cover)	\$107.95 / STP	\$66.33 / STP	134.00 / STP
BINDER STOP	\$53.98 / EACH		
POCKET CHANGE	\$16.20 / PKT		
HANDLE FURNISHED SKIDS	\$19.43 / SKID		
MAILING LIST CHANGE	\$26.98 / EA		
SKID STORAGE	\$19.43 / SKID /MO		
3RD PARTY HANDLING FEE-CARTON	\$1.15 / CTN		
3RD PARTY HANDLING FEE-PACKAGE	\$1.15 / EA		
3RD PARTY HANDLING FEE-SKID	\$10.00 / SKID		



Account: **BMW CAR CLUB OF AMERICA**

Title: **REGIONAL FOR ROUNDEL**

01/18/2018

**13M 32+4 SS-Onsert 8.375x10.875**

**Prep Work**

Quad/Graphics to receive PDFX1A files for all pages.

**Trim Size**

*Additional prepress processing services will be invoiced at our prevailing prepress rates.*

8.375 inches Width x 10.875 inches Height

**Quantity**

13,000 copies

**Presswork**

Body: 32 pages

32 pages of 4/C process throughout with medium ink coverage

Cover: 4 pages

4 pages of 4/C process throughout with medium ink coverage

**Finishing**

*Pricing for one base version only. If version changes required, charges associated with changes will be invoiced according to actual manufacturing requirements.*

SADDLE STITCH

**Paper**

Body: 60 Lb. Gloss Finish #3 25X38 Book Quad Supplied

Cover: 80 Lb. Gloss Finish #3 25X38 Book Quad Supplied

*The price for paper included in this Agreement/Proposal is based on current market price and will be adjusted to reflect prices at time of production.*

**Distribution**

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**Additional  
Notes**



Account: **BMW CAR CLUB OF AMERICA**  
 Title: **REGIONAL FOR ROUNDEL**

01/18/2018

<b>1301968 - 13M 32+4 SS-Onsert 8.375x10.875</b>	<b>Total 13,000</b>	<b>+/- M's</b>
Manufacturing	\$2,740.05	\$49.99
Paper		
Body: 60 Lb. Gloss Finish #3 25X38 Book	\$2,388.25	\$124.42
Cover: 80 Lb. Gloss Finish #3 25X38 Book	\$598.95	\$19.25
<b>Total Manufacturing/Paper</b>	<b>\$5,727.25</b>	<b>\$193.66</b>

<b>Additional Adjustments</b>	<b>Total</b>
Estimated Supplement To postage using not for profit rate.	\$650.00
<b>1301968 - 13M 32+4 SS-Onsert 8.375x10.875 Grand Total:</b>	<b>\$6,377.25</b>

<b>Additional Pricing</b>	<b>Price / Unit</b>	<b>Paper price / Unit</b>	<b>Paper Lbs. / Unit</b>
CONTRACT PROOF/EPSON (1085) (Body)	\$21.59 / EA		
CONTRACT PROOF/EPSON (1085) (Cover)	\$21.59 / EA		
DBL ONLINE (1082) (Body)	\$0.54 / PAGE		
DBL ONLINE (1082) (Cover)	\$0.54 / PAGE		
PDFX1A H/P / PG (1307) (Body)	\$8.64 / PAGE		
PDFX1A H/P / PG (1307) (Cover)	\$8.64 / PAGE		
VERSION PLATE & MKR CHANGE - 2x8 PRESS (Body)	\$80.98 / PLT	\$54.90 / PLT	96.00 / PLT
VERSION PLATE & MKR CHANGE - 2x4 PRESS (Cover)	\$80.98 / PLT	\$16.83 / PLT	34.00 / PLT
VERSION PLATE PRESS STOP - 2x8 PRESS (Body)	\$107.95 / STP	\$220.18 / STP	385.00 / STP
VERSION PLATE PRESS STOP - 2x4 PRESS (Cover)	\$107.95 / STP	\$66.33 / STP	134.00 / STP
BINDER STOP	\$53.98 / EACH		
ONSERT 2ND MAG (>124PG)	\$9.26 / M		
ONSERT 2ND MAG (50-72PG)	\$7.20 / M		
ONSERT 2ND MAG (74-124PG)	\$8.18 / M		
POCKET CHANGE	\$16.20 / PKT		
POLYWRAP BASE BOOK MATERIAL	\$13.89 / M		
POLYWRAP BASE BOOK MKR	\$161.93 / MR		
POLYWRAP BASE BOOK RUN	\$32.39 / M		
SITMA POCKET CHANGE	\$53.98 / EA		
HANDLE FURNISHED SKIDS	\$19.43 / SKID		
SKID STORAGE	\$19.43 / SKID /MO		
3RD PARTY HANDLING FEE-CARTON	\$1.15 / CTN		
3RD PARTY HANDLING FEE-PACKAGE	\$1.15 / EA		
3RD PARTY HANDLING FEE-SKID	\$10.00 / SKID		



Account: **BMW CAR CLUB OF AMERICA**

Title: **REGIONAL FOR ROUNDEL**

01/18/2018

**13M 48+4 SS-Onsert 8.375x10.875**

**Prep Work**

Quad/Graphics to receive PDFX1A files for all pages.

**Trim Size**

*Additional prepress processing services will be invoiced at our prevailing prepress rates.*

8.375 inches Width x 10.875 inches Height

**Quantity**

13,000 copies

**Presswork**

Body: 48 pages

48 pages of 4/C process throughout with medium ink coverage

Cover: 4 pages

4 pages of 4/C process throughout with medium ink coverage

**Finishing**

*Pricing for one base version only. If version changes required, charges associated with changes will be invoiced according to actual manufacturing requirements.*

SADDLE STITCH

**Paper**

Body: 60 Lb. Gloss Finish #3 25X38 Book Quad Supplied

Cover: 80 Lb. Gloss Finish #3 25X38 Book Quad Supplied

*The price for paper included in this Agreement/Proposal is based on current market price and will be adjusted to reflect prices at time of production.*

**Distribution**

*F.O.B. Printer's dock. If customer contracts the freight through a third party, a handling fee will be billed as incurred.*

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**Additional  
Notes**



Account: **BMW CAR CLUB OF AMERICA**  
 Title: **REGIONAL FOR ROUNDEL**

01/18/2018

<b>1301972 - 13M 48+4 SS-Onsert 8.375x10.875</b>	<b>Total 13,000</b>	<b>+/- M's</b>
Manufacturing	\$3,283.71	\$61.65
Paper		
Body: 60 Lb. Gloss Finish #3 25X38 Book	\$3,671.60	\$191.29
Cover: 80 Lb. Gloss Finish #3 25X38 Book	\$598.95	\$19.25
<b>Total Manufacturing/Paper</b>	<b>\$7,554.26</b>	<b>\$272.19</b>
<b>Additional Adjustments</b>	<b>Total</b>	
Estimated Supplement To postage using not for profit rate.	\$931.00	
<b>1301972 - 13M 48+4 SS-Onsert 8.375x10.875 Grand Total:</b>	<b>\$8,485.26</b>	

<b>Additional Pricing</b>	<b>Price / Unit</b>	<b>Paper price / Unit</b>	<b>Paper Lbs. / Unit</b>
CONTRACT PROOF/EPSON (1085) (Body)	\$21.59 / EA		
CONTRACT PROOF/EPSON (1085) (Cover)	\$21.59 / EA		
DBL ONLINE (1082) (Body)	\$0.54 / PAGE		
DBL ONLINE (1082) (Cover)	\$0.54 / PAGE		
PDFX1A H/P / PG (1307) (Body)	\$8.64 / PAGE		
PDFX1A H/P / PG (1307) (Cover)	\$8.64 / PAGE		
VERSION PLATE & MKR CHANGE - 4x6 PRESS (Body)	\$80.98 / PLT	\$84.64 / PLT	148.00 / PLT
VERSION PLATE & MKR CHANGE - 2x4 PRESS (Cover)	\$80.98 / PLT	\$16.83 / PLT	34.00 / PLT
VERSION PLATE PRESS STOP - 4x6 PRESS (Body)	\$107.95 / STP	\$338.56 / STP	592.00 / STP
VERSION PLATE PRESS STOP - 2x4 PRESS (Cover)	\$107.95 / STP	\$66.33 / STP	134.00 / STP
BINDER STOP	\$53.98 / EACH		
ONSERT 2ND MAG (>124PG)	\$9.26 / M		
ONSERT 2ND MAG (16-48PG)	\$6.32 / M		
ONSERT 2ND MAG (74-124PG)	\$8.18 / M		
POCKET CHANGE	\$16.20 / PKT		
POLYWRAP BASE BOOK MATERIAL	\$13.89 / M		
POLYWRAP BASE BOOK MKR	\$161.93 / MR		
POLYWRAP BASE BOOK RUN	\$32.39 / M		
SITMA POCKET CHANGE	\$53.98 / EA		
HANDLE FURNISHED SKIDS	\$19.43 / SKID		
SKID STORAGE	\$19.43 / SKID /MO		
3RD PARTY HANDLING FEE-CARTON	\$1.15 / CTN		
3RD PARTY HANDLING FEE-PACKAGE	\$1.15 / EA		
3RD PARTY HANDLING FEE-SKID	\$10.00 / SKID		



Account: **BMW CAR CLUB OF AMERICA**

Title: **REGIONAL FOR ROUNDEL**

01/18/2018

**13M 64+4 SS-Onsert 8.375x10.875**

**Prep Work**

Quad/Graphics to receive PDFX1A files for all pages.

**Trim Size**

*Additional prepress processing services will be invoiced at our prevailing prepress rates.*

8.375 inches Width x 10.875 inches Height

**Quantity**

13,000 copies

**Presswork**

Body: 64 pages

64 pages of 4/C process throughout with medium ink coverage

Cover: 4 pages

4 pages of 4/C process throughout with medium ink coverage

**Finishing**

*Pricing for one base version only. If version changes required, charges associated with changes will be invoiced according to actual manufacturing requirements.*

SADDLE STITCH

**Paper**

Body: 60 Lb. Gloss Finish #3 25X38 Book Quad Supplied

Cover: 80 Lb. Gloss Finish #3 25X38 Book Quad Supplied

*The price for paper included in this Agreement/Proposal is based on current market price and will be adjusted to reflect prices at time of production.*

**Distribution**

*F.O.B. Printer's dock. If customer contracts the freight through a third party, a handling fee will be billed as incurred.*

*Additional (+/-) M Total is prorated based on the services quantity / overall total quantity.*

*This quotation is based on the specifications supplied at the time of the estimate. Prices are subject to equipment availability and mutual agreement of production schedules. Unless specifically noted, the pricing in this quote does not reflect any discounts, rebates or sales incentives. Printer reserves the right to review coverage upon receipt of files.*

**Additional  
Notes**





Account: **BMW CAR CLUB OF AMERICA**  
 Title: **REGIONAL FOR ROUNDEL**

01/18/2018

<b>1301974 - 13M 64+4 SS-Onsert 8.375x10.875</b>	<b>Total 13,000</b>	<b>+/- M's</b>
Manufacturing	\$4,286.85	\$74.47
Paper		
Body: 60 Lb. Gloss Finish #3 25X38 Book	\$4,776.50	\$248.84
Cover: 80 Lb. Gloss Finish #3 25X38 Book	\$598.95	\$19.25
<b>Total Manufacturing/Paper</b>	<b>\$9,662.31</b>	<b>\$342.56</b>
<b>Additional Adjustments</b>	<b>Total</b>	
Estimated Supplement To postage using not for profit rate.	\$1,210.00	
<b>1301974 - 13M 64+4 SS-Onsert 8.375x10.875 Grand Total:</b>	<b>\$10,872.31</b>	

<b>Additional Pricing</b>	<b>Price / Unit</b>	<b>Paper price / Unit</b>	<b>Paper Lbs. / Unit</b>
CONTRACT PROOF/EPSON (1085) (Body)	\$21.59 / EA		
CONTRACT PROOF/EPSON (1085) (Cover)	\$21.59 / EA		
DBL ONLINE (1082) (Body)	\$0.54 / PAGE		
DBL ONLINE (1082) (Cover)	\$0.54 / PAGE		
PDFX1A H/P / PG (1307) (Body)	\$8.64 / PAGE		
PDFX1A H/P / PG (1307) (Cover)	\$8.64 / PAGE		
VERSION PLATE & MKR CHANGE - 2x8 PRESS (Body)	\$80.98 / PLT	\$54.90 / PLT	96.00 / PLT
VERSION PLATE & MKR CHANGE - 2x4 PRESS (Cover)	\$80.98 / PLT	\$16.83 / PLT	34.00 / PLT
VERSION PLATE PRESS STOP - 2x8 PRESS (Body)	\$107.95 / STP	\$220.18 / STP	385.00 / STP
VERSION PLATE PRESS STOP - 2x4 PRESS (Cover)	\$107.95 / STP	\$66.33 / STP	134.00 / STP
BINDER STOP	\$53.98 / EACH		
ONSERT 2ND MAG (>124PG)	\$9.26 / M		
ONSERT 2ND MAG (16-48PG)	\$6.32 / M		
ONSERT 2ND MAG (74-124PG)	\$8.18 / M		
POCKET CHANGE	\$16.20 / PKT		
POLYWRAP BASE BOOK MATERIAL	\$13.89 / M		
POLYWRAP BASE BOOK MKR	\$161.93 / MR		
POLYWRAP BASE BOOK RUN	\$32.39 / M		
SITMA POCKET CHANGE	\$53.98 / EA		
HANDLE FURNISHED SKIDS	\$19.43 / SKID		
SKID STORAGE	\$19.43 / SKID /MO		
3RD PARTY HANDLING FEE-CARTON	\$1.15 / CTN		
3RD PARTY HANDLING FEE-PACKAGE	\$1.15 / EA		
3RD PARTY HANDLING FEE-SKID	\$10.00 / SKID		



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From the list of available options, please select all that apply

Available Options	Trim Size	Quantity	Total Cost
<input type="checkbox"/> 1301956 - 13M 32+4 SS 8.375x10.875	8.375 x 10.875	13,000	\$10,732.92
<input type="checkbox"/> 1301965 - 13M 48+4 SS 8.375x10.875	8.375 x 10.875	13,000	\$13,180.80
<input type="checkbox"/> 1301967 - 13M 64+4 SS 8.375x10.875	8.375 x 10.875	13,000	\$16,191.65
<input type="checkbox"/> 1301968 - 13M 32+4 SS-Onsert 8.375x10.875	8.375 x 10.875	13,000	\$6,377.25
<input type="checkbox"/> 1301972 - 13M 48+4 SS-Onsert 8.375x10.875	8.375 x 10.875	13,000	\$8,485.26
<input type="checkbox"/> 1301974 - 13M 64+4 SS-Onsert 8.375x10.875	8.375 x 10.875	13,000	\$10,872.31

Respectfully Submitted

Accepted & Approved

Wendie Martin  
Quad/Graphics

Frank Patek  
BMW Car Club of America

01/18/2018

Date

Date

This work shall be subject to all terms and conditions set forth herein and the terms and conditions set forth in any of the following Quad/Graphics attachments if they have been attached to this Proposal: Manufacturing Specifications, Manufacturing Specifications and Terms of Sale, and/or Terms of Sale. The terms of any such attachments are incorporated into this Proposal and supersede any different or additional terms contained in any of your purchase order or other forms. If you and Quad/Graphics have signed a long term contract, master supply agreement, or other terms of sale, then that document will control and supersede all attachments. Quad/Graphics reserves the right to revise the terms of this proposal if this Proposal is not accepted by BMW Car Club of America within ninety (90) days.

**Quad/Graphics, Inc. Manufacturing Specifications & Terms of Sale****1. Imaging:**

If we will not be providing imaging services, then you will supply final plate ready files and composite digital color proofs for computer to plate. Files and proofs are to be created per the specifications outlined in the document "DIGITAL OUTPUT SPECIFICATIONS FOR OFFSET & GRAVURE PRINTING", which may be found at <http://www.qg.com/prepress-tools>. We will produce a set of final digital blueline proofs for your verification and approval. Test files should also be submitted well in advance of live production to your designated Customer Service Representative. Manufacturing costs quoted are based on supplied plate ready digital files and color proofs: you may be subject to additional charges if files and proofs are not submitted in accordance with specifications or should you not submit test files. If premedia services are required, imaging pricing may be found on a separate estimate, created by your Sales Representative. Creative and photo products and services provided by BlueSoho shall be subject to the terms and conditions provided with any corresponding proposal.

PDF files are to be created per our "DIGITAL PAGE AND IMAGING SPECIFICATIONS FOR VARIABLE IMAGING"; the most current version of these specifications may be found at <http://www.qg.com/services/prepress/pdfs/variablespecs.pdf>.

**2. Paper:****For paper furnished by us, the following terms apply:**

- A. All paper prices are subject to availability and price prevailing at time of shipment from the mill.
- B. Less Than Load (LTL = less than 40,000#s) paper orders are subject to additional freight related or logistic mark-ups per unique grade and basis weight required. Any such additional freight charges are available from your Sales Representative.
- C. Roll sizes required under 17" are possibly subject to additional charges.
- D. Unless otherwise specified and negotiated, we will determine the specific brand of paper to be purchased that meets client's quality expectations.
- E. We take title to paper and assume responsibility for all of the following:
  - Providing paper in the correct roll size, tonnage and roll specification
  - Over/under shipments of paper from the mill
  - Paper made to basis weight above nominal
  - Settlement of claims for defective paper with the mill
- F. We will supply paper to produce the tentative quantity provided by you and we will provide you with the Last Date to Change the Order ("LDC"). You will be responsible for paper inventories resulting from material specification changes made after the LDC, such as changes in print quantity, basis weight, grade or roll size.
- G. After expiration of the agreement, you will be responsible for all remaining inventory previously purchased on your behalf. In the event of excess inventory, we will make a good faith effort to use such paper on work produced for other customers.
- H. To use a forestry chain of custody trademark, you are responsible for all of the requirements found at <http://www.qg.com/home/about/corporate-social-responsibility/environmental-impact/print-is-sustainable> and will be liable for non-compliance.
- I. We will use our best efforts to assure an adequate supply of paper, but we cannot guarantee the availability or pricing of the required paper or the price of substitute paper of an equivalent grade if the required paper is unavailable, as supply and price are dependent upon conditions of supply and demand in the paper industry.

**For paper furnished by you, the following terms apply:**

- A. You will take title to paper and assume responsibility for all of the items listed in item E above. Supplied paper that does not comply with item E could result in additional charges. Our roll specifications can be found at <http://www.qg.com/supplier-information>.
- B. Title to the unconsumed portion of paper passes to us upon completion of production. We reserve the right to adjust paper requirements if the print order, trim size, number of version changes or if there is any other specification change that would affect the amount of paper required.
- C. We will be responsible for excess paper consumption, except for excess consumption on any paper that is not first-run, mill-guaranteed or not qualified to run in our pressroom.
- D. Title and risk of loss for mill overruns shipped to us will remain with you.

E. Paper not used within 30 days of receipt will be subject to our current monthly minimum storage charge.

F. To use a forestry chain of custody trademark, you are responsible for all of the requirements found at <http://www.qg.com/home/about/corporate-social-responsibility/environmental-impact/print-is-sustainable> and will be liable for non-compliance.

### **3. Pricing/Taxes:**

If the Proposal does not include a price for a particular good or service, you will be charged at our current standard rates. Prices may be adjusted to reflect increases to our cost of materials (e.g., paper and ink) or other third-party supplied production inputs (e.g., utilities) due to general market increases. You are responsible for paying all sales, service, value-added, use, excise, consumption and other similar taxes relating to the work and agree to pay us any such taxes we are legally required to collect from you.

### **4. Furnished Inserts:**

Bind-in cards, blow-in cards, envelopes, signatures and furnished order forms are subject to approval by our finishing department prior to production.

### **5. Mail Files:**

If QuadData Solutions will not be processing your mail files, you must provide production ready mail files formatted per our ink-jet systems requirements. Such requirements are available from QuadData Solutions or your Sales Representative. Files must also be provided presorted, accompanied by pallet placards and/or mail sack tags in compliance with U.S.P.S. regulations, and mail.dat file sets conforming to IDEAlliance specifications. List preparatory pricing for non-production ready mail files is quoted separately by QuadData Solutions.

### **6. Freight/Postage:**

Title and risk of loss to finished and semi-finished work will pass to you upon the earlier of: (1) our delivery to a carrier or the Postal Service F.O.B. our shipping dock or (2) our delivery into storage. This is true even if we own the carrier or storage facility.

Freight and postage are billed separately. You are responsible for all postage. All postage must be deposited with the U.S.P.S. prior to the scheduled mail date. Pool shipping postal savings are not included and will be quoted separately.

Mail date changes for participation in pool shipping cycles must happen prior to the cycle close date. Changes made after this date may be subject to freight costs for mail routed in the specific cycle.

### **7. Schedules:**

We agree to perform the work on the mutually agreed upon schedule subject to the timely receipt of production inputs and materials from yourself and other third parties. Changes to existing schedules must be mutually agreed upon.

### **8. Quantity Variations/Storage:**

The following over variations in quantities ordered will constitute acceptable delivery and the excess will be charged at the additional thousands rate as previously set forth: A 5% overrun will be permitted for print order quantities less than 10,000; 3% for quantities 10,000–30,000 and 2% for quantities in excess of 30,000. Quantity variation percentages are related to the delivery of final product to you and do not reflect the additional billable spoilage required for co-mail and finishing operations (e.g. inserting a customer-furnished piece); these additional spoilage amounts/percentages will be communicated to you prior to the start of production.

Finished and semi-finished work will be stored for 60 days from final scheduled ship/mail date. If we do not receive written disposition instructions within such 60 day period, then we will exercise our discretion in the disposition of any remaining work.

### **9. Ownership:**

You own and will continue to own any materials and content you furnish to us for incorporation into the work. You promise that any content or materials that we incorporate into the work at your direction are not libelous and do not violate any law or infringe any third-party intellectual property rights.

You acknowledge and agree that we own and shall continue to own all of our intellectual property.

We may provide certain services on a work-for-hire basis, provided that both we and you expressly agree in writing that such services are being performed on a work-for-hire basis. In such case, copyright will vest in you upon payment in full for the services.

### **10. Warranties:**

We promise that the work we do for you will meet the production specifications described in the Proposal for any such work and the generally accepted quality standards of the commercial printing industry. We make no other promises or warranties and all other express and implied warranties are disclaimed, including the warranties of merchantability and fitness for a particular purpose. If you have a claim relating to the work, it must be made in writing within thirty (30) days of delivery of the work.

### **11. Limitations:**

Our liability arising out of any work, whether related to quality, delay or otherwise, whether due to our negligence, breach of contract, or any other claim at law or equity, will not exceed the invoiced price allocable to the specific portion of the work that gives rise to the liability. We will not be liable for any failure to perform due to an event of force majeure or any event outside of our reasonable control. We will use commercially reasonable efforts to assure an adequate supply of any materials required for production but we cannot guarantee the availability or pricing of the required materials, as supply and price are dependent upon conditions of supply and demand. In no event will we be liable for any special, incidental or consequential damages, including lost sales.

**12. Scope:**

If the Proposal specifies multiple jobs, then we have the exclusive right and obligation to perform all of the work for all of the jobs. If the Proposal is for a certain type of job for a specified time, but it is uncertain how many jobs there will actually be (e.g., a particular catalog title for one year), then we have the exclusive right and obligation to perform all of such work you require during the specified time.

**13. Miscellaneous:**

You may request changes in the specifications and scheduling of the work. If such changes result in a change in pricing or schedule, we will notify you as soon as practicable and will get your approval before effecting the change(s). If there is no change in pricing or schedule, we will implement the change(s) to the work as soon as practicable. Changes to these terms must be in writing and signed by both of us. The final agreed upon Proposal for the work, the payment terms letter issued by our credit department, the final agreed upon production schedule and these terms constitute the entire agreement between you and us for the work. This agreement supersedes any prior agreements between us relating to the work. Additional or different terms contained in any of your forms (e.g., your purchase order) or correspondence from you will not modify this agreement and are rejected by us.

**Official BMW Club**

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

**Date:** January 27, 2018

**Subject:** South Central Region VP Pre-Meeting Report



BMW Car Club of America  
D. JEFF GOMON  
South Central Region VP  
3130 Jasper Court  
Lincoln, NE 68516-1635  
402-613-6914  
scrvp@bmwcca.org

**Past Travel & Expenses:**

- December Board Meeting, Seattle, WA  
December 7 - 11, 2017 - \$308.60  
(Flight)

**Planned Travel:**

- February Board Meeting, Los Angeles, CA  
February 9-11, 2018 - \$401.50  
(Flight)

**RVP Discretionary Funds this quarter:**

-None

**Chapters on Probation:**

- None

**Newsletter Delinquencies:**

- None currently

**Discussion Topics:**

- OPS manual Changes for Chapter Level Minimum Standards following the RVP meeting in Seattle.
- Strategic Plan.
- Term limits.
- Membership Dues Increase Implement date.
- Website and database update
- Travel Budget for Board
- Recognition Committee deadline extension

**National Board Conference Call - January 17, 2018**

- Covered topics related to the building of the new home for BMW CCA and seeking additional bids for the building.
- Went over many aspects of the 2018 O'fest in Pittsburg.

**Relevant Notes:**

- Exchanged emails, texts and phone calls with Rocky Mountain Chapter leadership concerning the impact of membership dues increases on the bulk/block purchases of memberships for dealerships.
- Spoke with chapter leadership in the Houston Chapter concerning newsletter turnover within the chapter. Provided them with "[newsletters@bmwcca.org](mailto:newsletters@bmwcca.org)" mailbox address to insure the national office receives a copy moving forward.

Respectfully submitted

D. Jeff Gomon



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

BMW Car Club of America  
Dwayne Mosley  
South Atlantic  
Regional Vice President  
3431 N. Industrial Dr  
Simpsonville, SC 29681  
864-735-7246

Date: January 29, 2018

Subject: South Atlantic RVP Pre-Meeting Report - 2018 BOD Mtg – Los Angeles, CA

Travel & Expenses:

Board Meeting – Seattle – 12/7/17 – 12/11/17 - \$469.10  
Foundation Gala – 1/12 & 13, 2018 \$0  
Speaker at Florida Suncoast Chapter Annual Meeting – 1/19-21, 2018 - \$283.30  
Daytona 24-Hour Race - 1/24-28, 2018 - Rental Car - Tampa to Daytona - \$143.78  
Daytona to Greenville - \$0

Planned Travel:

Lunch @ Soby's – Frank's ten-year anniversary - \$0  
Board Meeting – Los Angeles – 12/7/17 – 12/11/17 - \$487.50  
Peachtree - Road Atlanta events + Caffeine & Octane – 2/16-18 - \$0  
Sandlapper BOD meeting – 3/3 - \$0  
Sebring 12 Hour Race – 3/15-18 - \$0  
Schuh Syndicate Annual Event – 5/2-6 - \$0

RVP Discretionary Funds:

- None this quarter

Newsletter Delinquencies: Working with the chapters on these.

Relevant Notes:

- Secured F90 M5 "Hot Lap" rides for six CCA members in Daytona
- Purchased M8 GTE #MISSION8 painting at CCA Daytona Corral - \$2,500
- Discussions w/Gulf Coast & First Coast Chapter Presidents while in FL
- Discussion w/Tiffany Lodder w/IMSA about Sebring Corral – more planned
- Discussion w/Tonine McGarvie-MINI/BMW CCA combined Corral @ Sebring
- Emailed chapter reminder for submitting financials and officer updates to National, IRS Filings, events to Regional Calendar, Newsletter delinquencies, submissions for Recognition Committee, and DEC Rep change from April Curtis to Scott Meyer
- Provided Recognition and Crisis Management Documents to all my chapters
- Recruited Paul Seto as a candidate for Assistant RVP
- Recruiting for second candidate

Respectively submitted,  
Dwayne Mosley







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: February 10, 2017 Los Angeles, CA

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

For quite a few years now we have discussed how our business model was a relic of not just the 1960's, but of the 1860's. Our want is to allow everyone to be a leader and rise to the top via their own creativity, ideas and efforts. During the majority of our first 50 years that was a solid plan. People were wired to be joiners, they looked for volunteer leadership roles and by and large chapters succeeded because of these talented and highly motivated individuals. Peer pressure was a useful tool to get people up and out to do things. That's no longer the case. In fact, it began not being the case about 20 years ago.

Recognizing that we have a potential problem on our hand we began 2017 with a Board retreat designed to address these issues. One year later we have not completed the vast majority of the tasks that were assigned at that retreat. Ladies and Gentlemen the clock is NOT running out. The clock is busted.

*On the weekend of February 17<sup>th</sup> 2017 the Board engaged Bob Harris to lead us on a Strategic Retreat. A retreat designed to set us on the road forward for the next decade. That weekend the club spent \$20,302.36. To date we have not delivered a single item upon which measurable action could be taken. I have nothing further to report.*

#### **ROUNDEL**

#### **OPERATIONS**

#### **RAFFLE**

#### **OKTOBERFEST 2017**

#### **OKTOBERFEST 2018**

#### **OKTOBERFEST 2019**

#### **International Council Meeting 2019**

#### **OKTOBERFEST 2020**

#### **REGIONAL EVENTS**

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

#### **HPDE INSURANCE 2017**

**BMW CCA HPDE  
Insurance Production**

as of 12/5/17

<b>2015</b>		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-15	0	0
Feb-15	2	6.02
Mar-15	99	494.4
Apr-15	83	391.62
May-15	158	687.04
Jun-15	132	541.28
Jul-15	64	306.3
Aug-15	73	289.08
Sep-15	148	704.7
Oct-15	87	346.62
Nov-15	43	203.02
Dec-15	8	54.24
Annual / multi-event policies	103	3,234.84
<i>Total</i>	1000	7,259.16

<b>2016</b>		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-16	6	27.04
Feb-16	7	38.42
Mar-16	50	237.34
Apr-16	123	508.76
May-16	128	602.34
Jun-16	196	868.26
Jul-16	47	206.38
Aug-16	112	460.12
Sep-16	226	1004.46
Oct-16	66	271.62
Nov-16	36	189.36
Dec-16	0	0
Annual / multi-event policies	127	2,987.48
<i>Total</i>	1124	7,401.58

<b>2017</b>		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-17	0	0
Feb-17	12	66.74
Mar-17	138	621.22
Apr-17	80	331.56
May-17	98	445.22
Jun-17	177	761.34
Jul-17	87	390.2
Aug-17	81	351.9
Sep-17	216	967.34
Oct-17	107	469.12
Nov-17	52	268.68
Dec-17	1	3.38
Annual / multi-event policies	89	1,920.02
<i>Total</i>	1138	6,596.72

**Current breakout of membership by term.**

This data is accurate as of January 31, 2018:

Membership Term	Primary Members	Associate Members	Total
1 Year	36,010	4,121	<b>40,131</b>
2 Years	8,535	1,150	<b>9,685</b>
3 Years	10,276	1,669	<b>11,945</b>
4 Years	397	65	<b>462</b>
5 Years	2,697	480	<b>3,177</b>
Lifetime	889	213	<b>1,102</b>
	<b>58,804</b>	<b>7,698</b>	<b>66,502</b>

## Member Source as of 02-05-2018

Source	Total	Current	Lapsed	2014	2015	2016	2017	2018
Dealership	905	202	703	120	106	167	55	1
	1	0	1	0	0	0	0	0
Email	139	36	103	14	59	14	0	0
FAX	24	12	12	0	10	9	4	0
Gift	2,048	705	1,343	363	394	285	296	21
Mail	794	356	438	27	512	148	19	0
Phone	513	187	326	98	175	73	8	2
Renewal	19	13	6	0	6	12	0	0
Street Survival	7,329	1,267	6,062	1,419	1,037	1,277	1,071	49
Walkin	171	53	118	42	45	2	13	0
Web-Bimmer Magazine	2,114	1,018	1,096	275	278	279	276	19
Web-bimmerlife.co	33	25	8	0	0	7	21	5
Web-BMW CCA Website	6,934	3,013	3,921	936	976	1,024	833	59
Web-BMW Center	4,188	1,800	2,388	753	631	959	512	39
Web-BMW Performance Center	1,480	784	696	261	318	313	308	28
Web-BMWBlog.com	357	202	155	44	94	108	58	6
Web-BMWCAR Mag UK by Unity Media	40	18	22	2	1	0	1	0
Web-Car and Driver Magazine	543	275	268	80	64	78	77	5
Web-Classic MotorSports	61	28	33	15	13	10	9	3
Web-CPO Sample Roundel	194	87	107	76	15	9	10	1
Web-Facebook	723	398	325	105	178	166	197	14
Web-GrassRoots Magazine	248	126	122	34	47	43	42	3
Web-Independent Shop/Dealer	1,405	581	824	231	221	304	188	16
Web-Link from Another Website	1,811	815	996	273	294	272	235	13
Web-National Aftersales Conference	7	3	4	2	2	2	0	0
Web-Performance BMW Mag UK Unity	9	1	8	1	1	1	0	0
Web-Radio Ad	14	5	9	1	2	4	2	0
Web-Referred by BMW CCA Member	6,305	3,153	3,152	1,233	1,269	1,254	1,041	107
Web-Search Engine	2,511	1,180	1,331	399	479	449	432	50
Web-Sports Car Market Magazine	113	60	53	14	13	12	10	1
Web-Television Ad	13	4	9	3	2	1	1	0
Web-Word of Mouth	18,061	7,451	10,610	2,225	2,360	2,497	1,921	159
<b>Totals</b>	<b>59,107</b>	<b>23,858</b>	<b>35,249</b>	<b>9,046</b>	<b>9,602</b>	<b>9,779</b>	<b>7,640</b>	<b>601</b>

**01/01-02/05**

Since the start of the year **29** members have opted for a 3 or 4-year membership (M Color Badge) and **18** have opted for a 5-year membership (Tribute) in exchange for a promotional BMW CCA grille badge

December 2017 Lapsed Membership Offer pulled back 324 members. Total members re-acquired in 2017 totaled 1755.

**Members Heard About Us:**

<b>Source</b>	<b>Member Count</b>
Bimmer Magazine	1038
bimmerlife.co	25
BMW CCA Website	3057
BMW Center	1812
BMW Performance Center	788
BMWBlog.com	206
BMWCar Mag UK by Unity Media	18
Car and Driver Magazine	277
Classic MotorSports	29
CPO Sample Roundel	88
Facebook	399
GrassRoots Magazine	125
Independent Shop/Dealer	585
Link from Another Website	817
National Aftersales Conference	3
Performance BMW Mag UK Unity	1
Radio Ad	6
Referred by BMW CCA Member	3188
Search Engine	1188
Sports Car Market Magazine	61
Television Ad	4
Word of Mouth	7498

To: **Mr. Frank Patek**  
BMW Car Club of America  
640 South Main Street, Suite 201  
Greenville SC 29601

January 15, 2018

Re: **January 11<sup>th</sup> & 12<sup>th</sup> Meetings with General Contractor Recaps**  
BMW CCA New Campus Headquarters

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Dear Mr. Patek;

On January 11<sup>th</sup> and January 12<sup>th</sup>, 2018, we meet with four general contractors regarding the new BMW CCA Headquarter project on 190 Manatee Court in Greer, South Carolina. Following are recaps of these meetings:

**January 11, 2018, 9:30 AM – Harper Corp**

The purpose of this meeting was to formally halt the project with Harper Corp and to establish the ownership and reusability of the technical documents produced by Harper's architectural sub-consultant, Mcmillan Pazdan Smith. In attendance was:

- Frank Patek & Lindsey Branston, BMW CCA;
- Andy Hall, Harper Corporation;
- Jonathan Garvin, Mcmillan Pazdan Smith; and
- Sherman Koo, Basis of Design.

Sherman began by thanking Andy & Jonathan for their company's good-faith effort and acknowledging that we have maintained a high regard for both firms throughout the process.

Frank initiated the separation discussion and Andy Hall was gracious in both understanding and accepting BMW CCA's desire to stop work. Andy suggested alternate methods for procuring office space including outside developers, renovations of existing buildings, and alternative delivery methods. While we briefly discussed some options as a courtesy to Andy, Frank made no commitment to follow-up with him.

When asked about the ownership of the architectural and engineering drawings, Andy acknowledged that the BMW CCA paid for the drawings and was free to use them. When asked, Andy had no objection to Mcmillan Pazdan Smith architects continuing on the project with other builders although we made no promise or indications of intent. Jonathan Garvin expressed no objection to Mcmillan Pazdan Smith continuing with the project.

The meetings was relatively short, lasting less than one-hour and ended cordially and professionally.

BMW CCA's comments:

Insert Frank & Lindsey's comments here.

**January 11, 2018, 1:30 PM – Mavin Construction**

Sherman Koo had previously met with the Mavin Construction on November 30, 2017, and believed they had the potential to be a good fit for the project and the BMW CCA. The purpose of this meeting was to introduce Mavin directly to the BMW CCA executive leadership and to begin a formal evaluation process. In attendance was:

- Frank Patek & Lindsey Branston, BMW CCA;
- "DJ" Doherty, Brady Cauthen & Alexs(?) for the Mavin Construction; and
- Sherman Koo, Basis of Design.

DJ began the meeting with a tour of their new facilities including hallway introductions to many of the staff and leadership teams, and ending with the conference room where Mavin provided personalized corporate and personal resume packages for us. DJ and Brady discussed their company culture which defines the mission statement that they believe differentiates their 5-year old company from others. Their presentation was a reinforcement of the discussion they had with Sherman on Nov. 30<sup>th</sup>.

Sherman presented the Request for Qualifications & Preliminary Cost Opinion package and Mavin reviewed the materials while asking some broad stroke questions. Sherman replied with a few additional points for emphasis:

1. The project schedule breakdown was simply to establish a reasonable completion date, and intermediary phases within the bookend of the schedule were at the builder's reasonable control;
2. Acknowledgement that the building design and basis-of-design was loose, specifically that the tangible information was insufficient for bidding, however the goal was to discover the applicant's strengths and leverage their own strategies in delivering a cost-efficient, appropriate building on schedule;
3. The evaluation process was not a point-system and that the applicant's methodology and corporate culture were important considerations along with the construction cost opinion and schedule & scope adherence;
4. The applicant was discouraged from submitting an SOQ response package that was graphically & visually dazzling.

The meeting lasted nearly two hours and ended professionally and with high expectations.

BMW CCA's comments:

<Insert Frank & Lindsey's comments here>

**January 11, 2018, 4:00 PM – Marsh/Bell Construction**

Marsh/Bell Construction was introduced to the project through a BMW CCA Board Member. Sherman made the initial contact and scheduled this meeting. The purpose of this meeting was to meet Marsh/Bell and make an on-the-spot go/no-go to begin a formal evaluation process. In attendance was:

- Frank Patek & Lindsey Branton, BMW CCA;
- David Jones & Michael Vargo for Marsh/Bell Construction; and
- Sherman Koo, Basis of Design.

Marsh/Bell introduced themselves to us and spoke about their construction, management, and corporate philosophies. Their projects typically range from 1-6 million dollars and are typically negotiated contracts or design-build. The majority of their projects are from repeat business with nearly all recent projects being commercial. They have significant experience with new construction especially with new automotive dealerships.

We engaged in a discussion and took a tour of their office. Sherman withheld the RFQ from Marsh/Bell and did not offer any suggestion to follow-up and further the relationship.

The meeting lasted about 90 minutes and ended cordially and professionally.

Basis of Design's interpretation and recommendation:

While Marsh/Bell appears to have deep construction experience in automotive dealership buildings and other commercial buildings, we did not discover encouragement that their design-phase management approach and skills to be explorative in regards of cost-efficient strategies to craft the building design, construction type, and meet cost targets. While we do not question their ability to build from a set of bid document drawings, we did not feel their strength was in a collaborative design-build environment. We also found their energy to be low, as often found in established companies with a corporate culturally that appears routine.

We recommend that the BMW CCA support our decision of withholding a Request for Qualifications & Preliminary Cost Opinion from Marsh/Bell and remove them from further consideration.

BMW CCA's comments:

<Insert Frank & Lindsey's comments here>

**January 12, 2018, 10:00 AM – Boardman Group**

Sherman Koo had previously met with the Boardman Group on November 30, 2017, and believed they had the potential to be a good fit for the project and the BMW CCA. The purpose of this meeting was to introduce Boardman directly to the BMW CCA executive leadership and to begin a formal evaluation process. In attendance was:

- Frank Patek & Lindsey Branton, BMW CCA;
- Michael Redmon and John Banks for the Boardman Group; and
- Sherman Koo, Basis of Design.

John met us at the door and was gracious in welcoming us. Sherman asked Mike to introduce Boardman to Frank and Lindsey, and to share their history and philosophy, and backgrounds. Mike represented Boardman well and in a similar fashion as November.



Sherman presented the Request for Qualifications & Preliminary Cost Opinion package and Boardman reviewed the materials while asking some broad stroke questions. Sherman attempted to repeat the same emphasis previously presented to the Mavin Group:

1. The project schedule breakdown was simply to establish a reasonable completion date, and intermediary phases within the bookend of the schedule were at the builder's reasonable control;
2. Acknowledgement that the building design and basis-of-design was loose, specifically that the tangible information was insufficient for bidding, however the goal was to discover the applicant's strengths and leverage their own strategies in delivering a cost-efficient, appropriate building on schedule;
3. The evaluation process was not a point-system and that the applicant's methodology and corporate culture were important considerations along with the construction cost opinion and schedule & scope adherence;
4. The applicant was discouraged from submitting an SOQ response package that was graphically & visually dazzling.

The meeting lasted two hours and ended professionally and with high level of excitement and personal connection.

BMW CCA's comments:

<Insert Frank & Lindsey's comments here>

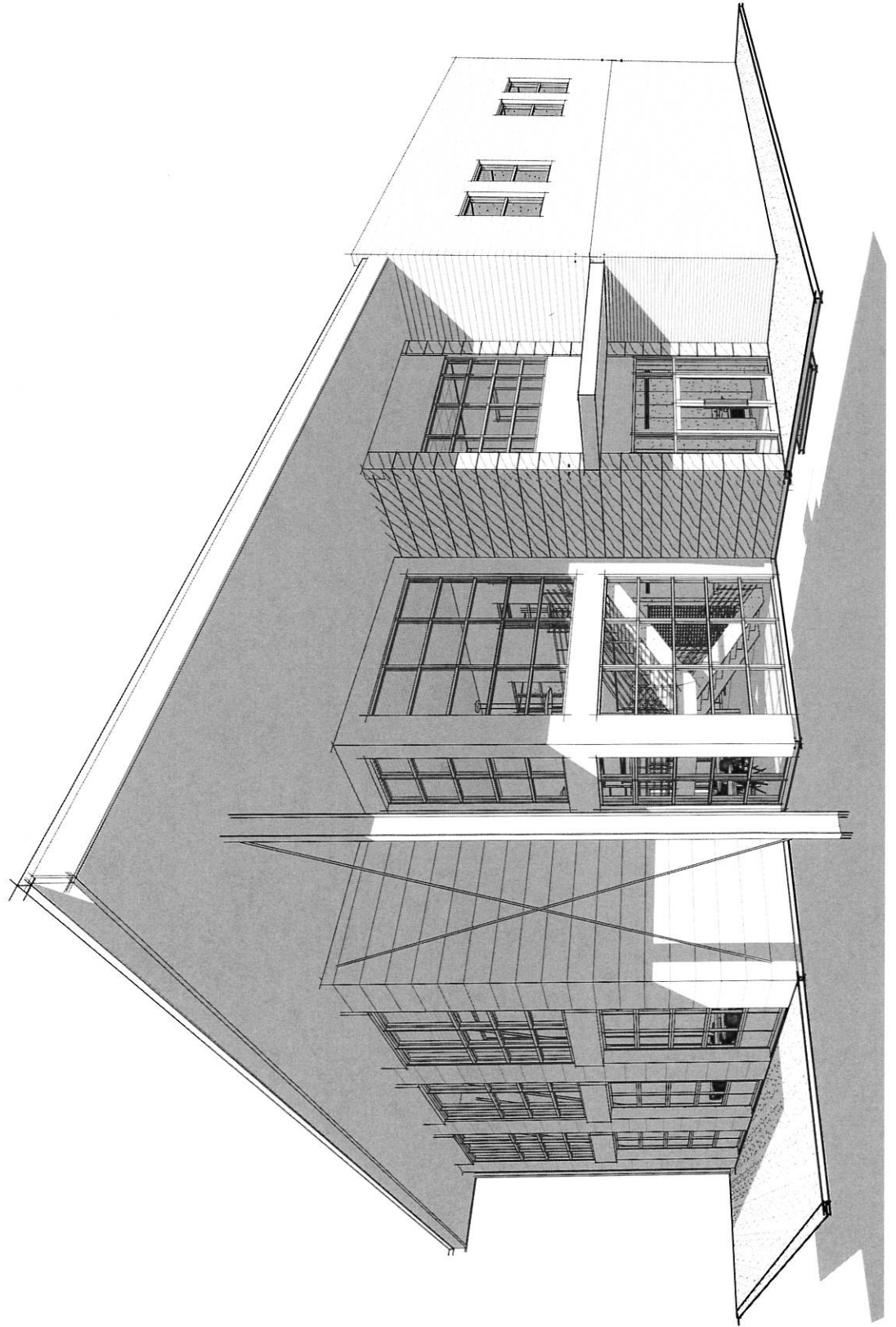
Next steps

1. Both Mavin and Boardman asked for a site plan which Sherman planned but neglected to provide. Sherman will immediately email the BMW CCA Preliminary Parcel Concept 3 to both builders.
2. As identified in the Request for Qualifications & Preliminary Cost Opinion package, the deadline for applicant questions is January 22. Sherman will compile the requests, provide answers for the BMW CCA's review, and then distribute the answers to the builders.
3. SOQ and Cost opinions are due January 30<sup>th</sup>. Sherman will coordinate with Frank, confirm receipt with the builders, and thank them for their efforts.
4. Sherman will coordinate with Frank and Lindsey to review the submittals and determine appropriate follow-ups with each builder. Sherman expects the likelihood to meet with each builder to be high. Sherman also believes that a final recommendation would not occur before the next schedule Board Meeting starting on February 10<sup>th</sup>.

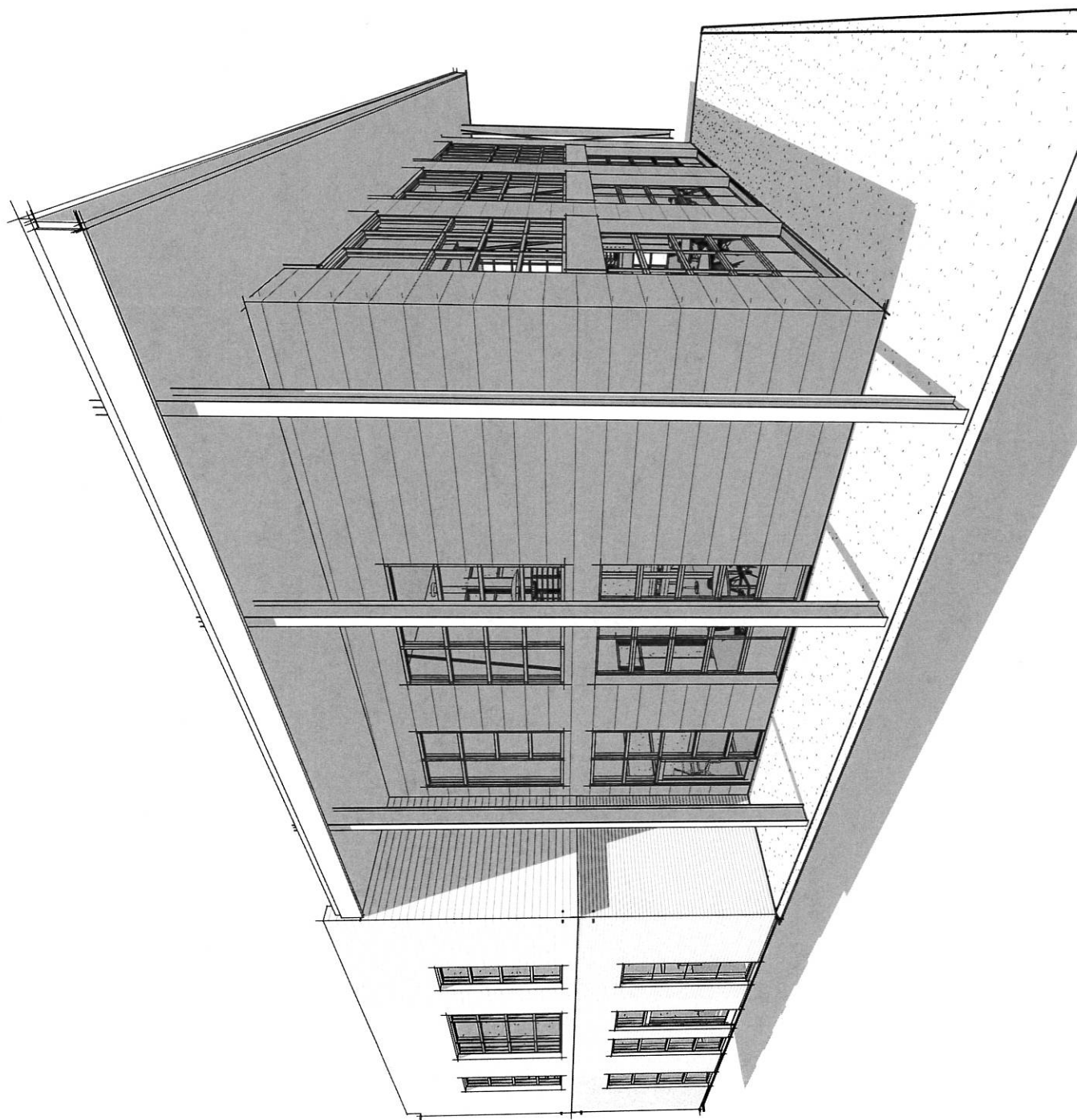
Attachments:

1. Request for Qualifications & Preliminary Cost Opinion package (180111a);
2. BMW CCA Preliminary Parcel Concept 3.

*These recaps were prepared by Sherman Koo, Principal*











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

Feb 6, 2018

To: All board members, Executive Director BMW CCA  
From: Steven Schlossman  
Subject: Chapter Services

## **Chapters**

### **Chapter dues being withheld for newsletters.**

Choo Choo     E30  
First Coast     Hawaii  
Puerto Rico

### **Newsletter Status**

See next page  
Are RVPs receiving hardcopies of chapter newsletters?

Steven Schlossman

<b>North Atlantic</b>	Last Issue	Days
Allegheny	12/12/2017	57
Boston	12/15/2017	54
CT Valley	11/13/2017	86
Delaware Valley	10/31/2017	99
Genesee	1/11/2018	27
Green Mountain	1/17/2018	21
Mountain State	11/15/2017	84
New Jersey	12/4/2017	65
New York	11/28/2017	71
Nittany Bimmers	2/3/2018	4
Patroon	1/16/2018	22
Pinetree	1/17/2018	21
Pocono Mountain	12/29/2017	40
White Mountain	1/17/2018	21
today	2/7/2018	

<b>North Central</b>	Last Issue	Days
Badger Bimmers	11/28/2017	71
Bluegrass	10/17/2017	113
Buckeye	12/6/2017	63
Hoosier	11/19/2017	80
Illini	12/8/2017	61
Iowa	12/22/2017	47
Michiana	12/10/2017	59
Motor City	1/7/2018	31
North Star	1/2/2018	36
Northern Ohio	10/5/2017	125
Old Hickory	12/15/2017	54
River City	1/29/2018	9
St. Louis	1/18/2018	20
Windy City	12/14/2017	55
today	2/7/2018	

<b>Pacific</b>	Last Issue	Days
Central CA	11/28/2017	71
Golden Gate	11/15/2017	84
Hawaii	2/12/2017	360
Inland Empire	1/22/2018	16
Los Angeles	1/18/2018	20
Oregon	12/15/2017	54
Puget Sound	2/5/2018	2
-	-	-
Roadrunner	1/1/2018	37
Sacramento	12/22/2017	47
San Diego	1/10/2018	28
Sierra	1/22/2018	16
Sin City	1/19/2018	19
Sonora	2/5/2018	2
today	2/7/2018	

<b>South Atlantic</b>	Last Issue	Days
Bayou	11/29/2017	70
Blue Ridge	1/16/2018	22
Choo-Choo	8/3/2017	188
Everglades	11/27/2017	72
First Coast	4/17/2017	296
Gulf Coast	12/19/2017	50
Heart of Dixie	1/10/2018	28
National Capital	1/10/2018	28
Peachtree	1/13/2018	25
Puerto Rico	1/31/2017	372
Sandlapper	1/11/2018	27
Smoky Mountain	9/22/2017	138
Suncoast	1/11/2018	27
Sunshine	12/6/2017	63
Tarheel	2/2/2018	5
Tidewater	12/21/2017	48
today	2/7/2018	

<b>South Central</b>	Last Issue	Days
Houston	12/18/2017	51
Kansas City	12/4/2017	64
Lone Star	11/16/2017	82
Great Plains	1/12/2018	25
New Mexico	1/7/2018	30
Rocky Mountain	1/18/2018	19
Sunbelt	1/12/2018	25
Tejas	1/10/2018	27
Wasatch	10/19/2017	110
today	2/7/2018	

<b>Non-Geo</b>	Last Issue	Days
E31	12/29/2017	40
E30	7/21/2017	201
today	2/7/2018	



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

## Marketing Report, February 10-11, 2018 Board Meeting

### Closing in on one year!

Priorities/accomplishments as “Community Relations” since November 15 have included:

- Membership
  - Membership Plan
  - Membership Drive program
    - Individuals
    - Chapters
  - Dealer Program
  - Lapsed member communication
  - Renewal target communication
  - Roundel Weekly/BimmerLife utilization
  - Membership Benefits
  - Membership Engagement
    - Create, define and distribute benefits
    - Partner engagement
  - Chapter communication/education
  - New target audience pursuit

### **49<sup>th</sup> Annual O’Fest –Early Peek**

Early engagement for O’Fest 2018 continues. Passively generating 2002-model interest and looking at ways to get attendance from members and non-members to join and attend, too. Looking to incorporate 2002 model-focused Tech Talks. This will create additional sponsor opportunities but also extend the exposure around the events to those audiences, leveraging those panelists and sponsors to generate more attendance, too.

A team from the office went to Pittsburgh in January and will have more information on the latest developments of this event.

### **Membership Drive**

For 2017, the Membership Drive consisted of essentially two incentives. First, any member who referred a new member received \$5 in BMW CCA bucks, which they would then receive in hard copy and then redeem in person or via mail. Second, every referral throughout the year generated an entry into the drawing at the end of the year for a one-day M School. Second place was a 2018 O’Fest social package and third place was a \$200 Amex gift card. Similarly, everyone who was referred was entered into their own drawing for a one-day M School. Member feedback was that an incentive of “refer someone now and in maybe 10 months, we’ll do a



drawing..." wasn't bad but wasn't compelling on a given day. It also did not lend itself to many promotional mentions, as the news was the same throughout.

In 2017, we also offered grille badges for members referring 5 – 9 new members and a different grille badge for members referring 10 or more. Throughout the entire year, we had 16 members refer 10 or more. We had 1,039 different members refer at least one person and a total of 1,528 people joined the club through referrals. We need to reach more people, reach them more often and compel them to refer people to the club. For a club that counts as our most effective membership driver "word of mouth," our referrals need to be higher.

For 2018, the program is as follows:

- Before the end-of-year drawings, we will have 24 opportunities to win.
- Every month, the member with the most referrals will win a free year of membership
  - We anticipate some months might have winners with as few as three or four, especially in the beginning as promotion still grows and members become more familiar with and aware of the program.
  - This gives us consistent, frequent opportunities to promote winning opportunities.
- Every quarter, we will have prizes for the members with the first, second and third most referrals, with a minimum of six referrals that quarter to be eligible.
  - First place prize is a minimum half-page profile in Roundel Magazine AND a \$150-value Michelin swag bag.
  - Second place prize is \$50 toward/in merchandise in the BMW CCA store.
  - Third place prize is \$25 toward/in merchandise in the BMW CCA store.
- Every referral still generates \$5 in BMW CCA bucks.
  - Once we move onto the new system, we should be able to account for those electronically, enabling members to use them without mailing them in or handing them in. This should increase conversion rate and therefore the draw to earn them.
- We will still have the same "every referral generates an entry" into the Recruiters Competition drawing for:
  - First prize of one-day M School
  - Second prize of a 2019 O'Fest social package
  - Third prize of a \$200 Amex gift card
- For any member referring 10 or more, they will be instead entered into the drawing for the **Membership Driver Award**—a single grand prize package consisting of:
  - A \$500 Griot's Car Care Package, including orbital buffer
  - A \$1200 Michelin Tire Certificate
  - A two-day M School at the BMW Performance Centers
  - For a package greater than \$5,000.
- Promotion of the Membership Drive
  - Testimonials from the 2017 winners for posting and sharing in multiple channels throughout the year.
  - Announcements in BimmerLife every month for the monthly opportunities and throughout the quarter for those opportunities, too.
  - Full page spread in March issue again announcing it. Repeats throughout the year.
    - Ideally announce winners (quarter? Monthly?) in Roundel, too.
    - The quarterly minimum half-page profiles will serve as bonus exposure, too, although only two or three will get in during 2018.
  - Facebook, Instagram and Twitter posts
  - Leveraging the partners who contributed prizes for their support and promotion, too.

- Each month, we'll have an opportunity to announce the previous month's winners for additional energy.
- As the quarters wind down, we can target members with 4 and 5 referrals to encourage them to qualify for the quarterly prizes.
- As the year winds down, we can target members with 5-9 referrals to encourage them to qualify for the Membership Driver Award drawing.
- We will be adding a Chapter component to the Membership Drive
  - We don't expect it to cause all chapters to immediately engage, but if we can inspire even 25% to get behind it moderately, that will generate increased referrals.
  - Prizes are being confirmed.
  - Concurrent with this approach will be chapter education around how to recruit, how to host recruitment events and how to promote the chapter and the overall club.

### **Objective: Membership Satisfaction, Retention and Growth**

It would be fantastic if all we had to do is tell a Dealership we want them to buy memberships, or that once we tell someone about the club, we become their top priority to immediately take the time to join. It is a process and requires multiple touch points. For quite some time, this was our page we boasted to get people to join. There isn't anything on this page to implore anyone to join; it's a transaction page. We identified we need to do more to define and promote the many benefits of the club.

That strategy includes:

- Identify and promote our benefits in multiple channels
  - Roundel Weekly / BimmerLife
  - Facebook/Instagram/Twitter
  - Roundel magazine
  - Dealers
  - Website
  - At events
- Demonstrate spectacular member appreciation
  - *"We have entered into an entirely new era, one in which the companies that see the biggest returns will be those that can prove they care about customers more than anyone else."*
  - Catch the bees with honey—show the community we like them.
    - Interact and engage with them.
    - This has increased our Instagram followers by more than 4,000 in the past six months.
    - Profile visits (where our link is accessible) per post have increased 300%.

	1 Year	2 Years	3 Years	4 Years	5 Years	Lifetime
Standard BMW CCA Membership	\$48.00	\$91.00	\$134.00	\$178.00	\$220.00	\$1,000.00

Welcome to the BMW Car Club of America! On the next few screens you will be guided through the process of selecting the length of your membership and have an opportunity to add associates.

If you are a former member whose membership lapsed after 2001, we still have a record for you. If we have an e-mail address on file for you, you may have your username and password [sent to you](#). Otherwise, please contact the National Office at 800-878-9292 for your username and password.

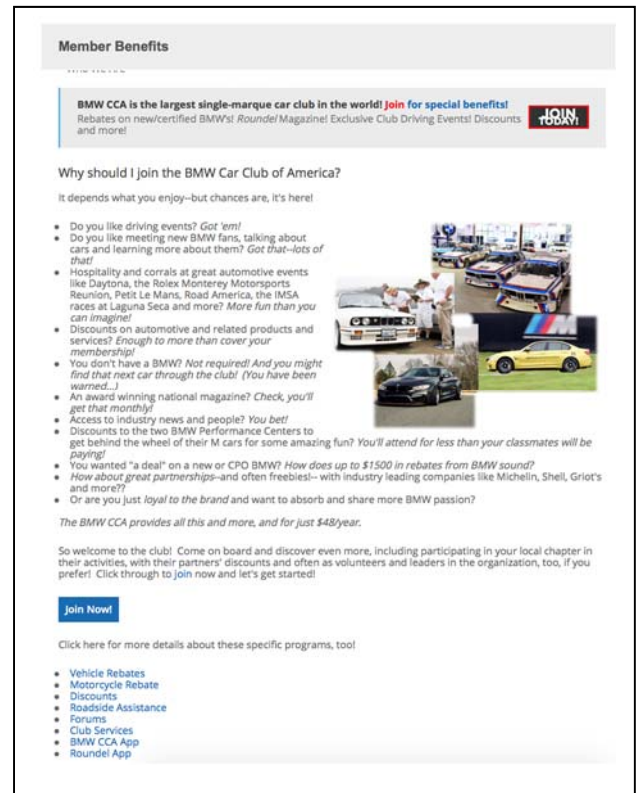
You may download and mail or fax a [paper application](#) if you prefer an alternative to the online application.

Please refer to our [Refund Policy](#) if you have any questions regarding refunds.

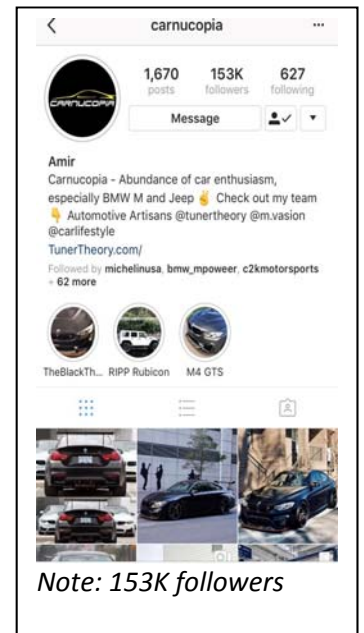
*If you are a CURRENT or LAPSED member, DO NOT use this form to renew your membership. Please [log in](#).*

To join, please enter your email address:

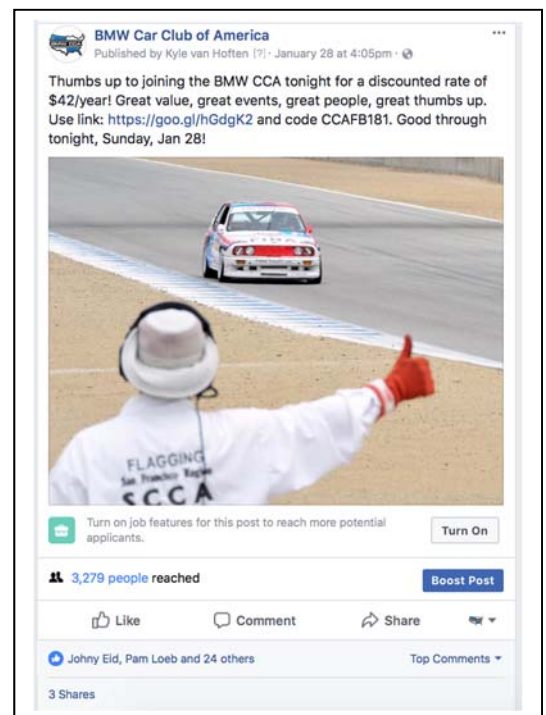
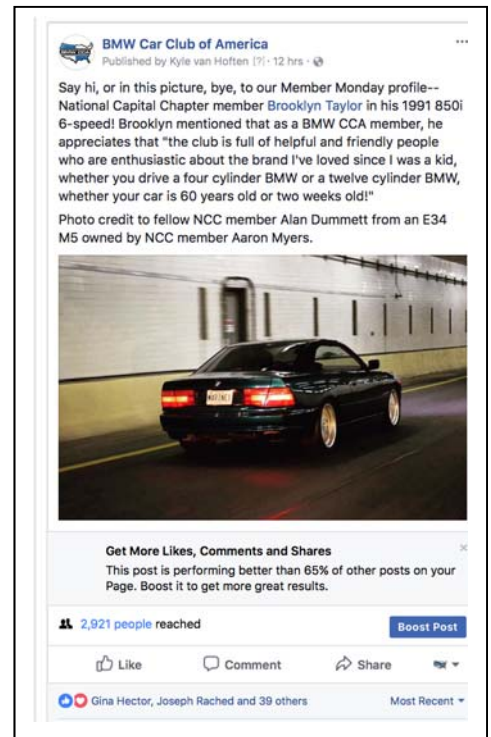
- Change the target page on our website from “/join” to a landing page that highlights why one could and should join (/membershipbenefits)
- Increase traffic to that site.
  - Previously, we’ve been asking people to go to a page that didn’t explain the organization and reasons to join.
  - Now we have a flexible page that can also be used to engage members and even inspire them to promote the page for us.
  - We can also rotate pics in there for different audiences and to align with different events (Legends, Festorics, PVGP/O’Fest, The Vintage, etc.)
- Add benefits (discounts from new partners)
- Align with partners
  - *Fill-up Friday*



- From Ron Schneider of Shell:
      - “[The BMW CCA] team has worked with us in developing a rewarding and continuous member engagement program with our ‘#fillupfridays’ Instagram and FB contest, a weekly touchpoint promoted by BMW CCA to keep Shell in front of the membership and even non-members. So far, it’s working great. **We’re seeing excellent engagement that supplements what we see on site with events and through other channels and really adds value to the Shell/BMW CCA partnership.** We’re reaching more people more often. We also appreciate the monthly metrics to support the small investment. I think the membership likes it, too!
      - Note that these programs do not cannibalize partnership sponsorship revenue; they literally maintain and enable it.
    - After five weeks:
      - We have awarded \$150 in Shell gas cards.
      - There are more than 105 posts to the hashtag in five short weeks.



- We have generated incremental engagement of more than 25,000, reach of more than 60,000 and more than 90,000 impressions for the BMW CCA and Shell.
  - We have had multiple people join to be eligible for (and win!) the program.
- *Member Monday*
  - We have now had more than 25 different members posted for Member Monday on Instagram and Facebook.
  - Members represent a wide range of chapters, cars and length in the club.
  - Reposts on Facebook expand the reach and impression—and enthusiasm and loyalty.
- #bmwccabenefits
  - We started this around the holidays to serve as a resource for people to see the benefits of being in the BMW CCA.
  - We have more than 130 posts to it, and members are now starting to tag it themselves (as opposed to just us).
- Facebook new member campaign
  - One week campaign with a \$6 discount promoted on Facebook with the only access to the code being on Facebook. In one week, it yielded 11 new members.
- Instagram new member campaign
  - One week campaign with a \$6 discount promoted on Instagram with the only access to the code being on Instagram.
  - In one week, it yielded 25 new members.
- Possible Griot's campaign on IG and FB, too.
- We are analyzing the potential purchase of a list of BMW owners.
  - Outside of initial cost, we need to take into account the cost of exercising the campaigns.
    - Direct mail, printing, postage, etc.
  - We are in the process of modeling that to ensure we can get sufficient incremental return on the investment and the expense.
  - We are looking at 102,000 records for \$9,180 (~\$0.09/record)
    - All of these records have BMW models from 2013 or more modern.
    - We would own the list and could do with it what we want, including sharing it with prospective and existing partners (to offset some of the expense). BimmerWorld would be a great candidate for that, having just asked about access to lists.
  - The list has model type, which will enable us (and partners?) to target images and messages in mailings directly to the recipient for an increased conversion rate, depending on the campaign.

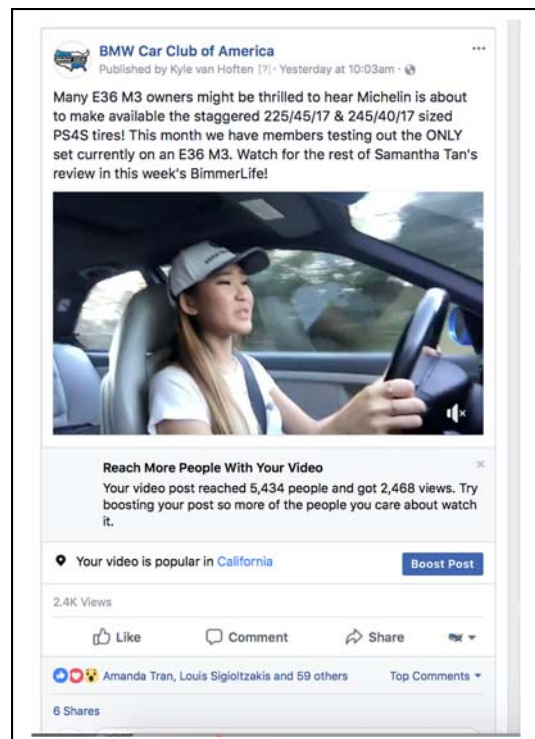




- Educate and hold accountable the chapters.
  - We need them to help us scale.
  - But we need to arm them with the proper resources
    - That includes educating individual members as they join and throughout their membership.
    - This will not happen overnight, but investment in this is critical to the survival and then growth of the organization.
    - We have people who have been “leading” chapters for too long, but they are afraid or unwilling to pass it along, but no one—including from a national level—has been educating anyone to be a successor, or that the path exists.
    - We will be doing this in more and different communication to new members.
    - Our “renewal” emails will morph to “member communication” emails and happen more frequently and throughout their membership.
      - That will include checking in with them, requesting testimonials, asking them to update their “garage” in the profile, reminding them of renewal “bonuses” and more.
    - We can do webinars for chapter leaders
      - How to host a recruiting event
      - How to engage dealers
      - How to create, manage and leverage social media channels
      - Even if 3 chapters attend, that’s 3 chapters
      - We could get partners to provide incentives to attendees, too, gaining increased exposure for the partners, too, through promotion of the opportunity if nothing else.
- Dealership program
  - This is in process currently and will be complete by February 14.
  - The most successful dealer programs align with active chapters.
  - Objective is for dealers to purchase blocks of memberships
  - We can target it from a top level or from the bottom or the side (“side” is service/parts)
  - Also looking to engage the Genius program
  - Creating incentives and a referral program component to it, too, ideally.

## Social Media

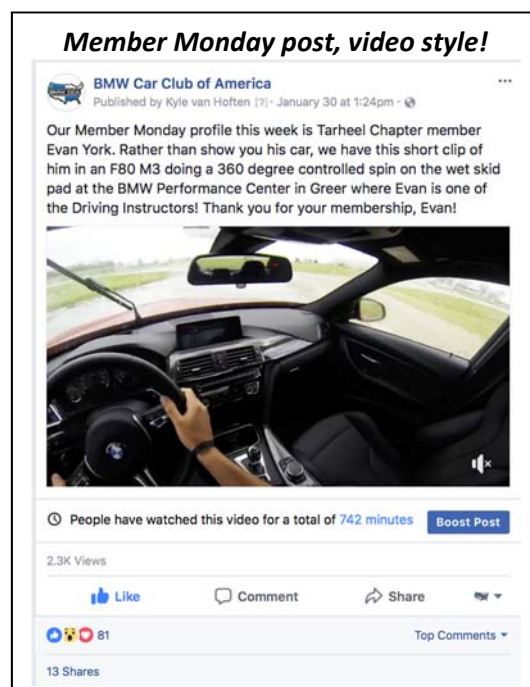
Social media needs to be more than an ad bought on Facebook (or anywhere). We need to continue to refresh our approach to shake free from the changing algorithms and metrics surrounding Facebook and Instagram. Lately, Facebook reach has been continuing to drop. Facebook engagement has dropped across the board 20% over the past 12 months. Organic reach has dwindled precipitously, supporting the prediction that Facebook will migrate more and more to pay-to-play platform, which is predicted to then further erode the absorption of those very paid ads. **Video** has maintained its lead on most distributed posts on Facebook and is trending that way on Instagram, too. They value video because it keeps viewers on the app/site longer while they watch the video. Similarly, our recent video posts have generated fantastic reach, views and engagement.



>>

In the future, Facebook CEO Mark Zuckerberg wrote on January 11, “you’ll see less public content like posts from businesses, brands, and media. And the public content you see more will be held to the same standard—it should encourage meaningful interactions between people.” Pages still exist, and users can opt to make sure they appear in their personal news feeds. But the change will inevitably reduce the visibility of associations on the site, making it that much harder for them to promote membership, events, and news to their community.

First off, associations should work more closely with the vocal supporters that they already have, **connecting them with content and encouraging them to share it.** “[The changes] will make it more difficult for associations to market on Facebook like they traditionally have,” he said. **“And it will make associations depend more on their influencers—true community members, the association members who are willing to speak up for the association really advocate for it.”**



There’s a personal aspect to the kind of content people want to share as well, Zimmer said, so look for opportunities to put a human face on the association’s work. A post about the benefits of the upcoming meeting has value, but **a short profile of an attendee who’s reaped those benefits will likely generate more heat.** **“Think about spotlights of members, and focusing content on what members are doing,”** he said. **“When you put the member’s face forward, that’s really when you catch the attention of the community.”** So, paid or not, posts from organizations will need to reflect that shift to more community-focused content. “It does take work and effort to build those relationships,” Zimmer said. “But in the end relationship-building is what associations are all about.”

<<

--Association Now, Jan 30.

Social media incorporation will also be what will enable us to hold on to traditional advertisers and sponsors and even grow their support. By including social media engagement, partners who would otherwise not be able to justify the expenses and relatively low reach and results will be more inclined to engage with us in annual or multi-year, multi-event agreements.

- **“We will need more interaction beyond events to justify the spend, absolutely.** I really want to continue/grow our support for the club, but **the investments in just events doesn’t produce enough ROI to warrant that for us currently.”** - Frank Vasquez, Brand Manager, KW Suspensions
- “Impressions, reach, engagement are much higher and easier to track and proved through following a digital trail of followers/fans. The incorporation of these opportunities in an overall partnership will enable us to continue to support events and the club in general. **Your social media efforts can enhance event success before, during and after the events for much higher and quantifiable results.** Social media and on-site activation are two different elements of marketing. One does not supersede the other. Actually, the social marketing pre-event posts/sweeps/contests/etc. help pent up the demand to enable the on-site event engagement to be more fruitful. Then you tie it all in with some additional post event social marketing.” - Johnny Valencia, Michelin





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

## Sponsorship and Marketing Report

### *National Events Sponsorship Update*

Since rejoining the national staff as Director of Corporate Relations in November, I have hit the ground running and have been in contact our past, current, and potential sponsors. I was excited and eager to reconnect with everyone and start working on programs and agreements for 2018 and beyond. There is a lot of enthusiasm and interest surrounding this year's O'Fest. A lot of that comes from it being in a geographically strong region for the club and with the 50<sup>th</sup> anniversary celebration of the 2002.

Below is a list of sponsors for each of our national events so far.

#### 49<sup>th</sup> Annual BMW CCA Oktoberfest Presented By Michelin, July 9-15

Michelin Presenting Sponsorship, Drive and Compare, Hot Lap Rides, and Tech Talk  
Shell V-Power NiTRO+ "Official Fuel of O'Fest," Tuesday Vendor Hall Reception, Tuesday Themed Dinner  
Cruise, TSD Rally, Fun Rally, and Tech Talk  
BMW NA Banquet and Charity Rides for the Foundation  
Dinan Vendor Reception  
Griot's Garage Car Wash Area and Car Care Clinics  
Hagerty Gymkhana, Vendor Hall Reception, and Valuation Seminar  
MicroBead Car Covers Hydration Sponsor  
BMW Performance Driving School Two-Day M School Giveaway  
Forgeline Numbers  
The Werk Shop Concours Trophy Sponsor

#### Legends Of The Autobahn Presented By Michelin, August 24

Michelin presenting sponsor  
Shell V-Power NiTRO+ "Official Fuel of Legends of the Autobahn"  
BMW NA  
Griot's Garage  
XPEL  
Hagerty  
La Jolla Independent Hydration Sponsor  
2002 AD  
The Werk Shop



SoCal Vintage BMW  
Ireland Engineering  
Bavarian Workshop  
LA, San Diego, Central Cal, and Golden Gate Chapters of BMW CCA

#### Festorics Corral And Hospitality Presented By Michelin, August 24-26

Michelin presenting sponsor  
BMW NA  
BMW Performance Driving School

### ***Exploring Special Incentive Programs with Shell V-Power NiTRO+***

Shell V-Power NiTRO+ Premium Gasoline—the Official Fuel of the BMW Car Club of America wishes to get more members signed up and engaged with their Fuel Rewards program. We are working on two BMW CCA member-exclusive incentive programs with them.

#### Fuel Rewards Gold+ Experiences

Gold+ is special status for active users of the Shell Rewards program. Shell is interested in providing BMW CCA member-exclusive prizes and one-of-a-kind experiences to members with Gold+ status.

#### BMW CCA Friends and Family Referral Program

Shell wishes to create their own type of membership drive for the Fuel Rewards Program by offering special incentives to BMW CCA members who refer their friends to the program.

### ***Update: Bridgestone's BMW CCA HPDE Tour Sponsorship***

We are currently in negotiations with Bridgestone to continue the sponsored coast-to-coast tour of chapter HPDEs. I have gathered a comprehensive list of chapter HPDE dates and locations for their consideration. As part of the program, Bridgestone would provide support for a number of our chapter's driving school events in efforts to promote their latest performance oriented tire. Bridgestone has recognized the Club's HPDE program as a key platform from which to educate enthusiasts about the benefits of their products.

If the tour moves forward, there will be a big marketing push behind it and the selected chapter HPDE events will be set to benefit from this, not to mention the entire BMW CCA HPDE program as a whole. And at each stop, Bridgestone will provide onsite tire service, one-on-one set up advice, tech talks, and showcase their latest performance tire.

Proposed benefits of the program for selected chapters include:

- Cash to support the selected chapter driving school
- Valuable exposure for the chapter's selected HPDE via *Roundel*, *BimmerLife*, the BMW CCA website, and our social media channels

- The tour will be promoted heavily via all of our communication channels. As a result, we are hoping this exposure will help fill all available slots in each selected HPDE on the tour.
- Onsite tire service (free to Bridgestone customers) and technical advice from Bridgestone's team of experts
- Ability to add value to chapter HPDEs with a special classroom tire talk session (optional)
- Possible discounts or rebates from Bridgestone for HPDE participants (TBD)

### ***Proposed Dealer Program: Incentives for BMW Product Specialists***

In efforts to strengthen our relationship with the dealer network and grow our membership base, I have outlined a proposed program below. After speaking with sales staff at various dealers across the country, it became apparent that Product Specialists, also known as Geniuses, could play a big role in helping us grow the club.



***You're invited to participate in an exclusive incentive program for BMW Product Specialists.***

The BMW Car Club of America (BMW CCA) wishes to increase awareness for the Club and its multitude of benefits through BMW's network of 340-plus dealerships. In efforts to achieve this goal, the BMW CCA would like to extend a special incentive program to BMW Product Specialists at dealerships across the country. The BMW CCA recognizes BMW Product Specialists as key influencers in the industry.

We are pleased to offer the following incentive program:

\$6 per 1-year membership  
\$25 per 3-year membership

As a participating Product Specialist, you simply provide your client with information about the Club and your unique member ID number. When the client enters this number when registering on [bmwcca.org](http://bmwcca.org), you instantly earn financial rewards. At the end of each month, the money earned from the incentive program will be loaded onto a VISA gift card that can be used virtually anywhere. Plus, we will offer some special bonuses and exclusive experiences throughout the year for our top referrers.

#### **Start Earning Financial Rewards Today!**

BMW Product Specialists can start earning rewards right away! All you need to do is register at [bmwcca.org/BMWRefers](http://bmwcca.org/BMWRefers). Once registered, you will be issued a unique member ID and then you'll receive a welcome packet in the mail with referral cards, brochures, decals, and other promotional items. As a product specialist, you will also have a website login that will allow you to see successful referrals and how much you've earned.

## **The Benefits of BMW CCA Membership**

Not only are you earning extra financial rewards, but you are creating loyalty for the BMW brand and offering the opportunity for your clients to save hundreds on future vehicle and aftermarket purchases. Not to mention, you're giving them access to hundreds of exclusive social and driving events, an award winning monthly magazine, and the chance to connect with other BMW enthusiasts. The Club can enrich their ownership experience unlike anything else.

Benefits Include:

- Membership Reward Rebate Program: \$250 - \$1,500 rebate on the purchase or lease of a new or CPO BMW, depending on the model after 1 year of membership
- Instant 15% of all BMW Performance Driving School Programs
- Award winning monthly Club magazine
- Access to exclusive members-only driving and social events
- Special money-saving discounts from our many partners and sponsors. See complete list at [bmwcca.org/membershipbenefits/discounts](http://bmwcca.org/membershipbenefits/discounts)

## ***Proposed O'Fest Change: Discontinuing Printed Program, More Emphasis On Smartphone App, and Free O'Fest Posters***

Over the last few years, we have seen a decline in the usefulness and interest in our O'Fest souvenir program. This is due in large part to the introduction of our dedicated O'Fest smartphone app and daily schedule emails. The app and emails have superseded the program as the go to spots for the most up-to-date schedule, locations, and event information. Since the program is finalized 1 month in advance to meet printing deadlines, it can often contain dated information in the event of a time or location change.

What I am proposing is that we discontinue the printed program. The time and effort spent creating the program could be redirected into further enhancing the app, emails, and other aspects of the event that would have a more meaningful impact on attendee satisfaction. The programs are often left in attendee's rooms and then discarded at the end of the week. Since the program does contain sponsor ads and provide exposure, I propose that we replace it with a sponsored poster. The poster would be the O'Fest artwork with all of the sponsor logos on it. The poster would be given to every registered attendee free of charge. I believe the poster is more likely to be a lasting keepsake and possibly framed and hung on a wall or in the garage. I have asked all of our current O'Fest sponsors if this change would work for them and they are all onboard.

## ***New Store or Promotional Item? Trunk Mounted Badge with Adhesive Backing***

Grille badges have been the number one selling product and top promotional item in Club history. Over the years, we've seen different designs, shapes, and sizes, but largely the basic concept of the badge and the way you mount it hasn't really changed. And, it's not getting any easier to mount them with the progression and redesign of BMW grilles. Thus there is a need for a new style of badge that can be easily mounted on newer BMWs and blends well with the overall look. Based on this need and idea of evolving

the club badge, I've come up with the below concept of a trunk mounted badge. This badge is sleek, understated, and an easy way to show your support for the BMW CCA. The badge would have adhesive backing and would look great when placed to the left of the license plate. Even though the badge would have a sticky backing, it could be easily removed by slicing through the back with thin fishing wire and then cleaning up the residue with some of the popular paint-friendly cleaning solutions on the market.



### ***BMW CCA Corral and Hospitality at the Rolex 24***

After much anticipation, we were once again able to host a corral at the Rolex 24 at Daytona, thanks to BMW NA! Limited to just 50 BMWs and 100 attendees, the packages sold out in less than 12 hours!

The BMW CCA ticket package included:

- Two (2) four-day race tickets with infield admission, garage access, and pre-race/Sprint FanZone Access
- Two (2) two-day hospitality passes for admission to the BMW CCA pit road patios
- One (1) BMW-only four-day infield corral pass

Package price: \$425

Attendees enjoyed a full slate of meet and greets with Bimmerworld, Classic BMW, BMW Team RLL, and Turner Motorsport. BMW NA also provided 8 hot lap ride tickets that we conducted a drawing for and BMW M CEO, Frank van Meel stopped by the hospitality area to greet members.

### ***Nationwide Affinity Program***

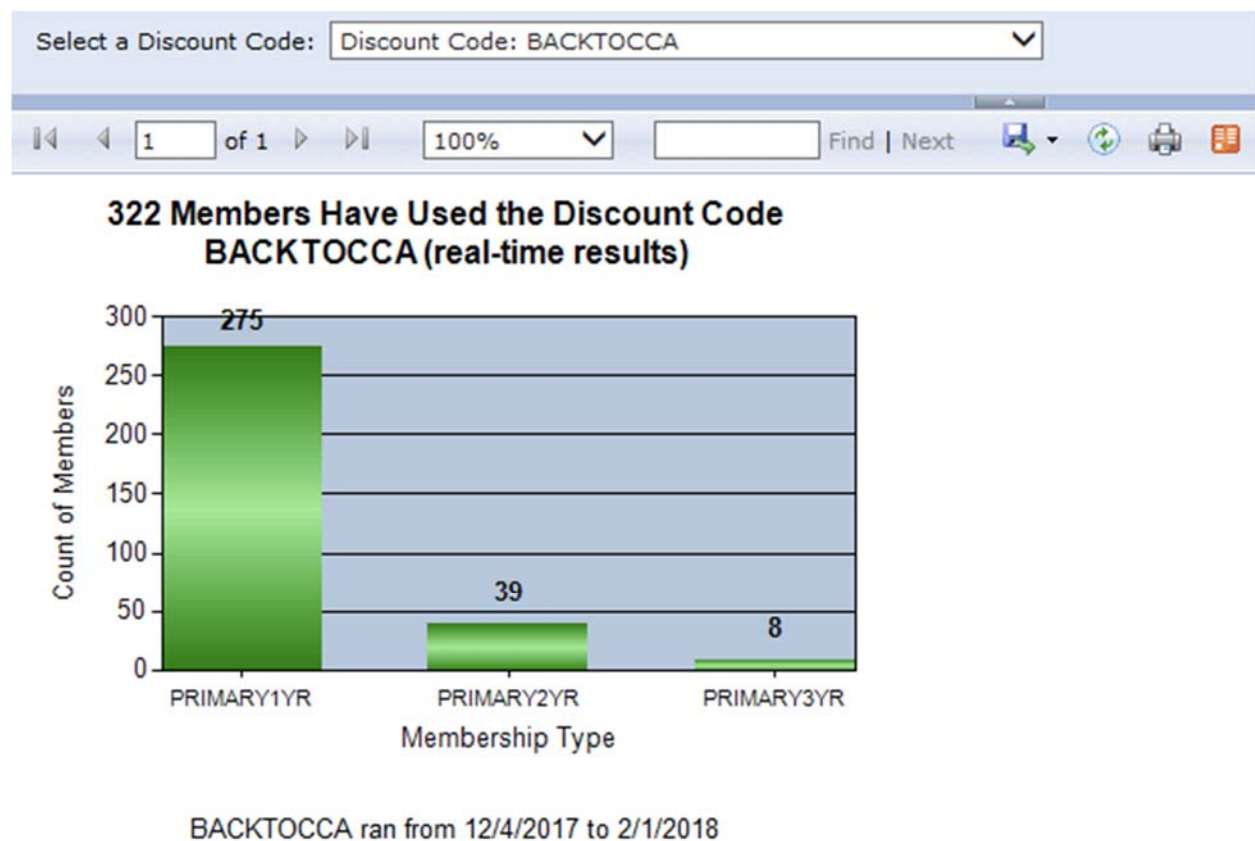
We are continuing to promote our new relationship with Nationwide through many of our communication channels. We recently included a promo about the new member benefit in *Roundel Weekly* and plan to send an email about the discount to members during the first quarter. Nationwide

will also have a full-page ad in an upcoming issue of *Roundel* and they plan to do quarterly mailings to our membership list. Below, is the current mailing schedule.

Mail Drop Dates: Q1: 3/9/18; Q2: 6/8/18; Q3: 9/14/18; Q4: 12/7/18

### ***Third-Quarter 2017 Lapsed Member Promotion***

During the third quarter, we offered the opportunity for lapsed members to rejoin the Club. All lapsed members were offered a special discount via email to rejoin the Club between Tuesday, December 26 and Friday, December 29. Those who received the offer were able to reinstate their membership for one year at \$42, two years at \$84, and three years at \$126. During the first quarter lapsed member campaign we were able to add 322 lapsed members back to the Club.



Chris Hennecey  
Director of Corporate Relations



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

Re: February 2018 Board Meeting

## IT Update

### AssociationAnywhere Implementation

Integration with Chase Paymentech is still causing a delay. Chase requires their service providers to be PCI compliant, and certified by a third-party assessor. ACGI is PCI compliant, but given their amount of transactions, they are only required to assess themselves.

ACGI and I have agreed upon a temporary workaround so that implementation may continue. The payment page that collects credit cards will be a page hosted by Chase Paymentech. That will keep all credit card data safe with Chase, and neither BMW CCA nor ACGI will have access to the full account numbers. In addition, I will create a relay that serves as the interface for processing automatic renewal and refunds. For auto-renewal and refunds, we store a token that can only be used with our secure account. This workaround will require certification by Chase.

Once ACGI has completed their PCI certification by a third-party assessor, they will implement their own interface with Chase for auto-renewal and refunds.

The development environment provided by ACGI experienced problems from the beginning of December through February 5 that prevented BMW CCA from proceeding with our tasks. ACGI worked with a third-party Oracle consultant and the problem to resolve it.

Other aspects of the implementation will proceed so that when the Chase Paymentech interface has been completed, tested, and certified, we may conduct staff training and then go live a few weeks later.

There is no estimate for go-live yet. Once ACGI and BMW CCA are further along on the Chase Paymentech issue, we will be able to set a date.

## BMW CCA App

The updated version of the app was released in app stores on December 22, 2017. We received some valuable feedback from members. Our focus for this version of the app was to provide the same functionality as the previous app, but make it more visually appealing. In the process, we gained access to a new app CMS on the backend that sets us up for future functionality.

The budget for the app is low, so we have to limit functionality and ensure we have a way to keep it up-to-date with information. However, I plan to extend the app's capabilities using the developer-level access provided by ACGI. Potential extended capabilities include: polls, trivia contests, virtual garage data, scavenger hunts, and more. This new version of the app has a much-improved user interface, and a content management system that will make it easier for staff to update.

## Festorics

I am working with Sven to move hosting of festorics.org from GoDaddy to our Amazon AWS S3 and CloudFront account. The site is simple and can be cheaply hosted at AWS. We will save on hosting costs and increase performance thanks to CloudFront's regional caching. Wherever a visitor is when they go to festorics.org, they will be served pages from a server closest to them.

## Account Breach

I am investigating an account breach of one staff member. I will provide additional details after my investigation is complete. The unauthorized access was stopped within five minutes of when I became aware of it by resetting the staff member's password. There was no evidence or odd behavior reported by any other staff member, so I feel confident it was not a wide spread event.

To prevent breaches in the future, we will enable Multi-Factor Authentication (MFA). MFA forces staff, when not on the network at the office, to use a second form of authentication in addition to their password. Secondary forms of authentication include: phone call, text message, or a code generated in an app from Microsoft. I will begin testing MFA with the IT Staff the first full week of February and roll it out to the rest of the staff by February 23.

## Trillium Chapter

The Trillium Chapter is now available as a selection when joining and renewing. Steven Schlossman has entered the first batch of members. There are three outstanding items to complete:

1. Add Ontario and a pin to the Chapter Finder page on [bmwcca.org](http://bmwcca.org)
2. Add Ontario postal codes so new members are automatically placed in Trillium
3. Create a Trillium Chapter landing page on [bmwcca.org](http://bmwcca.org)

## O'Fest and LOTA Themes

We are in the initial stages of updating the look-and-feel of the O'Fest and Legends of the Autobahn websites. The content and functionality will largely remain the same because the sites are informational. We'll just put a new coat of paint on it and ensure it is responsive on mobile devices.

### Sunbelt Chapter Website

The volunteer webmaster who was working on the Sunbelt Chapter website was diagnosed with ALS. The chapter lost access to the server details and files for the website. As a result, the chapter has had no website for some time. I am working with the President, Steve Jackson, to get them up on the new hosted offering from the Technology Committee. The staging site has been created, and Steve is in the process of transferring the domain to the National Office for registration.

### BMW CCA Foundation Support

Edward has worked on the following projects for the Foundation:

- Moved the Foundation website to WP Engine
- Foundation BMW Champions email campaign
- Foundation BMW Champions FB and Google Tracking
- Foundation Donor Wall on their website
- Moving Street Survival website to WP Engine
- Fixed an issue with the Street Survival "Request a School" form

### BimmerLife.com

The domain bimmerlife.com has been acquired from the previous owner, and is now the primary domain. Throughout January, many tasks were completed by the IT Staff, Len, and Hitting Redline to ready the site for the inaugural issue of the BimmerLife newsletter on February 6. The first issue will look nearly identical to Roundel Weekly to ease the transition for members. We will apply a new look-and-feel in the near future.

### Chapter Electronic Newsletters and MagnetMail

The following 31 Chapters have notified the National Office that they are now sending their newsletters electronically. The newsletter delivery preference of their members has been changed to e-mail (for those with an e-mail address), and I have notified members about the change and how to elect to receive a copy via US mail instead. There is a separate mailing label report that Steven Schlossman sends to these chapters that only includes members whose preference is to receive the newsletter via US mail.

Bayou Chapter	Inland Empire Chapter	Pocono Mountain Chapter
Buckeye Chapter	Iowa Chapter	River City Bimmers
Central California Chapter	Kansas City BMW Club	Roadrunner Chapter
Connecticut Valley	Lone Star Chapter	Sandlapper Chapter
Chapter	Mountain State Chapter	Sierra Chapter
E31 Chapter	Nittany Bimmers Chapter	Sunbelt Chapter
Everglades Chapter	North Star Chapter	Sunshine Bimmers
Florida Suncoast Chapter	Northern Ohio Chapter	Chapter
Golden Gate Chapter	Oregon Chapter	Tarheel Chapter
Green Mountain Chapter	Patroon Chapter	Wasatch Chapter
Heart of Dixie Chapter	Pine Tree Chapter	White Mountain Chapter



There are 17 chapters with MagnetMail accounts:

Bayou Chapter	Michiana Chapter	St Louis BMW Club
Buckeye Chapter	New Jersey Chapter	Sunbelt Chapter
Central California Chapter	Oregon Chapter	Sunshine Bimmers Chapter
Choo-Choo Bimmers Chapter	Puget Sound Chapter	Tarheel Chapter
Green Mountain Chapter	River City Bimmers	Tidewater Chapter
Lone Star Chapter	Smoky Mountain Chapter	

Respectfully submitted,

A handwritten signature in black ink, reading "Stephen Elliott". The signature is written in a cursive, flowing style with a large initial 'S'.

Stephen Elliott  
Director of Information Technology  
BMW Car Club of America



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

Re: January 2018 Board Meeting

## Technology Committee Report

### Chapter Website Initiative Update

We've officially kicked off 6 Chapters on our Centralized Hosting Environment and handed off our template to another 6 to setup/maintain independently.

- Centralized Hosting/Maintenance Staging Sites Created w/ Handoff Date
  - LA Chapter (Feb 3<sup>rd</sup>)
  - Sunbelt Chapter (Feb 5<sup>th</sup>)
  - Sacramento Valley Chapter (Feb 5<sup>th</sup>)
  - Smoky Mountain Chapter (Dec 10<sup>th</sup>)
  - Northern New England Area (Nov 12<sup>th</sup>)
  - Peachtree Chapter (Nov 12<sup>th</sup>)
  - Old Hickory Chapter (Canceled Request)
- Site Template Handed Off for Independent Hosting & Maintenance
  - Puget Sound Chapter (LIVE!)
  - Sonora Chapter
  - Illini Chapter
  - Inland Empire Chapter
  - National Capital Chapter
  - Boston Chapter

Our next milestone will be launching Chapters opted into our shared hosting environment after they have completed migration of their site content. Note that we have not heard back from Peachtree or Smoky Mountain Chapters since our handoff of their staging site, admin logins and help guides last year. To ensure the success of this initiative, it'll be important that we get feedback from the Chapters involved to help flush out more documentation and catch potential issues with the template itself.

Next Committee Meeting – Feb 12<sup>th</sup>, 2018

Ian Dunn  
Technology Committee Chair



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

**February 2018 Pre-Board-Meeting Report**

**Life in the psycho ward:** As a firearms enthusiast, having grown up in Nevada and having spent half of my life in Alaska, I was quite pleased to read Chris Wright’s January column, because it was the first time I had heard any understanding from a non-owner of why some of us would be fascinated with firearms, just as we are by overhead-cam engines. However, it turns out that rational discussion of serious issues is beyond at least some of our members, who saw Chris’ column as just another liberal anti-gun screed. Meanwhile, my own column on Texas law enforcement prompted a surprising number of letters castigating me for my snotty attitude—and reminding me that we now inhabit a highly politicized and extremely polarized society.

I continually remind myself that *Roundel*’s mission is to inform, entertain, and provide a sense of community for our members; I must also remember that when I think I am being witty and ironic, other may see me as snide and sarcastic. So I am resolved to spend the rest of the year writing nothing that can be construed in any way to be disrespectful of any possible opinion. Chris Wright, too, has agreed to stick to topics that cannot be considered controversial in any way—like global warming. (I kid, I kid!)

Actually, Chris offered to discontinue his column immediately, but I persuaded him to stick with it. He was actually heartened by letters he received in support of his January column, although of course those were outnumbered by outraged supporters of the Second Amendment, which has now attained a status in some American hearts slightly higher than the Old Testament. I expect Chris to concentrate on BMW’s role in the global community, even though that, too, involves topics that rile certain members of our ranks. As with the battle of letters we endured years ago over the notion of global warming, I am now collecting our pro-gat and Blue Lives letters for the archives, but prefer to keep the letters section of *Roundel* filled with odometer snapshots and pictures of tiny children “reading *Roundel*” while seated on their training potties.

As for me, I remain dedicated, in my writing, to being funny. I just have to remember that people are more easily offended today than they’ve ever been before—or it least it seems like that to me.

**BimmerLife:** Speaking of what I write... As you know, we have changed the shape and structure of our online postings and our weekly digest, formerly known as *Roundel Weekly*. It has been quite a few years now since Frank Patek and I spoke with a representative for an online digest company that offered to set up what was called *DigiStrasse*, which morphed into *Roundel Weekly*. From the outset, I wanted weekly “personality” columns to distinguish *RW* from any number of compilations available on the Internet, and I think we have built a reliable following. However, our new emphasis is geared toward recruit a new generation of enthusiasts, and it is not clear at this whether I will remain part of the rotation of opening columnists.

**Advertising:** Ad sales are always down at the beginning of the year, but 2018 has produced smaller percentages than ever before. Usually we can count on a bump between January and March of at least a couple of percentage points, but this year has been dismal:

ISSUE DATE	PAGES	AD PAGES	AD PERCENTAGE
<b>January 2015</b>	<b>132</b>	<b>34.41</b>	<b>26.07%</b>
February	132	36.24	27.45%
March	132	44.91	34.02%
<b>January 2016</b>	<b>132</b>	<b>36.91</b>	<b>27.96%</b>
February	132	42.74	32.38%
March	132	43.58	33.02%
<b>January 2017</b>	<b>132</b>	<b>33.50</b>	<b>25.38%</b>
February	132	37.00	28.03%
March	132	35.91	27.20%
<b>January 2018</b>	<b>132</b>	<b>29.75</b>	<b>22.54%</b>
February	132	30.41	23.04%
March	132	30.50	23.11%

Overall, despite our bleak economic situation, I do remain confident that *Roundel* continues to fulfill our stated mission: to inform, entertain, and provide a sense of community for our members.

*Satch*



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

January 2018  
Report of the Creative Director

Since my last report in November we've survived the holiday season (and flu season) relatively untouched. We are preparing for the formal launch of BimmerLife, redesigning the event and main websites, and our upcoming events.

### **Roundel**

Advertising quantity continues to drop. Michael Slaff reports that the MCBA *The Star* is having a similar drop in advertising. If the trend continues, we will need to craft a strategy to address the drop in revenue.

### **Events**

We are already at work preparing the materials for the upcoming Oktoberfest in Pittsburgh with PVGP and the Legends / Festorics weekend in Monterey. The Oktoberfest poster design has already been adapted for ads both in print and online.

We will be updating the look and feel of both the Oktoberfest and Legends event websites in the coming weeks. We will use the same theme code for each, though the looks will be distinctive.

### **App**

The new App was formally launched last month. Shell has sponsored the app currently, so it will be the only sponsor logo shown on the home page until its contract expires. The new modular format should allow us to better showcase upcoming major events. We will be looking to take advantage of some of the more advanced functionality the new platform affords us.

### **BimmerLife**

BimmerLife is already active, and the newsletter portion will launch in February. The website design has been updated, but will undergo further refinements as it assumes its new role as the online news and information offering of the Club. The BimmerLife newsletter will initially be a rebranded clone of Roundel Weekly as we fulfill the remaining ad agreements that have placement specifications. After that, we will be transitioning to a largely automated newsletter that pulls recent news posts on the website and delivers truncated versions to subscribers.

Nick Parente and David Rose are primarily responsible for managing BimmerLife contributors, posts and the newsletter. We will provide technical, design and other assistance as needed to assist them and to insure the efforts success.

### **Membership Drive 2018**

We now have the program details for the 2018 Membership Drive referral recruitment effort. I am currently creating the materials to explain the expanded, tiered program to members. I believe Kyle van Hoften's report should have all of the details on this new effort.

We will also soon be developing the materials for the Dealer and Chapter aspects of the new program.

**New Workstation**

After a year of testing in my home office, we have fully transitioned the Creative Director workstation to a Windows 10 desktop tower and a 4K monitor. We took advantage of sales to insure we were getting the best bang for the buck. The system is much faster and powerful, and should improve workflow and allow us to better handle more demanding projects, such as editing 4k video.

The previous workstation is still an excellent and sought-after machine. We will be selling that presently and expect to cover most of the costs of the new equipment.

Thank You!  
W. Len Rayburn  
BMW CCA Creative Director



BMW Car Club of America  
Steve Stepanian  
National DEC Chairperson  
640 South Main Street, Suite 201  
Greenville, SC 20601  
Tel: (909) 227-7666  
Email: PacificDEC@aol.com

Date: January 31, 2018

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

From: Steve Stepanian  
National Driving Events Committee Chairperson

Subject: National Driving Events Committee Pre-Meeting Report  
Q1 BOD Meeting in Los Angeles, CA, February 10, 2018

**Planned Travel & Expenses:**

- February 2018 / NDEC Pre-DEC Congress meeting in Los Angeles, CA
- March 2018 / BMW CCA San Diego/CenCal Chapter Time Trial event
- March 26-27 / Bimmerfest West
- Sept. 25-26 / Pazifik Eskapades
- October 2018 / DEC Congress

**Estimated Budgetary Items:**

- |   |             |
|---|-------------|
| 1. Pre-DEC Congress meeting in Los Angeles, estimated costs | : \$ 6,750  |
| 2. 2018 DEC Congress  | : \$125,000 |
| 3. 2018 ITS allocations - 3 new ITS's in the works          | : \$ 20,000 |
| 4. Uniform/Shirts for the 7 DEC members for the Congress    | : \$ 350    |

**Motorsport Safety Foundation:**

- The DEC reps are all putting out the message that we are getting behind the MSF effort and subscribe to their philosophy. They are encouraging the participation of all instructors and asking them to complete the Level I online work.
- We are working on the submission of all our ITS completed names so that they will all be granted a Level II status, which grants them National Database Status.

**Recognitions:**

April Curtis is closing out a long term as the SA DEC rep for 10+ years and Ross Karlin stepped down from the DEC a couple years after close to 20 years. April and Ross both serve in their Chapter leadership, they are club racers and ITS mentors from the start of the program. I think a proper, and well deserved, thank you would be warranted but I just don't know what that is...a spotlight in the Roundel? A recognition award of some kind?

**Pre-DEC Congress meeting agenda:**

- Regional Chapter Rosters
- Clean up the Driving Events section of errors and contradictions.
- Separation of the DE & AutoX Manuals from the Op's Manual
- Regional DEC Rep. Job description
  - List of duties, procedures, etc.



- O'fest 2018-2020
- DEC Budget
  - Regional forecast(s)
  - ITS
- Executing waivers
  - DE & minors
  - Online vs. In hand versions
  - Proper execution & storage
  - Stress Test
- National HPDE Tech Form
  - Purpose, focus, verbiage & punch list
- Incident Forms & Procedures
  - Revisions, clarifications & expectations
  - Separate forms for DE's, Auto X, Rally's & Drives/Tours?
- Crisis Management
- Hardtop Convertibles at HPDE's
  - Resolution
  - If allowed, any restrictions/limitations?
- Time Trials at HPDE's
  - Requirements & Risk vs. Reward
- National DEC Congress Nov. 3-4
  - Theme, guest speaker suggestions, agenda items & breakout sessions
- \*\*Vehicles with invasive technology at events

#### **Incidents:**

I to report involving the Houston Chapter.

The incident was during a social drive (The Hair of the Dog drive) they do every year. This was a solo car incident that took place at noon on a 2-lane road with a soft shoulder. There was no mechanical failure, and neither speed nor weather were factors. The driver, who just so happened to be the Chapter President and assigned Incident Response Coordinator, was the last of 14 cars. He got a call from the lead car on the 2-way radio they use to communicate. He looked over at the radio to pick it up as the road curved. Two tires got into the soft shoulder and the driver over-corrected the car losing control of the rear end. The rear hit a tree, bounced back toward the road and the tires dug in to the soft shoulder material which caused the car to roll over an unknown amount of times. The driver walked away from the scene, but did seek treatment at a later time. The driver was placed in an ICU for a few days due to "unrelated Pneumonia" that progressed.

As a result of this incident, a troubling issue manifested itself and prompted a deeper look at the Chapter's incident response plan, waiver execution and waiver retention methods, as well as their basic standard practices. The RDEC (Bruce Heersink) did an exceptional job with this and handled the Chapter issues as they presented themselves in a very professional and effective manner. He is in the midst of counseling them regarding their practices and procedures and seems to be handling the Chapter quite nicely. This situation caused me to review something we take for granted and got me to wondering about the status of the BMW CCA wheels events. I initiated a stress test and asked for copies of different waiver forms from 3 different events, well as 3 different years; 9 form copies in all. Not only that, they were given 5 days to obtain them, copy them and either mail them to me, email them to me or fax them to me. I was disappointed by the results; however, I have identified what needs our attention regarding retraining the Chapters on proper planning, procedures and best practices. Details can be provided upon request.

Respectfully submitted,  
Steve Stepanian



