

**BMW Car Club of America  
Board Meeting  
Dallas, Texas  
November 2, 2018**

**Friday, November 2, 2018**

**1. Call to Order**

The meeting was called to order by President Steve Johnson at 8:37 AM CST.

**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; Lindsey Branston, Director of Financial Operations; Chris Hennecy, Director of Corporate Relations; and Satch Carlson, *Roundel* Editor-in-Chief; Michael Slaff, *Roundel* Advertising Manager; and Len Rayburn, *Roundel* Creative Director.

**BimmerLife:** Nick Parente; and David Rose

**Chairs:** Steve Stepanian, DEC Chair and Gary Davis, Club Racing

**Guests:** Ian Branston, Sandlapper Chapter; Louis Goldsman, LA Chapter; Adam Tharp, Roadrunner Chapter; Tyler Gallo, Sin City Chapter; Allan Simpson, Bayou Chapter; Christa Waite, Gulf Coast Chapter; Peter Ohlweiler, Green Mountain Chapter; and Bill Wade, Bluegrass Chapter.

**3. Minutes**

The minutes of the September 30, 2018 Board Meeting were approved by vote during the November 2, 2018 Board Meeting. Reading of the minutes will be waived.

**Affirmation of votes via email since the Board Meeting March 24, 2017.**

- Proposed changes to the BMW CCA Operations Manual Section 8.13

In most states, incorporation provides a limited degree of legal and/or financial protection for its members and volunteers. In some cases, a creditor or claimant may only be allowed to seek the assets of the corporation, and not the officers or directors of the corporation. For this benefit and others, it is mandatory all BMW CCA chapters be incorporated in their state (or one of their states, if they cover multiple state areas), as a not-for-profit corporation.

**Motion:** Eddy Funahashi made a motion to change 8.13 of the Operations Manual as written above. Steve Johnson seconded the motion. Motion 9-0

**Motion:** Darlene Doran made a motion to affirm the above vote during the March 24, 2017 Board Meeting. Steve Johnson seconded the motion. Motion passes 9-0

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**4. Reports**

- 4.1 *President*  
Steve Johnson had nothing to add to his pre-meeting report.
- 4.2 *Executive Vice President*  
Eddy Funahashi had nothing to add to his pre-meeting report.
- 4.3 *Secretary*  
Darlene Doran had nothing to add to her pre-meeting report.
- 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 the Choo Choo Bimmers Chapter is requesting to be combined with another chapter.
- 4.6 *North Atlantic RVP*  
Lou Ann Shirk added to her pre-meeting report that Mountain States Chapter is no longer on probation.
- 4.7 *Pacific RVP*  
Jeff Cowan added to his pre-meeting report that he was unable to attend the Roadrunner Chapter event due to aircraft issues.
- 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 a conference call regarding revised dates.
- 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.

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**5. Review Action Items**

**6. Discussion Topics**

**6.1 *National Events***

**6.1.1 Oktoberfest 2019**

Frank Patek reports we are still in a holding pattern with the City of Greenville for a permit for the downtown car show and concours. They have given CCA a verbal commitment. Peachtree Chapter has requested to do an HPDE at Road Atlanta the week of Oktoberfest. The HPDE will need to be a 4 day event per Road Atlanta. This would take away from our own event and vendors.

**Motion** – Dwayne Mosley made a motion to decline the proposed four-day (4) HPDE during Oktoberfest 2019. Steve Johnson seconded the motion. 9-0

**7. Regional Events**

**7.1 *Updates***

**7.1.1 The Vintage, May 2019**

**7.1.2 Bimmerfest West, May 2019**

**7.1.3 Pittsburgh Vintage Grand Prix, July 2019**

**7.1.4 Monterey Legends / Festorics Weekend, August 2019**

**8. National Programs and Services**

**8.1 *Updates***

**8.1.1 IT**

Frank Patek reports that Stephen Elliott and Edward Tamsburg are working diligently to get our new system up and running. There was a glitch with the membership conversion and Chase Paymentech. They have now been resolved.

**8.1.2 Club Racing**

Gary Davis questioned the current view of Club Race. Is club racing a business or a service of the National Office to assist chapters, as it was originally set-up. All CR entry fees go back to the chapter and CR pays for the steward to fly to the chapter events. CR has given \$2.5 million dollars back to the chapters; however expenses have not yet been paid. We are a successful service to the chapters by providing those services to their members. We

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provide them infra-structure with a rule set and licensing structure. CR had a very good 2018 and received many positive comments. Sponsorship revenue has not kept up with inflation; therefore CR doesn't have a profit. CR has much more competition today than ever before. Groups like American Endurance Racing, NASA, SCCA, WRL, Champcar, HSR and SVRA. The only chapters who make a profit are the chapters who use Watkins Glen and VIR. The CR program needs to be structured properly for what we want it to accomplish. Would like to see club racers act like they are part of BMW CCA in terms of how they manage their program. CR has several fixed expenses, Tricia Williams, Steward Workshop meeting and travel. CR doesn't make their schedule the chapters provide the schedule. The chapters pay for the track and CR covers airfare. The last time CR made a profit was in 2010 and since then the smallest deficit has been 10k. CR needs to start charging chapters a fee for their services. The registration doesn't cover the costs to run a school. Club racers who show up to a race and never turn a wheel receive a refund which equates to 15%. Chapters set the price for CR registration fees. There needs to be a policy change within the CR program. We need to standardize a policy how chapters are applying fees to club race and the insurance costs that only the 12-13 chapters that run driving schools are now picking up insurance costs for the entire club. Insurance which doesn't receive a refund is autocross and HPDE, which equates to 33% of motorsports, 33% social and 33%, is all other events.

**8.1.3 Driving Events Committee**

Steve Stepanian reports that during the DEC Congress a heavy emphasis will be more on asserting safety during events. There will be a lecture by an attorney on the legal issues regarding safety. The new forms will be given to all chapters for their use.

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

**8.1.5 Raffle**

Frank Patek reports the raffle for 2018 is complete and CCA earned \$556,526 net.

**8.1.6 SIG's - nothing at this time**

**8.1.7 Roundel**

Michael Slaff reports advertising dollars are down approximately 7% for 2018. In 2016 advertising was \$780,000; 2017 \$672,000 and 2018 \$626,000 and continues to fall. Our circulation is down as well. Most advertisers are going with digital advertising. Our membership is not spending dollars on their cars i.e. tuners etc. Michael approached eleven MINI dealers between 2003-2006 for advertising in *Roundel* and not one advertised.

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8.1.8 National Office

8.1.8.1 BMW CCA New Location

Frank Patek reports the MOA is unsure if they will be moving into the new location. We will invite them to come along; will give them the space CCA feels would best fit their needs.

**Motion:** Steve Johnson made a motion to authorize the Building Committee \$250,000 for renovations and refurbishment. Tim Beechuk seconded the motion. 8-1 absent

**Motion:** Steve Johnson made a motion to authorize \$15,000 to make the annex building move in ready for BMW CCA. Jeff Gomon seconded the motion. 8-1 absent

8.1.8.2 Regional Newsletters

Frank Patek reports the regional newsletter will be sent in the polybag with Roundel. All regional newsletters will be shipped directly to the dealers by our mail house. He has requested of Tom Plucinsky from BMW NA a letter to all dealerships requesting they put the regional newsletters on display.

8.1.8.3 Pacific Region Newsletter

Tyler Gallo presented to all the Pacific Region Newsletter. Heritage will be the name of the publication. The publication is stunning and visually attractive. BMW AG is very particular regarding the use of the Roundel. Suggestion was to place a BMW CCA map logo on some of the pages. Tyler indicated that the line of communications is broken within each chapter. Tyler has suggested that all chapter board email addresses should be a CCA address. The overall feeling of the publication was accepted.

8.1.8.4 Insurance

Lou Ann Shirk has communicated to some of her smaller chapters the idea of being able to retrieve an insurance certification for a spontaneous drives or tours. If we enable chapters to do this we are giving something back to them. If chapters violate signing waivers, we as a board have to take action and make sure there is a penalty. When you sign up for the event, you sign the waiver. We need to standardize a policy how chapters are applying fees to club race and the insurance costs that only the 10-15 chapters that run driving schools are now picking up insurance costs for the entire club. Insurance which doesn't receive a refund is autocross and HPDE, which equates to 33% of motorsports, 33% social and 33%, is all other events. When chapters apply for insurance the information is stored on the CCA database. All RVP's will now

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receive a copy of their chapter's insurance application. We will charge per primary member only.

**Motion:** Brian Thomason made a motion that we change how we bill insurance. Insurance will be billed based on changing the % billed to motorsport events (any wheels turning) to commensurate with the risk assigned to those events by the insurance carrier. The remainder will be billed to the chapters on a pro rata basis per primary member per month via the reduction of the chapter rebate. Dwayne Mosley seconded the motion. 9-0

Based on the vote to bill chapters for social events via chapter rebates (this includes all currently rebate able premiums that include Driving Tours, Concours, Gymkhana, Rally and general social events), the monthly rebate per primary member will change January 1, 2019 to \$1.11/primary member per month (vs. \$1.28/primary member per month).

The new rates for other events will be:

Autocross \$130 (vs. \$340)  
Safety School \$130 (vs. \$340)  
CCC \$130 (vs. \$340)

1-day driving school \$500 (vs. \$1,300)  
2-3 day driving school \$650 (vs. \$1,715)

DS/CR \$700 (vs. \$1,891)  
CR \$750 (vs. \$2,017)

These rates will need to be reevaluated each year based on premiums. The goal would be for the above fees to cover one-third of our current insurance bill.

**Motion:** Steve Johnson made a motion to approve the new billing rates for wheels turning events as listed above to be effective January 1 2019. Jeff Cowan 2nd 8 -1 absent

8.1.8.5 Election Status  
Treasurer – Brian Thomason  
Pacific RVP – Jeff Cowan  
North Atlantic RVP – Lou Ann Shirk and Jeff Caldwell

8.1.8.6 BimmerLife  
Nick Parente and David Rose report the launch of BimmerLife was February 1, 2018. We currently have 21k users; traffic sources we are 70% email, 11% social, 8% search, 6.5% direct and 3.4% referral. Outcomes: Consistent content for membership, increasing reach via social, smooth weekly process with CCA staff. Next quarter we want to decrease reliance on email and broaden reach to non-members. SEO- Search Engine Optimization getting more easily found via

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Google, anchor articles, content unique to CCA and non-member newsletter. Link FB and Instagram business accounts, set up Facebook store inventory, non-branded merchandise on BimmerLife such as hats and apparel etc. Want to engage those who are interested in BMW across the internet.

**8.1.8.7      Concours Guidelines**

Paul Cain proposes the following verbiage changes to the Preservation Class only.

The following is the proposed verbiage for our written guidelines:

In only the Preservation Class, judging will be executed using the ICJAG Preservation criteria. This preservation class judging system begins with the 100 point scoring system.

Preservation class judges will use the comparison criteria as if the subject car was delivered new, with specific point deductions for any aspect of the car that has been restored. This penalty system accounts for the increasing percentage of the total car being restored and results in higher point deduction(s). Attached score sheet will be used including the 19 criteria system begin deducting points in areas where the car is not original. Up to 3 points can be added back in the age bonus as a bonus.

**Motion:** Eddy Funahashi made a motion to accept the above verbiage as written and be inserted into our current concours guidelines for any event BMW CCA judges as a concours or clean car contest that involves the Preservation Class. Jeff Gomon seconded the motion. Motion passes 9-0

**8.1.8.8      Bylaws Change**

**Current Bylaw Verbiage**

Section 2. All officers shall hold office for a period of three years, or the period of time that exists between one annual meeting and the one approximately three years later. The President, Executive Vice-President, Secretary and Treasurer shall serve not more than two consecutive three-year terms and all Regional Vice-Presidents shall serve not more than three consecutive three-year terms. No member shall serve more than five consecutive three-year terms on the Board of Directors.

**Proposed Change**

Section 2. All officers shall hold office for a period of three years, or the period of time that exists between one annual meeting and the one approximately three years later. The President, Executive Vice-President, Secretary and Treasurer shall serve not more than three consecutive three-year terms in any one position and all Regional Vice-Presidents shall serve not more than three consecutive three-year terms.

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**Motion:** Eddy Funahashi made a motion to accept the proposed change to Article 6 Section 2 of the BMW CCA Bylaws. Steve Johnson seconded the motion. 6 in favor 2 opposed 1 absent motion passes

8.1.9 Member Committees

8.1.9.1 Recognition Program Committee

Ian Branston reports the committee will be meeting on November 3, 2018 in Dallas, Texas. All positions have been filled. The committee members include Leslie Moyer and ML Hilliard from the previous year. New to the committee this year are Joe Vernon and Leann Stokes. The committee is receiving great responses and has 7 nominations to date. During our meeting we will be modifying/updating the information on our website. The overall role of the Committee is to promote and manage the recognition program and make recommendations to the Board.

8.1.9.2 Technology Committee – nothing at this time

**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 the International Council meeting was September 21, 2019.

9.4 Operations Manual

Darlene Doran reports the re-write of the Ops Manual is close to complete. There are a few sections that still need to be updated by some committees.

The RVP and Assistant RVP sections need to be revised by sitting RVP's to have a current and updated section for voting.

**10. Foundation**

**11. Financial**

11.1 2018 Status

**12. Chapter Issues**

12.1 RVP Conference Call schedule for 2018 - 2019



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**Pacific Region**

February 12, 2019, May 14, 2019, August 6, 2019 and November 12, 2019

**South Central Region**

**North Central Region**

November 15, December 13, 2018, January 24, 2019 and March 14, 2019

**South Atlantic Region**

December 2018, April 2019 and June 2019

**North Atlantic Region**

November 20, 2018

**12.2 RVP Chapter Visitation schedule for 2018 - 2019**

**Pacific Region**

*Visitation Plans:* Nothing at this time

**South Central Region**

*Visitation Plans:* Nothing at this time

**North Central Region**

*Visitation Plans:* Nothing at this time

**South Atlantic Region**

***Visitation Plans***

2019 IMSA events and several trips to Florida January and March

**North Atlantic Region**

*Visitation Plans:* Nothing at this time

**12.3 Chapter Probation Report**

**12.4 Dealer Engagement Program**

**13. Membership**

**13.1 Membership Drive & Community Relations**

**13.2 Sponsorship and Marketing**

**14. BMW NA**

**15. New Business**

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**CCA Operating Change**

Brian Thomason feels that if we were starting over we would have all chapters under one corporate id. An idea was to set up a franchise model so to speak. Have your own identity but have area governors for each and they would not have any regulatory responsibilities. Having an activities director would be a good idea. The time has come for us to continue to serve our members, however some members still want the paper newsletters. We can modernize how the club conducts business.

We have nothing out there in the dealerships currently. We get close to completing a project and then back down. We are letting the chapters run us – we need to change the way in which we do business. Tim Beechuk is opposed to the regional newsletters. All chapters need to take at least 2 pages for the regional newsletter. This approach all chapters will get behind and the Pacific region is first out.

Steve Johnson, Lindsey Branston, Frank Patek and Eddy Funahashi will have several conference calls per week to come to a consensus as to what the allocation will be for the change on regional newsletters.

RVPs need to assemble the displacement of certain chapters. They need to make a list of how they think the newsletter assignments should be and send to Steve by November 13, 2018. We are trying to disrupt the minimum standards and turn it upside down and make something amazing. Minimum should not be on anyone's radar. You get out what you put in. Our common goal is the BMW marque.

**16. Future Meetings**

**16.1 Board Meetings**

March 23, 2019, Greenville, SC  
June 7, 2019, Boston Area

**16.2 Conference Calls**

January 16, 2019  
February 20, 2019  
April 17, 2019  
May 15, 2019

**17. Adjourn**

**Motion:** Brian Thomason made a motion to adjourn at 5:33 PM CST. Steve Johnson seconded the motion. Motion passes 9-0

BMW CCA  
Board of Directors Meeting  
Nov 2, 2018  
Westin Dallas/Fort Worth  
Irving, TX

BMW Car Club  
of America





BMW Car Club of America  
Board Meeting  
Dallas, TX DFW Westin  
November 2, 2018

***Agenda***

**Friday November 2.**

**08:30am 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 Lunch**

**5:00pm Adjourn**

**Saturday November 3**

**8:30am Board, staff and invited guests to reconvene for Retreat**

## ***Discussion Topics***

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

### **2. National Events**

Oktoberfest

- 2019
- 2020

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

- The Vintage, May 2019
- Bimmerfest West, May 2019
- Pittsburgh Vintage Grand Prix, July 2019
- Autolieben 2019
- Monterey Weekend August 2019
  - Legends of the Autobahn
  - Rolex Motorsport Reunion

New Requests

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

IT Update

Club Racing

Driving Events

- Autocross Proposal

Charity Matching Funds

Raffle

SIG's

Roundel

Member Committees

Recognition Program Committee

Tech Committee

Election Status

National Office

Planning for future location

### **5. Policy and Administration**

Ombudsman update

Tech Rep's update

Benefits Update

BMW Clubs International

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Operations Manual

Rewrite and Update

Chapter Newsletters and Communications

Leadership Committee

Recognition Committee

Strategic Plan

**6. Foundation**

**7. Financial**

*Proposed change to how we bill liability insurance to chapters.*

**8. Chapter Issues**

RVP Conference call schedule for 2019

RVP Chapter Visitation schedule for 2019

Chapter probation report

Dealer engagement program.

*Kansas City Chapter membership issue.*

**9. Membership**

Membership Drive

Marketing

Friend of the Marque

**10. BMW of North America**

**11. New Business:**

*Reorganization and Regionalization.*

*Quarterly regional newsletters*

*BimmerLife*

*Advertising*

**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

October 20, 2018

To: BMW CCA Board of Directors  
BMW CCA Executive Director

Subject: President's Pre-meeting Report

Past Travel:

9/26 – 10/2, CCA board meeting, French Lick IN. \$767.90

10/9 – 10/18, Munich, International Council meeting

Planned Travel:

10/31 – 11/5 Dallas Board/DEC meetings \$959.80

Discussion:

Next steps regarding the new CCA HQ

Discussion regarding the DEC

Regional newsletter progress

Review RVP travel policy and budgets

Respectfully Submitted,

Steve Johnson  
President, BMW CCA



October 12, 2018

Pre meeting report

Sept 2018 through current (October 12, 2018)

To: All board members, Executive Director BMW CCA

From: Eddy Funahashi

**Subject:** EVP pre-meeting report

BMW Car Club  
of America



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:**

September 28-30 French Lick, IN. National Board meeting and North Central breakout.  
\$903.01

**Future (Quarter) Travel:**

October 26<sup>th</sup> Buttonwillow, CA. Central CA/LA Chapters and Pacific region HPDE Co-Chief Instructor.

November 1-4 Dallas, TX. DEC conference and 4<sup>th</sup> quarter National board meeting

December 8 Fresno, CA. Street Survival

**Travel recap:**

-September 28-30 French Lick, IN National Board meeting and North Central regional breakout.

The minutes for this two part meeting will recap both sections.

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

Controversy remains with the E30 Chapter. It is in a legal process.

**Oktoberfest's future followed by a repeat posting from my last board report:**

A committee has been formed to help in developing a new format. The committee consists of the following;

Steve Johnson, Tim Beechuk, Chris Hennecy and myself.

We are hoping to move this process along and although it is very short timing we are working towards an outline or ideas for this Dallas meeting.

**Topics relating to the Board:**

Proposal from Paul Cain:

There is an organized effort to establish uniform judging criteria for an existing class of Concours competition, the Preservation Class. The attached file explains what this is. Following this description is the suggested verbiage that would be inserted into the print guidelines and describes the judging criteria that our judges will follow.

The BMW CCA judging team is proposing to alter the judging criteria and methodology used in scoring the Preservation Class at both Legends of the Autobahn and at the 2019 Oktoberfest Concours. This is on an experimental basis and results will be reviewed after the event. This is only for the Preservation class. All other classes will continue with the current 4 dot / CCA scoring system.

## **Introduction of the International Chief Judge Advisory Group® ICJAG**

**Best of Show awards to incorrect cars distort automotive history. This is also the case with the increasing popularity of the Preservation Class.**

**Concours entrants often have the mistaken notion that the judging rules and methodology is the same from one show to another. This is not the case. These assumptions leads to confusion and disappointment when their car does well at one show and then gets nothing at another. ICJAG's aspiration is provide standardization in scoring and judging.**

**To avoid such problems and help ensure an accurate history of the automobile, the ICJAG organization was formed to support fair and consistent judging through the use of standard class judging forms and judging guidelines focused on originality and authenticity.**

**The International Chief Judge Advisory Group® (ICJAG)® is a group of experienced Chief Judges who support serious class judging focused on originality and authenticity. The charter membership includes nine Chief Judges from five countries.**

**The purpose of the ICJAG is to offer voluntary advice and assistance to Concours chairmen, chief judges, and organizers who have an interest in promoting proper preservation and correct restoration through the use of a standardized class judging methodology.**

**If the class judging is based on originality and authenticity, the Preservation Award or Best of Show, will not only be a beautiful car, but it will be a correct car.**

**It is not the intent of the ICJAG to tell shows what to do in the area of judging. The shows are independent and organizers are free to do as they wish. The primary purpose of the ICJAG is to offer volunteer advice and assistance to those who have an interest in serious class judging.**

**The goal of the ICJAG is to support a select number of seriously judged shows in key countries. Such shows will use standard judging forms and judging guidelines endorsed by the ICJAG and the class judging will be focused on originality and authenticity. Migrating to this method helps promote proper preservation and correct restoration(s) and ensures an accurate automotive history for the benefit of future generations.**

The following is the proposed verbiage for our written guidelines:

In only the Preservation Class, judging will be executed using the ICJAG Preservation criteria. This preservation class judging system begins with the 100 point scoring system.

Preservation class judges will use the comparison criteria as if the subject car was delivered new, with specific point deductions for any aspect of the car that has been restored. This penalty system accounts for the increasing percentage of the total car being restored and results in higher point deduction(s). Attached score sheet will be used including the 19 criteria system begin deducting points in areas where the car is not original. Up to 3 points can be added back in the age bonus as a bonus.

Respectfully,

Eddy Funahashi



October 20, 2018

To: BMW CCA Board of Directors  
BMW CCA Executive Director

Subject: Treasurer's Pre-Meeting Report

**Travel**

3Q2018 Board Meeting/North Central Regional Meeting,  
French Lick, IN Sep 29-30, 2018

Airfare: \$357.80  
Rental Car: \$36.65

4Q2018 Board Meeting/DEC Congress, DFW, TX Nov 1-4, 2018

Flight: \$355.20  
Hotel: TBD

**Planned Travel**

No additional travel planned at this time.

**For Discussion**

2019 Budget

Changing Liability Insurance Fees/Allocations to Chapters

Changing Chapter Congress Funding

Expense Reimbursement Policies:

Mileage vs. rental car vs. flight

Miscellaneous Items (dog-sitting example)

Update on building financing plan

**Other Items**

**Income Statement  
For the eight months ended September 30, 2018**

Updated September 30, 2018 Income Statement will be sent in advance of meeting

**Balance Sheet  
At September 30, 2018**

Updated September 30, 2018 Income Statement will be sent in advance of meeting.

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





# BMW Car Club of America, Inc.

## Balance Sheet

As of September 30, 2018

**Sep 30, 18**

### ASSETS

#### Current Assets

##### Checking/Savings

Bill.com Money Out Clearing	2,035.49
<b>1000 - Cash</b>	
1022 - Southern First Bank	10.68
1024.01 - South State Bank	3,144,151.11
1032 - TD Bank Checking	100.01
1050 - Petty Cash	25.00
<b>Total 1000 - Cash</b>	<b>3,144,286.80</b>

1030 - FSA (South State Bank)	3,979.18
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<b>Total Checking/Savings</b>	<b>3,150,301.47</b>
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##### Accounts Receivable

<b>1100.01 - Accounts Receivable</b>	
1130.01 - A/R Foundation	-611.21
1130.02 - A/R MOA	-160.24
1140 - Club Racing	4,500.00
1199.01 - Other	96,957.75
1100.01 - Accounts Receivable - Other	20,992.35
<b>Total 1100.01 - Accounts Receivable</b>	<b>121,678.65</b>

<b>Total Accounts Receivable</b>	<b>121,678.65</b>
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##### Other Current Assets

<b>1200 - Investments</b>	
1205 - Merrill Lynch	54,693.92
1210 - State Street Research Fund	33,798.92
1810 - Investment - BMW AG	44,525.36
<b>Total 1200 - Investments</b>	<b>133,018.20</b>

##### 1300.01 - Inventory

<b>1305.01 - Club Logo Merchandise</b>	
1305.05 - Oktoberfest Club Logo Merch	3,946.51
1305.96 - Club Racing Logo Merch	2,393.92
1305.01 - Club Logo Merchandise - Other	95,397.97
<b>Total 1305.01 - Club Logo Merchandise</b>	<b>101,738.40</b>

1306 - Promotional Merchandise	3,018.76
1300.01 - Inventory - Other	17,320.51

<b>Total 1300.01 - Inventory</b>	<b>122,077.67</b>
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##### 1400.01 - Prepaid Expenses

1405 - Prepaid Insurance	55,406.58
1412 - Prepaid Event Expense	

**BMW Car Club of America, Inc.**  
**Balance Sheet**  
As of September 30, 2018

	<b>Sep 30, 18</b>
1412.05 · Prepaid Ofest Event Exp	7,581.02
1412.96 · Prepaid Club Racing Event Exp	1,529.46
1412 · Prepaid Event Expense - Other	21,973.81
<b>Total 1412 · Prepaid Event Expense</b>	<b>31,084.29</b>
1415 · Other Prepaid Expenses	28,818.45
<b>Total 1400.01 · Prepaid Expenses</b>	<b>115,309.32</b>
<b>Total Other Current Assets</b>	<b>370,405.19</b>
<b>Total Current Assets</b>	<b>3,642,385.31</b>
<b>Fixed Assets</b>	
1500 · Fixed Assets	
1505 · Building	332,736.79
1510 · Equipment	327,480.62
1515 · Furniture & Fixtures	96,900.11
1599 · Fixed Assets in Progress	
1599.01 · Construction in Progress	3,202.00
1599 · Fixed Assets in Progress - Other	293,661.87
<b>Total 1599 · Fixed Assets in Progress</b>	<b>296,863.87</b>
<b>Total 1500 · Fixed Assets</b>	<b>1,053,981.39</b>
1550 · Accumulated Depreciation	
1555 · Accum. Depr. - Building	-184,854.21
1560 · Accum. Depr. - Equipment	-311,716.49
1565 · Accum. Depr. - Furn. & Fixt.	-95,720.21
<b>Total 1550 · Accumulated Depreciation</b>	<b>-592,290.91</b>
<b>Total Fixed Assets</b>	<b>461,690.48</b>
<b>Other Assets</b>	
1600.1 · Suspense	8,286.33
1700 · Certificates of Deposit	
1700.01 · Chelsea Financial Accr.Interest	695.28
1700.06 · CD - First Financial Bank-USA	250,000.00
1700.08 · CD - Benton State Bank	99,000.00
1700.10 · CD - JP Morgan Chase Bank	250,000.00
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
1702 · CD - AMEX	235,000.00
1714 · CD - Southern First H. Fisher	2,272.59
<b>Total 1700 · Certificates of Deposit</b>	<b>1,281,967.87</b>

**BMW Car Club of America, Inc.**  
**Balance Sheet**  
As of September 30, 2018

	<u>Sep 30, 18</u>
1999 - FSA funds held at Data Path	1,500.00
<b>Total Other Assets</b>	<u>1,291,754.20</u>
<b>TOTAL ASSETS</b>	<u><u>5,395,829.99</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000.01 - Accounts Payable	307,335.66
<b>Total Accounts Payable</b>	<u>307,335.66</u>
<b>Other Current Liabilities</b>	
2100.01 - Deferred Revenues	
2105.01 - Deferred Membership Dues	3,192,717.75
2110.01 - Deferred Mailing Fees	11,508.27
2115.01 - Deferred Advertising Revenue	
2115.07 - Def. Advertizing Rev. Digital	3,562.50
2115.01 - Deferred Advertising Revenue - Other	<u>5,750.03</u>
<b>Total 2115.01 - Deferred Advertising Revenue</b>	9,312.53
2120 - Deferred sponsorship revenue	17,150.00
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	120.00
2170.08 - Def-Rev BMW of Mobile	2,328.00
2170.09 - Def Rev BMW of Akron	9,198.00
2170.10 - Def Rev Critz BMW	882.00
2170.11 - Def Rev- BMW of Fort Lauderdale	<u>2,772.00</u>
<b>Total 2170 - Deferred Revenues-Dealerships</b>	<u>23,514.00</u>
<b>Total 2100.01 - Deferred Revenues</b>	3,254,202.55
2101 - Payroll Liabilities	
2102 - Accrued Vacation and Comp Time	<u>36,643.96</u>
<b>Total 2101 - Payroll Liabilities</b>	36,643.96
2200 - Payroll Tax Liabilities	
2205 - Withheld Income Taxes	<u>-2,313.01</u>
<b>Total 2200 - Payroll Tax Liabilities</b>	-2,313.01
2201.01 - Sales Tax Payable	83.21
2250 - Raffle Prizes Payable	

**BMW Car Club of America, Inc.**  
**Balance Sheet**  
As of September 30, 2018

	<b>Sep 30, 18</b>
2260 · Unclaimed Raffle Prizes	532,045.00
2250 · Raffle Prizes Payable - Other	<u>-248,450.00</u>
Total 2250 · Raffle Prizes Payable	283,595.00
2280 · Payroll Benefits Withheld	-517.44
2300.01 · Deposits	
2398 · BMW NA Corral Deposits	<u>6,000.00</u>
Total 2300.01 · Deposits	6,000.00
2400 · Accrued Expenses	
2420.01 · Accrued Membership Bucks Pay.	<u>6,690.00</u>
Total 2400 · Accrued Expenses	6,690.00
2601 · FSA Funds Held for Employees	<u>481.03</u>
Total Other Current Liabilities	<u>3,584,865.30</u>
Total Current Liabilities	<u>3,892,200.96</u>
Total Liabilities	3,892,200.96
Equity	
3001 · Opening Bal Equity	1,164,528.76
3900 · Retained Earnings	265,492.61
Net Income	<u>73,607.66</u>
Total Equity	<u>1,503,629.03</u>
TOTAL LIABILITIES & EQUITY	<u><u>5,395,829.99</u></u>

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through September 2018

	Jan - Sep 18	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4000 - Revenues				
4005 - Membership Dues				
4005.00 - Membership Dues	2,083,844.16	2,202,750.00	-118,905.84	94.6%
4005.01 - Promotion Discounts	-7,323.54	-9,000.00	1,676.46	81.37%
4005.96 - Club Race License	43,100.00	18,750.01	24,349.99	229.87%
4005.99 - Discounts (Staff Adjmts)	-8.00	-750.01	742.01	1.07%
Total 4005 - Membership Dues	2,119,612.62	2,211,750.00	-92,137.38	95.83%
4010.07 - First Class & Air Mail Revenue	3,089.58	3,749.99	-660.41	82.39%
4015.07 - Classified Advertising Revenue	11,975.00	9,000.00	2,975.00	133.06%
4020.07 - Commercial Advertising Revenue	509,921.04	525,112.51	-15,191.47	97.11%
4021.07 - Digital Roundel Advertising Rev	34,367.47	52,500.01	-18,132.54	65.46%
4022.07 - Web-site Advert. Revenue	16,122.50	14,999.99	1,122.51	107.48%
4025.07 - Reprints Revenue	1,901.50	2,317.50	-416.00	82.05%
4030.01 - Merchandise Sales				
4030.05 - Oktoberfest Logo Merch Revenue	9,195.78	7,500.01	1,695.77	122.61%
4030.96 - Club Racing Merch Sales	2,734.80	3,749.99	-1,015.19	72.93%
4030.01 - Merchandise Sales - Other	115,999.40	104,999.99	10,999.41	110.48%
Total 4030.01 - Merchandise Sales	127,929.98	116,249.99	11,679.99	110.05%
4035 - Royalty Income				
4035.02 - Medjet Assistance Royalty	533.96	562.50	-28.54	94.93%
4035.03 - Lockton Risk Svcs, Inc Royalty	208.98	5,999.99	-5,791.01	3.48%
4035.05 - Allied Moving Benefits	70.00			
4036.01 - Bentley Books	11.99			
4038.96 - Club Race Logo Mdse.	30.39			
4035 - Royalty Income - Other	16,000.00			
Total 4035 - Royalty Income	16,855.32	6,562.49	10,292.83	256.84%
4040.08 - Net Raffle Income	664,451.22	0.00	664,451.22	100.0%
4045.01 - Registrations				
4045.05 - Oktoberfest Registration	243,488.75	250,000.00	-6,511.25	97.4%
4045.06 - Festorics Registration Income	60,056.45	55,720.10	4,336.35	107.78%
4045.07 - Legends of Autobahn Registration	30,321.70	12,277.50	18,044.20	246.97%
4045.96 - Club Racing Registration	0.00			
4045.01 - Registrations - Other	85,028.63	19,669.53	65,359.10	432.29%
Total 4045.01 - Registrations	418,895.53	337,667.13	81,228.40	124.06%
4050.01 - Sponsorship				
4050.05 - Oktoberfest Sponsorships	142,500.00	150,000.00	-7,500.00	95.0%
4050.06 - Festorics Sponsorship	26,600.00	28,500.00	-1,900.00	93.33%
4050.07 - Legends Sponsorship	63,000.00	67,200.00	-4,200.00	93.75%
4050.96 - Club Racing Sponsorship	72,550.00	68,625.00	3,925.00	105.72%
4050.01 - Sponsorship - Other	28,500.00	65,000.00	-36,500.00	43.85%
Total 4050.01 - Sponsorship	333,150.00	379,325.00	-46,175.00	87.83%
4055.01 - List Rentals	2,000.00	5,999.99	-3,999.99	33.33%
4076.01 - Other Event Revenues	1,000.00			
4090.01 - Other Revenues				
4092 - Administration Services Income	432,011.43	440,933.76	-8,922.33	97.98%
4090.01 - Other Revenues - Other	948.25	750.01	198.24	126.43%
Total 4090.01 - Other Revenues	432,959.68	441,683.77	-8,724.09	98.03%
4095 - SC Sales Tax Income				
4095.00 - SC Sales & Use Tax Discount	13.39			
Total 4095 - SC Sales Tax Income	13.39			
4099.01 - Default Income	195.60			
Total 4000 - Revenues	4,694,440.43	4,106,918.37	587,522.06	114.31%
Total Income	4,694,440.43	4,106,918.37	587,522.06	114.31%
Cost of Goods Sold				
5000.01 - Direct Costs				
5005.00 - Chapter Dues Rebates				
5005.01 - Chapter Dues Rebates Forfeited	-4,296.47			
5005.00 - Chapter Dues Rebates - Other	667,221.70	702,126.57	-34,904.87	95.03%
Total 5005.00 - Chapter Dues Rebates	662,925.23	702,126.57	-39,201.34	94.42%
5010.01 - Cost of Merchandise Sold				
5010.05 - Ofest Logo Cost of Goods Sold	4,949.79	3,749.99	1,199.80	132.0%
5010.96 - Club Racing Cost of Goods Sold	259.69	1,875.01	-1,615.32	13.85%
5010.01 - Cost of Merchandise Sold - Other	69,023.96	52,500.01	16,523.95	131.47%
Total 5010.01 - Cost of Merchandise Sold	74,233.44	58,125.01	16,108.43	127.71%
5016.07 - Roundel Advertising Rep	105,254.20	112,634.43	-7,380.23	93.45%
5020.01 - Credit Card Fees	94,594.28	56,055.86	38,538.42	168.75%
5000.01 - Direct Costs - Other	0.00	15,985.75	-15,985.75	0.0%

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through September 2018

	Jan - Sep 18	Budget	\$ Over Budget	% of Budget
Total 5000.01 - Direct Costs	937,007.15	944,927.62	-7,920.47	99.16%
<b>Total COGS</b>	<b>937,007.15</b>	<b>944,927.62</b>	<b>-7,920.47</b>	<b>99.16%</b>
<b>Gross Profit</b>	<b>3,757,433.28</b>	<b>3,161,990.75</b>	<b>595,442.53</b>	<b>118.83%</b>
<b>Expense</b>				
6005 - Salaries & Wages	787,736.47	819,723.79	-31,987.32	96.1%
6006 - Payroll Taxes	66,495.12	72,504.31	-6,009.19	91.71%
6007 - Employee Fringe Benefits	149,577.39	127,977.16	21,600.23	116.88%
6008 - 401(k) Match	34,493.21	29,377.48	5,115.73	117.41%
6010 - Outside Contractors				
6014.07 - Roundel Staff				
6011.07 - Roundel Editor-in-Chief	96,300.00	98,249.99	-1,949.99	98.02%
6013.07 - Roundel Design	76,730.74	86,580.00	-9,849.26	88.62%
Total 6014.07 - Roundel Staff	173,030.74	184,829.99	-11,799.25	93.62%
6015 - Writers	141,025.00	126,000.00	15,025.00	111.93%
6017 - Computer Services	160,373.84	169,041.78	-8,667.94	94.87%
6018.11 - Web Page Services	6,949.94	11,253.01	-4,303.07	61.76%
6021 - Design-Other	7,731.84			
6010 - Outside Contractors - Other	30,367.66	38,033.00	-7,665.34	79.85%
Total 6010 - Outside Contractors	519,479.02	529,157.78	-9,678.76	98.17%
6025 - Printing				
6025.98 - Elections Printing	13.49			
6025E - Electronic Roundel Publishing	9,216.00	9,216.00	0.00	100.0%
6025 - Printing - Other	564,846.00	559,290.51	5,555.49	100.99%
Total 6025 - Printing	574,075.49	568,506.51	5,568.98	100.98%
6026 - Postage				
6026.01 - Postage-General	-1,581.55	307,405.17	-308,986.72	-0.51%
6026.96 - Club Racing Postage	2,490.34	2,250.00	240.34	110.68%
6026 - Postage - Other	302,099.28			
Total 6026 - Postage	303,008.07	309,655.17	-6,647.10	97.85%
6030 - Telephone/Internet	21,927.04	21,156.48	770.56	103.64%
6035 - Utilities	3,990.69	4,559.76	-569.07	87.52%
6040 - Travel & Entertainment				
6040ME - Travel (Meals & Entertainment)	2,183.73	9,750.01	-7,566.28	22.4%
6041 - Meetings				
6041ME - Meetings (Meals & Ent.)	13,942.64	9,000.00	4,942.64	154.92%
6041 - Meetings - Other	48,278.18	52,500.01	-4,221.83	91.96%
Total 6041 - Meetings	62,220.82	61,500.01	720.81	101.17%
6042.09 - Congresses				
6042.00 - Congresses Set-aside	156.70	0.00	156.70	100.0%
6042ME - Congress (Meals & Ent)	26,740.32	0.00	26,740.32	100.0%
6042.09 - Congresses - Other	112,450.79			
Total 6042.09 - Congresses	139,347.81	0.00	139,347.81	100.0%
6043.01 - RVP Travel				
6043ME - RVP Travel (Meals & Ent.)	75.49	450.00	-374.51	16.78%
6043.01 - RVP Travel - Other	4,473.93	10,800.00	-6,326.07	41.43%
Total 6043.01 - RVP Travel	4,549.42	11,250.00	-6,700.58	40.44%
6046.01 - Employee/Member Goodwill				
6046.02 - Employee Clothing Allowance	1,377.07			
6046ME - Empl/Mbr Goodwill (Meals & Ent)	2,903.80	750.01	2,153.79	387.17%
6046.01 - Employee/Member Goodwill - Other	1,257.60	17,249.99	-15,992.39	7.29%
Total 6046.01 - Employee/Member Goodwill	5,538.47	18,000.00	-12,461.53	30.77%
6048.00 - Chapter Goodwill	10,650.40	7,500.01	3,150.39	142.01%
6049.96 - Tech Steward				
6049ME - Tech Steward (Meals & Ent.)	193.81	1,875.01	-1,681.20	10.34%
6049.96 - Tech Steward - Other	4,182.39	5,625.00	-1,442.61	74.35%
Total 6049.96 - Tech Steward	4,376.20	7,500.01	-3,123.81	58.35%
6052.96 - T&S Steward				
6052ME - T&S Steward (Meals & Ent.)	39.38	1,875.01	-1,835.63	2.1%
6052.96 - T&S Steward - Other	5,818.49	5,625.00	193.49	103.44%
Total 6052.96 - T&S Steward	5,857.87	7,500.01	-1,642.14	78.11%
6053.96 - Race Chairman	0.00	3,749.99	-3,749.99	0.0%
6057.96 - Comp Steward				
6057ME - Comp Steward (Meals & Ent.)	121.93	1,875.01	-1,753.08	6.5%
6057.96 - Comp Steward - Other	5,331.73	5,625.00	-293.27	94.79%
Total 6057.96 - Comp Steward	5,453.66	7,500.01	-2,046.35	72.72%
6061.96 - CR Instructor	1,968.95	3,749.99	-1,781.04	52.51%

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through September 2018

	Jan - Sep 18	Budget	\$ Over Budget	% of Budget
6061ME - CR Instructor Meals	36.03			
6040 - Travel & Entertainment - Other	32,483.77	33,750.00	-1,266.23	96.25%
<b>Total 6040 - Travel &amp; Entertainment</b>	<b>274,667.13</b>	<b>171,750.04</b>	<b>102,917.09</b>	<b>159.92%</b>
6050 - Office Supplies and Expenses	38,234.43	24,690.05	13,544.38	154.86%
6051 - Printed Business Supplies	1,129.13			
6055 - Insurance				
6055.01 - Insurance Chapter Checks	-165,360.04	-142,500.01	-22,860.03	116.04%
6055.02 - Chapter D&O Ins Payments	-0.01	-10,499.99	10,499.98	0.0%
6505.00 - Insurance Rebates	22,015.00	19,499.99	2,515.01	112.9%
6055 - Insurance - Other	134,430.24	133,500.01	930.23	100.7%
<b>Total 6055 - Insurance</b>	<b>-8,914.81</b>	<b>0.00</b>	<b>-8,914.81</b>	<b>100.0%</b>
6059 - Marketing				
6059E - Marketing Events	15,802.02	15,750.00	52.02	100.33%
6059ME - Marketing Meals	2,315.30	750.01	1,565.29	308.7%
6059 - Marketing - Other	54,495.96	32,250.01	22,245.95	168.98%
<b>Total 6059 - Marketing</b>	<b>72,613.28</b>	<b>48,750.02</b>	<b>23,863.26</b>	<b>148.95%</b>
6060 - Computer Software	19,004.62	12,720.01	6,284.61	149.41%
6065 - Training & Education				
6065ME - Training & Education Meals	405.31	750.01	-344.70	54.04%
6065 - Training & Education - Other	10,766.79	29,250.00	-18,483.21	36.81%
<b>Total 6065 - Training &amp; Education</b>	<b>11,172.10</b>	<b>30,000.01</b>	<b>-18,827.91</b>	<b>37.24%</b>
6070 - Dues & Subscriptions	689.00	1,499.99	-810.99	45.93%
6075 - Legal Expenses	21,050.54	14,999.99	6,050.55	140.34%
6076.01 - Accounting Expenses	2,112.99	5,465.46	-3,352.47	38.66%
6080 - Service Contracts	0.00	270.00	-270.00	0.0%
6085 - Occupancy Expenses				
6086 - Real Estate Taxes	0.00	8,591.92	-8,591.92	0.0%
6087 - Building Regime Expenses	5,604.00	5,603.99	0.01	100.0%
6085 - Occupancy Expenses - Other	4,950.00	4,950.00	0.00	100.0%
<b>Total 6085 - Occupancy Expenses</b>	<b>10,554.00</b>	<b>19,145.91</b>	<b>-8,591.91</b>	<b>55.12%</b>
6090.01 - Bank Charges	1,489.12	1,875.01	-385.89	79.42%
6095 - Equipment Leases	11,538.11	13,500.00	-1,961.89	85.47%
6100.01 - RVP Discretionary Funds	1,800.00	7,500.01	-5,700.01	24.0%
6105 - Event Expense				
6105.05 - Event Expense O'Fest	319,227.47	350,000.00	-30,772.53	91.21%
6105.06 - Festorics Event Expense	62,523.80	84,220.10	-21,696.30	74.24%
6105.10 - Festorics Volunteer Event Exp	1,102.75			
6105ME - Event Expense Meals	21,406.25	54,477.50	-33,071.25	39.29%
6106.06 - Legends of the Auto. Event Exp.				
6106.10 - Leg of Auto Volunteer Evnt Exp	2,488.00			
6106.06 - Legends of the Auto. Event Exp. - Other	125,389.02	5,000.00	120,389.02	2,507.78%
<b>Total 6106.06 - Legends of the Auto. Event Exp.</b>	<b>127,877.02</b>	<b>5,000.00</b>	<b>122,877.02</b>	<b>2,557.54%</b>
6106ME - Event Exp-Leg of Autobahn Meals	6,209.50	20,000.00	-13,790.50	31.05%
6105 - Event Expense - Other	117,173.37	38,000.01	79,173.36	308.35%
<b>Total 6105 - Event Expense</b>	<b>655,520.16</b>	<b>551,697.61</b>	<b>103,822.55</b>	<b>118.82%</b>
6110 - Awards				
6110.96 - CR Trophies	3,923.58	3,000.01	923.57	130.79%
6115.96 - CR Sunoco Fuel Certs	1,200.00			
6110 - Awards - Other	5,551.40	5,625.00	-73.60	98.69%
<b>Total 6110 - Awards</b>	<b>10,674.98</b>	<b>8,625.01</b>	<b>2,049.97</b>	<b>123.77%</b>
6205 - Other Expenses	7,131.03	14,250.01	-7,118.98	50.04%
6500 - Chapter Incentives & Rebates				
6515.00 - Dealer Drive Program	0.00	750.01	-750.01	0.0%
6500 - Chapter Incentives & Rebates - Other	0.00	750.01	-750.01	0.0%
<b>Total 6500 - Chapter Incentives &amp; Rebates</b>	<b>0.00</b>	<b>1,500.02</b>	<b>-1,500.02</b>	<b>0.0%</b>
6700 - Charitable Contributions				
6700.00 - Charitable Contr Set-aside	71,653.08	30,000.00	41,653.08	238.84%
6701 - Charitable Contrib-Foundation	0.00	20,000.00	-20,000.00	0.0%
6702 - Foundation Contribution in kind	11,640.00			
<b>Total 6700 - Charitable Contributions</b>	<b>83,293.08</b>	<b>50,000.00</b>	<b>33,293.08</b>	<b>166.59%</b>
6805 - Depreciation Expense	12,433.51	78,718.74	-66,285.23	15.8%
<b>Total Expense</b>	<b>3,686,974.90</b>	<b>3,539,576.33</b>	<b>147,398.57</b>	<b>104.16%</b>
<b>Net Ordinary Income</b>	<b>70,458.38</b>	<b>-377,585.58</b>	<b>448,043.96</b>	<b>-18.66%</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
7000 - Other Income				
7005 - Interest Income	33,911.86	45,000.00	-11,088.14	75.36%
7010 - Dividend Income	1,644.03	1,499.99	144.04	109.6%

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through September 2018

	Jan - Sep 18	Budget	\$ Over Budget	% of Budget
7020 - Gain/Loss on Sale of Asset	-4,190.85			
7030 - Unrealized Gain on Investment	-7,655.43			
<b>Total 7000 - Other Income</b>	<b>23,709.61</b>	<b>46,499.99</b>	<b>-22,790.38</b>	<b>50.99%</b>
<b>Total Other Income</b>	<b>23,709.61</b>	<b>46,499.99</b>	<b>-22,790.38</b>	<b>50.99%</b>
<b>Other Expense</b>				
8000 - Other Expense				
8050 - Federal Income Taxes	12,685.00	5,999.99	6,685.01	211.42%
8060 - State Income Taxes	3,135.00	1,875.01	1,259.99	167.2%
8070 - Licenses and Fees	1,940.33	5,250.01	-3,309.68	36.96%
8000 - Other Expense - Other	2,800.00			
<b>Total 8000 - Other Expense</b>	<b>20,560.33</b>	<b>13,125.01</b>	<b>7,435.32</b>	<b>156.65%</b>
<b>Total Other Expense</b>	<b>20,560.33</b>	<b>13,125.01</b>	<b>7,435.32</b>	<b>156.65%</b>
<b>Net Other Income</b>	<b>3,149.28</b>	<b>33,374.98</b>	<b>-30,225.70</b>	<b>9.44%</b>
<b>Net Income</b>	<b>73,607.66</b>	<b>-344,210.60</b>	<b>417,818.26</b>	<b>-21.38%</b>





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:** October 16, 2018

**Subject:** Secretary Pre-Meeting Report

**Past Travel & Expenses:**

- North Central Regional Meeting & Board Meeting, French Lick, IN  
September 28-October 1, 2018 - \$508.90 (Flight)
- Board Meeting & DEC Congress, Dallas, TX  
November 1-4, 2018 \$313.00 (Flight)

**Planned Travel:**

- Board Meeting, Greenville, SC  
March 22-24, 219 TBD

**Drafts & Finalize Board Minutes:**

September 29, 2018 North Central Region Meeting Minutes  
September 30, 2018 Board Meeting Minutes

Operations Manual Rewrite  
All Regional Meeting Minutes combined

**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:** Oct 19, 2018 (Revised)

**Subject:** North Atlantic RVP Pre-Meeting Report  
Q4 BOD Meeting Dallas DEC Nov 1-4 2018

**Travel & Expenses:**

- Q3 BOD/NC Regional Meeting Indiana Sept 27-30 2018 \$343 (Flight only)
- PVGP Victory Lap Pittsburgh, PA. Oct 24-25 2018 \$345 (Flight only)
- Nittany Bimmers Chapter Meeting/Okttoberfest Carlisle, PA. \$0
- Bimmer Buddies Open house Middletown, PA. (membership recruitment) Oct 13 2018 \$0

**Planned Travel:**

- Q4 BOD/DEC/RPC Meetings Dallas Nov 1-4 2018

**RVP Discretionary Funds:**

- Green Mountain Chapter for OFAST Regional Event \$300

**Newsletter Delinquencies:**

- Mountain State

**Chapter on Probation:**

- Mountain State

**Relevant Notes:**

Sent mass email to North Atlantic Region Chapters Oct 6, 2018 immediately following the Q3 BOD Meeting in Indiana. Included Updates about: Okay to start submitting Charity Matching Funds now, New Go-Live Date for Database, Per member insurance updates. Suggested Regional call after Q4 Board Meeting.

Attended the Victory Lap Celebration with the Allegheny Chapter and PVGP staff in Pittsburgh where it was announced we contributed over \$100k to their charities this year through Ofest/PVGP events 2018.

Assisting several chapters with finding ways to fill empty officer positions.

Assisted White Mountain and Green Mountain Chapters with obtaining info about web hosting for their new websites.

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

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

Continued to assist Tim Beechuk and Darlene Doran with the OPS manual clean-up via internet, emails and phone calls.

**Discussion Topics:**

Celebration of CCA 50 years in New England area 2019?  
RVP travel policies

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 4<sup>th</sup> Quarter 2018 Pre-meeting Report

**Travel:**

Completed Travel:

ITS Buckeye/MidOhio – 8/17-20	\$406.80
French Lick Tour setup – 9/7/18	\$32
NC Regional mtg. – French Lick, IN – 9/28/18	\$27
Board mtg. – French Lick, IN – 9/29/18	with above

Planned Travel:

Board mtg. – Dallas, TX – 11/2/18  
DEC Congress – Dallas, TX – 11/3/18  
Hoosier Chapter mtg. – Indianapolis, IN – 11/7/18

**Other:**

Rework leadership with Bluegrass Chapter officers  
Continued work with chapters to resolve held distributions due to newsletters.  
CCA / Foundation Building discussions  
The occasional Street Survival Event

**Regional Events:**

Regional Chapter Presidents' conference call: 10/17/18

Respectfully,  
Tim Beechuk





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

Jeff Cowan  
Pacific Region VP  
17507 Skyline Blvd  
Woodside, CA 94062  
650.283.4938  
[pacificrvp@bmwcca.org](mailto:pacificrvp@bmwcca.org)

Date: October 19, 2018

Subject: Pacific Region 4th Quarter Pre-Meeting Report, 2018

Travel Completed:

- Pazifik Eskapade, September 21-23, Flight/Car: \$448, Hotel: \$170
- Board meeting, French Lick, Indiana, September 28-30, Flight: \$398
- Roadrunner Chapter, Phoenix, Oct 20-21, Flight: \$220

Planned Travel:

- Board meeting and DEC Conference, Dallas, Nov 2-4, Flight: \$275

Discretionary Funds Requested/Dispersed:

- None

Regional Calls Completed/Upcoming:

- Completed: October 10
- Upcoming: TBA, 2019 Schedule

Chapter Compliance Issues:

- Newsletters: We are giving all chapters a pass while working toward the Regional Newsletter
- Websites offline: Hawaii (they are getting a quote from a developer)
- Website outdated since 2016: Sacramento (LA Chapter's webmaster has volunteered to help them and they have been connected)

Other Updates or New Business:

- Mini committee – Can anyone else 'drive' this forward?
- Pacific Region Newsletter progressing forward with Tyler's help
- Let's discuss chapter communications minimum standards
- I have submitted my candidacy statement for re-election (on time!)







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

Date: Oct 20, 2018

Subject: South Central RVP Pre-Meeting Report  
Q4 National Board Meeting, Dallas, TX Nov 1 - 4, 2018

BMW Car Club of America  
Jeff Gomon  
South Central  
Regional Vice President  
3130 Jasper Ct.  
Lincoln, NE 68516-1635  
402-613-6914  
scrvp@bmwcca.org

**Travel & Expenses:**

- Q3 National Board Meeting/NCR Meeting in French Lick, IN Sept 28-Oct 1, 2018- \$414.00 (Mileage only)
- Regional Event/No Excuses DE & Club Race, Hallett, OK on Oct 11 – 14 - \$731.37 (Mileage & lodging only)

**Planned Travel:**

- Q4 BOD/DEC meetings in Dallas, Nov 1-3, 2018

**RVP Discretionary Funds:**

- \$500 - “No Excuses” Regional DE/Club Race in support of the Great Plains, Kansas City, Lone Star and Sunbelt chapters.

**Newsletter Delinquencies:**

- NONE

**Chapter on Probation:**

- NONE

**Relevant Notes:**

- Continued working with Terry Sayther and the National Office planning and executing 2002 specific events at O’Fest 2018.
- Ongoing conversations with several chapters concerning Regional Newsletter concerns/plans.
- Continued serving as board liaison with BMW CCA Foundation on upcoming 50<sup>th</sup> celebration display “Passion”. Attend weekly conference calls; perform research and data mining tasks. Secured an E39 M5 and 1M for display. Provide feedback to National Board.
- Assisted chapters in ordering BMW CCA branding packages with assigned vendor. Chapters still slow to buy-in.
- Worked with KC Chapter (at Hallett) with ongoing chapter board issues and election concerns (will cover in sensitive session).
- Met with KC, Sunbelt, Lone Star, Great Plains and St. Louis Chapters concerning ongoing efforts for joint chapter/region planning of both 2019 Flat Out Classic and No Excuses Regional events. Lone Star chapter taking lead on No Excuses and Great Plains chapter will likely take over Flat Out Classic in 2019. We secured dates for No Excuses.
- Spoke with New Mexico chapter President concerning filing state Incorporation status. Says they are working with National Office and Lockton Insurance to secure coverage data required for state form. (More conversation to follow at the Q4 Meetings).
- Straightened out newsletter issues with Wasatch chapter who was very late. They are now current.
- Spoke with Sunbelt President. Having trouble keeping newsletter editors. Looking for solutions before potential Regional Newsletter becomes an option. Struggling with filling chapter board member positions.

**Discussion Topics:**

Regional Newsletters - ongoing  
Corporate branding  
Combining Chapter resources

Respectfully submitted,  
Jeff Gomon





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

Date: October 20, 2018

Subject: South Atlantic RVP Pre-Meeting Report  
Q4 BOD & DEC Meeting, Dallas, TX - Nov 1-4, 2018

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

Travel & Expenses:

Q3 National BOD Meeting, French Lick, IN Sept 28 – Oct 1, 2018 - \$387.46  
Sandlapper Chapter Fall Mountain Run – Maggie Valley – Oct 5 – 6 - \$0  
Road Atlanta – Petit Le Mans – Peachtree Chapter Corral – Oct 10 – 14 - \$0  
Met NCC or Dinner during Club Day @ Performance Center – Oct 20<sup>th</sup> - \$0

Planned Travel:

Raffle Drawing in Augusta, GA – October 27 - \$0  
DEC Conference – Dallas – November 1 – 5, 2018 - \$603

RVP Discretionary Funds:

\$500 to Peachtree Chapter to help cover Petit Le Mans Corral Expenses

Newsletter Delinquencies: Working with the chapters on these.

Relevant Notes:

Arranging a Sandlapper & Peachtree member meeting @Taylor BMW in Augusta  
Regional Conference Call – After Dallas DEC & BOD meetings  
Worked with Gulf Coast Chapter to Suspend / Terminate a member  
Emailed chapter reminder for events to Regional Calendar, Newsletter  
delinquencies, submissions for Recognition Committee

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: November 2, Dallas Texas

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

Go live procedures for the new database began at the first of this week and is proceeding in an orderly fashion. We should have access to the new system early next week. Please see report of the Director of IT.

Our plans for a new home and headquarters for BMW CCA has come to fruition. Unfortunately, we fell short of our original plan to join the Foundation at their location. It certainly was not for lack of effort. We had the great good fortune to work with some very good people along the way. Our architectural firm has been incredibly good to us. Three drafts of a new building, in every attempt to bring down construction cost, and to date not one invoice. They are now working with us on a space plan for the renovation of our new space. Four different Contracting firms who treated us fairly and turned in bids on each iteration of our planned building. Sherman Koo, who traveled in from the Bay Area to help us navigate process of design/build.

The Building Committee spent countless hours and not a few sleepless nights wrestling with how we could complete the purchase of land from the Foundation and then absorb the cost of construction and outfitting. The Foundation Trustees were patient and generous in their efforts to help facilitate our plans. There can be little doubt that they would have given us the deal of the century to facilitate our plans. As we all agreed, it would have been unfair to pay the Foundation anything less than market value for the land, nor would the IRS have allowed it. They take a very dim view of parent organizations taking advantage of their charitable associate organizations.

While we will not have our dream building and we will not fulfill our plan of a joint campus with the Foundation – at least for now – we do have a new home and one that will lend itself well to our goal of making Greenville a destination for Club members and our new “club house” a destination for any BMW devotee. The land and lake are going to make a beautiful setting for outdoor events. The spacious center core of the main building will provide the perfect “living room” or gathering spot for members when they are in town. It can also easily be transformed into meeting and event space. With a view of the lake on one side and our new display and store on the other, what right minded BMW enthusiast wouldn’t want their wedding held here? This property provides many advantages that we will exploit for the betterment of the club and provide a source of pride and enjoyment for our membership. One of those advantages includes the secondary building, and the potential of rental income which will be used to offset our ongoing costs of ownership. This purchase was clearly Plan B, but we need not think of it as second best. Indeed, in terms of cost, flexibility and our ongoing success it may be just what the doctor ordered.

What the doctor did not order was October. As we all know the market gave back every bit of gain earned for the year. Inflation is rising, as the cost of goods increase due in part to tariffs. While the slight uptick in the economy and hiring has caused some wage growth, that has been subsumed by inflation. Compounding that the average worker/consumer has yet to feel the bite of inflation. Rather it has bit up the supply chain, and we the consumer have had a period of respite while manufactures ran down their inventory. The window of this respite is fast closing and at exactly same time the normal forecasters are showing signs of a slowing global economy. A standard bellwether to look at when you want to know what’s coming is Caterpillar Corporation. Large, multi-nation, manufacturer of equipment needed in most any phase of construction. They are revising downward growth and revenue. Tariffs. Bad sign. The White House has announced they are prepared to release another round of tariffs on China - \$250B – before the end of the year. Bad Sign. Not long after the holidays the consumer will start paying attention to what they are spending, and at

about that time they will begin to see how the first and second round of tariffs are beginning to impact them. Bad Sign. Beginning in January and ending about April 15<sup>th</sup> many of our high member density areas are going to discover, if they haven't already, that the \$1.2T tax cut will impact them adversely. Anyone living in a state or locality with high property taxes and a mortgage is about to get a tax hike. The cap on their ability to deduct these items will impact their discretionary spending. Bad sign. While a car may always be a necessity in the US. Eating and having a roof over one's head will always take priority. Just as in 2008 many will rediscover the USA in their brand-new Chevrolet. Bad sign.

Perhaps most significant of my bad signs is what is happening at BMW. Tariffs have hit here at home. The price of anything manufactured at Plant Spartanburg, and sold in China, has increased significantly. Bad sign. Why? Because 70% of what is manufactured here is exported overseas. This game of chicken with China is bad enough. If it continues with the E.U. and goes south, so to speak could lead to a significant decline, for BMW, in the value of Plant Spartanburg and the US market overall. Currently, X5 production is ramping up in China as a response to the tariffs. As BMW grows capacity in China Plant Spartanburg has a new and cheaper rival. As we know from the International Council meeting the Company is fascinated with all things Chinese, their relative economic stability, while we recoil around crazy town, makes expansion there look pretty damn good. Bad sign.

For the icing on this cake of doom and gloom let us not forget the \$1.2T unfunded tax cut which adds to the deficit. Bad sign. The overheated real estate market on the west coast where once again buyers are offering over the asking price up front. Bad sign. This is aided by the recent relaxation of Dodd-Frank rules put in place after the last meltdown. Lenders are once again advertising no money down residential loans and "cash flow" loans on income property. Bad sign.

I am not an economic genius or a fortune teller, but it doesn't require an economics degree to get a sense that we are walking a tight rope. We got through the last one because we were able to streamline operations in Greenville and we squeezed every bit of waste and cost out of Roundel to the point where there is nowhere left to cut. If another long-term downturn occurs, we could face a very difficult period in our history. One that will lead to painful cuts and services, which might still not stem the tide. This brings me to my point. We have some very hard decisions to make about operations and how we are going to go about changing. Change, by the way, that perhaps get us on the road to operating like a 21<sup>st</sup> century organization and will help prevent the ship from being swept under.

The time is now. The decisions are yours.

1. Regionalization of Services
2. Regionalization of Activities
3. Regional Directors
4. Modernization of Events
5. Responsiveness to Members
6. End of Fiefdoms
7. Rollout complete by end of first quarter 2019
8. Enactment no later than second quarter of 2019
9. Coordinated promotional/publicity program advocating the superiority of our HPDE programs over Joe's Bait and Driving School for \$99, BMW CCA Club Racing to everyone – including our chapters and the Club and what and who we are to the BMW world
10. Modernize how we bill for insurance.

#### **BMW CCA Media**

Recent conversations with BMW NA have highlighted the need to accelerate our way into expanded media platforms. Unless, we can expand beyond our 70,000-person strong readership of Roundel we will soon be irrelevant in the modern media market. Our electronic presence must expand and do so quickly.

#### **OPERATIONS**

##### **RAFFLE**

Raffle finished at 9 and a partial. A great recovery from last year. Chris is already in discussion with BMW for a special 50<sup>th</sup> anniversary car.

## **OKTOBERFEST 2018**

Our numbers were nearly equal to Monterey 2016 and the Centennial Celebration. It was a wonderful recovery from 2017. Unfortunately, we had another poor showing during the HPDE portion of the event. With only two days of driving schools we averaged about 55% capacity both days. Those numbers reinforce our decision to only have a two-day school. Overall attendance neared 1400 people and 750 BMW's in Schenely Park. The BMW and BMW CCA related donations to the PVGP Charities totaled \$126,500. A new record and one that likely will stand for quite a while

## **OKTOBERFEST 2019**

Plans are well underway for 2019. Ofest will begin Tuesday following Petit Le Mas. A block of rooms has been reserved at Lake Lanier for the race. The host hotel in Greenville will be the Hyatt downtown. Peachtree Chapter is considering a three-day HPDE and Club Race. They have asked if the Club is interested in sponsoring a fourth day. (Thursday)

## **International Council Meeting 2018 and 2019**

Steve and I will attend this year's meeting in Munich. In 2019 BMW CCA will host the Council Meeting in California.

## **OKTOBERFEST 2020**

## **REGIONAL EVENTS**

## **AFFINITY/MEMBER BENEFIT PROGRAMS**

## **NOMINATION FOR "FRIEND OF THE MARQUE"**

Submitted.

## **HPDE INSURANCE 2018**

### **Participant Insurance Program:**

Effective in late-March, Lockton Motorsports entered a new agreement with BMW CCA that will increase our exposure to CCA members and support Oktoberfest. We've moved away from a variable royalty structure to a fixed fee arrangement, which is accounted for in the attached report.

We are in the planning process for some fairly significant changes to our program that should be implemented at the beginning of 2019. There are two primary focuses for the changes: simplifying the purchasing process, and changing the structure to minimize upfront insurance costs (pay as you go) for our most active customers (members that participate in 6+ events per year). As part of this process, we will build a new website on an existing platform that we utilize for a number of our insurance programs. This website platform has proven to be very effective and stable, and we're excited to move our motorsports business to this platform. [We plan to launch this new website by March 1<sup>st</sup>, 2019.](#)

### **Event Liability Insurance Program/Risk Management/Overall Insurance:**

We are in the middle of the policy year, and while there have been incidents, there have been no claims on BMW CCA's insurance policies. From conversations we have had with our underwriters, the last couple years have produced an average amount and value of claims. Based on this, we expect very minimal rate change on BMW CCA's next renewal.

[We are tracking a few recent claims and keeping an eye on the outcome to best serve our clients. The primary claim that has our attention at the moment involved a corner worker fatality at a Track Day held at Laguna Seca earlier this month.](#)

[Finally, we are working with the National staff to implement the necessary insurance coverages to properly protect BMW CCA's new building. This will require regular attention to ensure that we properly cover the new building, add coverage as construction/improvements occur, and then delete coverage as necessary when the staff moves to the new building.](#)

**BMW CCA HPDE  
Insurance Production**

as of 4/18/18

<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
<b>Total</b>	<b>1124</b>	<b>\$7,401.58</b>

<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	3	9.18
Annual / multi-event policies	90	1,927.42
<b>Total</b>	<b>1141</b>	<b>\$ 6,609.92</b>

<b>2018</b>		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-18	7	26.6
Feb-18	4	18.86
Mar-18	89	370.2
Apr-18	118	2,500
May-18	107	2,500
Jun-18	188	2,500
Jul-18	74	2,500
Aug-18	130	2,500
Sep-18	168	2,500
Oct-18	-	0
Nov-18	-	0
Dec-18	-	0
Annual / multi-event policies	61	-
	-	
<b>Total</b>	<b>946</b>	<b>\$15,415.66</b>

**Current breakout of membership by term.**

This data is accurate as of August 31, 2018:

Membership Term	Primary Members	Associate Members	Total
1 Year	35,008	4,033	<b>39,041</b>
2 Years	8,236	1,104	<b>9,340</b>
3 Years	11,141	1,703	<b>12,844</b>
4 Years	401	71	<b>472</b>
5 Years	2,735	476	<b>3,211</b>
Lifetime	910	219	<b>1,129</b>
	<b>58,431</b>	<b>7,606</b>	<b>66,037</b>



**Member Source as of 09-20-2018**

<b>Source</b>	<b>Total</b>	<b>Current</b>	<b>Lapsed</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Dealership	1,007	294	713	120	106	167	55	103
Email	141	30	111	14	59	14	0	2
FAX	25	14	11	0	10	9	4	1
Gift	2,176	741	1,435	363	394	285	296	149
Mail	799	313	486	27	512	148	19	5
Phone	516	167	349	98	175	73	8	5
Renewal	19	9	10	0	6	12	0	0
Street Survival	7,796	1,208	6,588	1,419	1,037	1,277	1,071	516
Trillium Chapter	196	195	1	0	0	0	0	196
Walk-In	171	39	132	42	45	2	13	0
Web-Bimmer Magazine	2,227	980	1,247	275	278	279	276	131
Web-bimmerlife.co	57	42	15	0	0	7	21	29
Web-BMW CCA Website	7,565	3,154	4,411	937	976	1,024	833	689
Web-BMW Center	4,646	1,954	2,692	753	631	959	512	497
Web-BMW Performance Center	1,691	854	837	261	318	313	308	239
Web-BMWBlog.com	450	258	192	44	94	108	58	99
Web-BMWCAR Mag UK by Unity Media	40	16	24	2	1	0	1	0
Web-Car and Driver Magazine	606	288	318	80	64	78	77	68
Web-Classic MotorSports	73	36	37	15	13	10	9	15
Web-CPO Sample Roundel	200	85	115	76	15	9	10	7
Web-Facebook	873	450	423	105	178	166	197	164
Web-GrassRoots Magazine	270	131	139	34	48	43	42	24
Web-Independent Shop/Dealer	1,557	643	914	231	221	304	188	168
Web-Link from Another Website	2,025	863	1,162	273	294	272	235	227
Web-National Aftersales Conference	8	4	4	2	2	2	0	1
Web-Performance BMW Mag UK Unity	12	4	8	1	1	1	0	3
Web-Radio Ad	15	4	11	1	2	4	2	1
Web-Referred by BMW CCA Member	7,044	3,332	3,712	1,234	1,269	1,253	1,041	846
Web-Search Engine	2,874	1,311	1,563	399	479	449	432	413
Web-Sports Car Market Magazine	126	64	62	14	13	12	10	14
Web-Television Ad	13	4	9	3	2	1	1	0
Web-Ultimate Benefits Program	9	9	0	0	0	0	0	9
Web-Word of Mouth	19,624	7,785	11,839	2,225	2,360	2,497	1,921	1721
<b>Totals</b>	<b>64,852</b>	<b>25,281</b>	<b>39,571</b>	<b>9,048</b>	<b>9,603</b>	<b>9,778</b>	<b>7,640</b>	<b>6342</b>

**01/01-09/18/2018**

Since the start of the year 290 members have opted for a 3 or 4-year membership (M Color Badge) and 140 have opted for a 5-year membership (Tribute) in exchange for a promotional BMW CCA grille badge

March 2018 Lapsed Membership Offer YOURCLUB pulled back 202 members.

June 2018 Lapsed Membership Offer TRIBUTE18 pulled back 184 members September 2018 Lapsed Membership Offer COASTERS18 pulled back 81 members

Source	Member Count
Bimmer Magazine	1003
bimmerlife.co	42
BMW CCA Website	3195
BMW Center	1968
BMW Performance Center	856
BMWBlog.com	262
BMWCar Mag UK by Unity Media	16
Car and Driver Magazine	291
Classic MotorSports	37
CPO Sample Roundel	86
Facebook	452
GrassRoots Magazine	130
Independent Shop/Dealer	646
Link from Another Website	865
National Aftersales Conference	4
Performance BMW Mag UK Unity	4
Radio Ad	6
Referred by BMW CCA Member	3370
Search Engine	1319
Sports Car Market Magazine	65
Television Ad	4
Ultimate Benefits Program	9
Word of Mouth	7838



10/30/2018

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

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

## Newsletter Status

North Atlantic	Last Issue	Days
Allegheny	9/24/2018	36
Boston	10/1/2018	29
CT Valley	10/16/2018	14
Delaware Valley	6/28/2018	124
Genesee	9/25/2018	35
Green Mountain	7/21/2018	101
Mountain State	10/26/2018	4
New Jersey	8/31/2018	60
New York	10/8/2018	22
Nittany Bimmers	8/4/2018	87
Patroon	10/4/2018	26
Pinetree	7/21/2018	101
Pocono Mountain	10/11/2018	19
Trillium	6/26/2018	126
White Mountain	7/21/2018	101
today	10/30/2018	

North Central	Last Issue	Days
Badger Bimmers	7/16/2018	106
Bluegrass	10/25/2018	5
Buckeye	8/30/2018	81
Hoosier	8/28/2018	63
Illini	9/20/2018	40
Iowa	8/28/2018	63
Michiana	10/21/2018	9
Motor City	9/11/2018	49
North Star	8/1/2018	90
Northern Ohio	9/11/2018	49
St. Louis	10/7/2018	23
Windy City	8/29/2018	62
today	10/30/2018	

Pacific	Last Issue	Days
Central CA	10/11/2018	20
Golden Gate	2/18/2018	254
Hawaii	7/16/2018	106
Inland Empire	1/22/2018	281
Los Angeles	4/19/2018	194
Oregon	3/12/2018	232
Puget Sound	9/25/2018	35
-	-	-
Roadrunner	8/1/2018	90
Sacramento	5/23/2018	160
San Diego	9/14/2018	46
Sierra	10/23/2018	7
Sin City	4/30/2018	183
Sonora	3/23/2018	221
today	10/30/2018	

South Atlantic	Last Issue	Days
Bayou	9/22/2018	38
Blue Ridge	6/5/2018	147
Choo-Choo	3/8/2018	236
Everglades	9/5/2018	55
First Coast	4/14/2018	199
Gulf Coast	9/25/2018	35
Heart of Dixie	9/27/2018	33
National Capital	9/1/2018	59
Old Hickory	10/23/2018	7
Peachtree	10/23/2018	7
Puerto Rico	4/2/2018	211
River City	5/4/2018	179
Sandlapper	10/5/2018	25
Smoky Mtn	9/29/2018	31
Suncoast	8/7/2018	84
Sunshine	7/16/2018	106
Tarheel	10/5/2018	25
Tidewater	9/19/2018	41
today	10/30/2018	

South Central	Last Issue	Days
Houston	9/18/2018	43
Kansas City	7/31/2018	91
Lone Star	10/8/2018	22
Great Plains	8/29/2018	62
New Mexico	10/7/2018	23
Rocky Mountain	7/30/2018	92
Sunbelt	8/6/2018	85
Tejas	9/14/2018	46
Wasatch	9/17/2018	43
today	10/30/2018	

Non-Geo	Last Issue	Days
E31	10/21/2018	10
E30	6/22/2018	131
today	10/30/2018	





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

## **Recognition Program Committee Report**

BMW CCA Board Meeting, Dallas, 3 November 2018

### ***Committee Positions Filled***

All positions are now filled and in accordance with prior practice each member has been allocated an RVP with whom they will work to promote the program and encourage nominations and facilitate presentations to successful nominees.

Ian Branston (Chair)

Will work with Lou Ann Shirk (North Atlantic) and act as liaison with the National Office as and when required.

Leslie Moyer

Will continue to work with Dwayne Mosley (South Atlantic)

ML Hilliard

Will work with Tim Beechuk (North Central)

Joe Vernon

Will work with Jeff Cowan (Pacific)

Leann Stokes

Will work with Jeff Gorman South Central)

### ***Role of the Committee***

The overall role of the Committee is to promote and manage the recognition program and make recommendations to the Board. Final decisions are at the Board's discretion.

## ***Dallas Meeting of the Committee***

This meeting will be the first opportunity for the Committee to meet in person. It is expected future meetings will be conducted via telephone conferences.

The agenda for the meeting includes:

- Clarification of the role of the Committee
- Reviewing, and as required, updating current written content (Ops Manual, CCA website and promotional brochure). Some of the current content is either incomplete, outdated or does not reflect current practice.
- Establishing working roles for committee members, including promotion of the program and post decision processes (distribution and presentation of awards)
- Reviewing the selection process from nomination to final recommendations.

## ***Nominations Received to Date***

As of 26 October a total of 7 nominations have been lodged. Chapter Volunteer 3, Chapter Officer 1, Independent Business 1 and BMW Center 2.

I will provide an oral update to the Board at the meeting.

Ian Branston  
Chair, Recognition Committee  
26 October 2018



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

### ***CAR OF YOUR DREAMS RAFFLE 2018***

This year's raffle has officially come to a close. Thanks to the incredible support of our members, we sold nearly 48,000 tickets, which makes the 2018 raffle one of the most successful to date.

2013	2014	2015	2016	2017	2018
45407	41227	48790	48024	42523	47987

Ticket sales came within 37 tickets of 2016 and 803 of the all-time record in 2015. This is significant because we did it with less members and without a limited-production BMW or a modified 1 of 1 car.

Thank you to these sponsors who donated prizes for the special and flash drawings along the way.

Michelin – Tire Certificates  
Microbead Car Covers - \$700 Prize Package  
Yokohama – Tire Certificates  
Pirelli – Tire Certificates  
Shell - \$1,000 in Gift Cards  
Griot's Garage - \$500 Gift Card  
Dinan - \$1,000 Gift Certificate

### ***PLANS FOR NEXT YEAR'S CAR OF YOUR DREAM'S RAFFLE***

Yes, we are already thinking about next year's raffle and brainstorming ideas for some exceptional prizes to celebrate the anniversary year. I've had conversations with Dinan and they are interested in producing another 1 of 1 Dinan Club Edition car. The last one in 2015 was the most popular raffle car we've ever had and the most successful raffle to date. In 2015, the Dinan team did an exceptional job of building the car, producing a series of stunning videos, and helping us promote the raffle. They were fantastic partners and this is why it would be exciting to do it again in 2019.

#### Throwback Raffle Car

I would like to discuss the idea of offering a stunning raffle car that pays tribute to the 50-year-history of the club in the form of a fully-restored 1969 2002, and of course, complete with a no-space BMWCCA grille badge. If it would be possible to partner with a restoration company, or find a pristine 2002 that

had been recently restored, we could have a very attractive raffle prize. We could tell the story of the car in a series of videos distributed through all of our communication channels and via a *Roundel* cover story. I think a prize like this is appropriate for our anniversary year and would really excite many longtime members of the club.

Overall, if we are able secure a 1 of 1 Club Edition car from BMW NA, build another Dinan Club Edition BMW, and offer a 1969 2002, I think we would have the “ultimate dream” lineup of cars for the 2019 raffle.

## ***NATIONAL EVENTS SPONSORSHIP***

There is a lot of interest from current and potential sponsors who want to be part of next year’s O’Fest and create special promotions around the anniversary. Not only is it a special year, but the location is a big draw, too, with plans to use the Performance Center, BMW Plant Spartanburg, Michelin’s Headquarters, and the new national office campus.

Below is the complete list of our amazing sponsors for each of our national events in 2018.

### 49<sup>th</sup> Annual BMW CCA Oktoberfest Presented By Michelin

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  
Yokohama Two-Day HPDE and Friday night dinner at Grand Concourse  
Pirelli Dinner at the Carnegie Science Center and Concourse  
Tire Rack Autocross  
Lockton HPDE Insurance Trackside Lunch  
Dinan Vendor Reception  
Griot’s Garage Car Wash Area and Car Care Clinics  
Coco Mats 2002 Corral  
MicroBead Car Covers Hydration Sponsor  
BMW Performance Driving School Two-Day M School Giveaway  
Forgeline Numbers  
2002 AD Concours Trophy Class Sponsor

### Legends Of The Autobahn Presented By Michelin

Michelin  
Shell V-Power NiTRO+ Premium Gasoline  
BMW NA  
BMW Classic  
Griot’s Garage  
XPEL  
Hagerty  
Bring A Trailer



La Jolla Independent  
Sports Car Market  
Vintage Autobahn  
Camisasca Automotive Manufacturing  
Tito's Vodka  
Templeton Rye  
Young's Market Company

#### Trophy Sponsors

BMW CCA Central California Chapter  
Best BMW - The Werk Shop  
People's Choice - BMW CCA Golden Gate Chapter  
Super Clean Class - BMW CCA San Diego Chapter  
Clean Class - BMW CCA Los Angeles Chapter  
Concours Class - Ireland Engineering  
2002 Class - 2002AD  
Coupe Class - La Jolla Independent  
M Class - Bill Arnold Independent BMW Repair  
Vintage Class - SoCal Vintage BMW  
Preservation Class - BMW CCA Los Angeles Chapter  
Tuner Class - Garage Welt - AN&D Studios

#### Festorics Corral And Hospitality Presented By Michelin

Michelin presenting sponsor  
BMW NA  
BMW Performance Driving School  
Cool Carbon  
Blue Moon Brewing

### ***EXTEND YOUR MEMBERSHIP FALL 2018 PROMOTION***

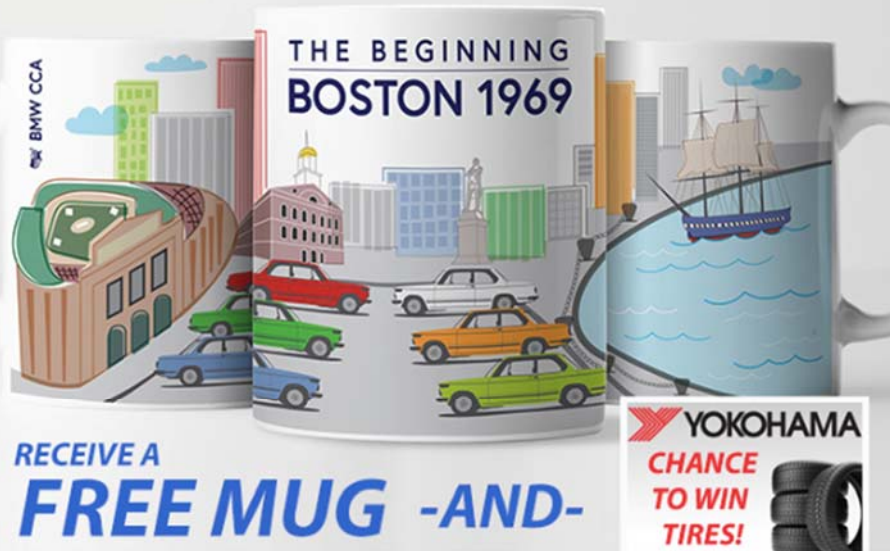
The below offer was made available to members of the club from October 17-19. We heard from so many enthusiastic members that wanted another opportunity to get the 50th anniversary mug, so we made it available via this special membership promotion.

#### Promo Copy

Extend your existing BMW CCA membership for an additional three years between now and Friday, October 19, at 11:59 PM EDT, and you'll receive one of the exclusive 50th anniversary coffee mugs. Extend your membership for five years and you'll receive two 50th anniversary mugs! And, that's not all! You'll also be entered into a drawing for a chance to win a new set of tires from Yokohama. You will receive one entry to win the tires for each year you extend your membership: three chances with a three-year membership, and five with a five-year.

Lifetime members are also eligible when purchasing a three- or five-year gift membership.

**3 DAYS ONLY!**  
**EXTEND YOUR MEMBERSHIP**



**Extend your membership by three years and  
receive a FREE 50th Anniversary Coffee  
Mug! Five years? Receive two mugs!**

***SNEAK PREVIEW OF NEW MERCHANDISE HITTING THE STORE SOON!***

Vintage Roundel Magazine Tee

Perhaps the first in a very long time, or possibly the first-ever *Roundel* tee will be produced and offered via the BMW CCA store. This vintage tee inspired by an early 70's *Roundel* cover, features the throwback logo for both *Roundel* and the club. It's a nod to the club's 50<sup>th</sup> anniversary and the incredible role that *Roundel* has played in bringing the club to where it is today. Avid readers are sure to love the new shirt and the first opportunity to buy *Roundel* merchandise!

Front Chest Artwork

*Blau Mit Weiß*  
**ROUNDEL**

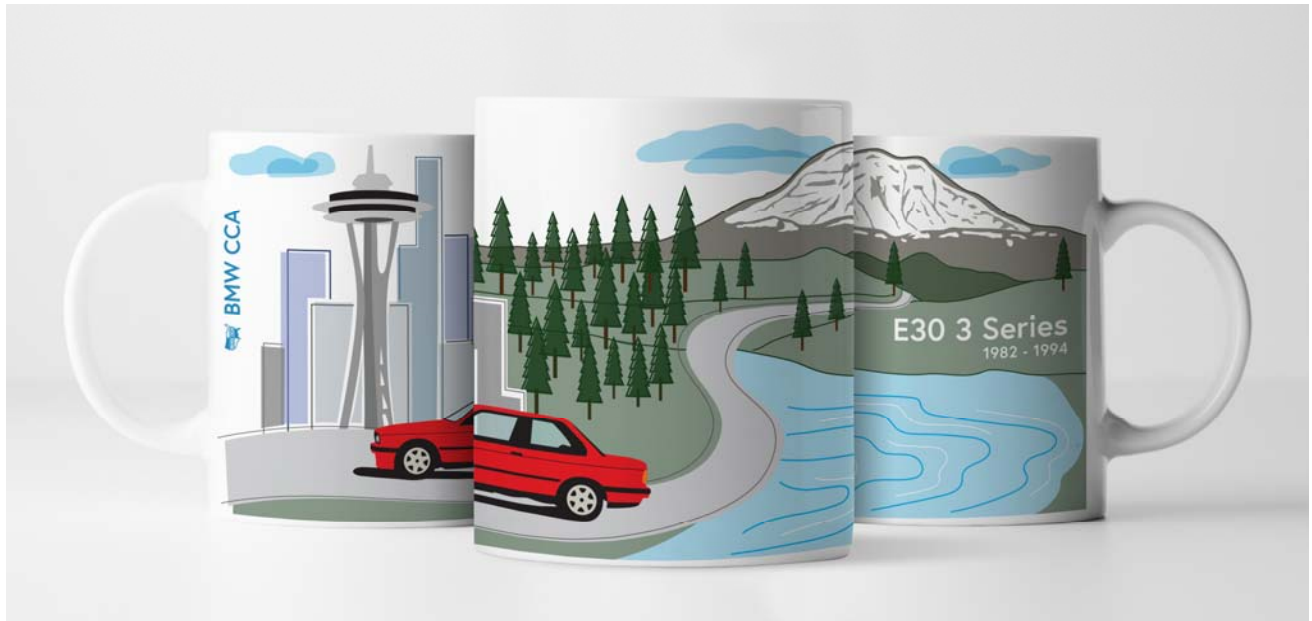


Sleeve Artwork



#### Pacific Northwest E30 Coffee Mug

The first collector's coffee mug, featuring the 2002, and limited to 200 units sold out in record time. The second mug "The Beginning, Boston 1969" only available via special promotions, has generated over 400 "sales" so far and climbing. Below, is our third mug in the series. This one features an E30 navigating a Pacific Northwest setting and will be limited to 200 units. Look for more mug designs soon as they have been the most popular item in the store this year.



### South Carolina “Home” of BMW and BMW CCA Tees

Concept and idea by Lindsey and Heather, the SC series of tees celebrate the fact that South Carolina is home for both BMW and the BMW CCA. The design is well timed as our 50<sup>th</sup> annual gathering is set to take place in Greenville.



### ***UPCOMING HOLIDAY GIFT MEMBERSHIP PROMOTION***

Yes, it's time for the holidays and special holiday promotions already! Members who purchase a gift membership from late November through December 31, will receive a FREE Christmas ornament featuring a festive 2002 totting a tree! This is our fourth such ornament as the promotion has been gaining in popularity and members look forward to the new release each year.



## **QUARTERLY AND MONTHLY MEMBERSHIP DRIVE WINNERS**

This year's BMW CCA membership drive is bigger and better than ever, with more ways to win and more prizes! For 2018, we've added monthly and quarterly competitions with some very attractive prizes, including a member profile in *Roundel* magazine, free one-year membership renewals, CCA merchandise credits, and more!

### **Monthly Winners**

January: Quenton Smith, Michiana Chapter, 5 referrals

February: John Stuckey, 2 referrals

March: Stephen Kozlowski, Connecticut Valley Chapter, 3 referrals

April: Quenton Smith, Michiana Chapter, 5 referrals

May: John Morgan, Badger Bimmers, 5 referrals

June: David Ortoli, Connecticut Valley Chapter, 10 referrals

July: Robert Martin, Patroon Chapter, 8 referrals

August: Barbara Adams, Windy City Chapter, 7 referrals

### **Quarterly Winners**

Q1: Quenton Smith, Michiana Chapter, 9 referrals

Q2: John Morgan, Badger Bimmers, 10 referrals

Chris Hennecy

Director of Marketing





BMW Car Club of America  
640 South Main St, Ste 201  
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Tel 864-250-0022  
Fax 864-250-0038  
bmwcca.org

Re: November 2018 Board Meeting

## IT Update

### AssociationAnywhere Implementation

The BMW CCA IT Staff have been buried with tasks related to go-live. We began the process on Sunday, October 28, and as of Wednesday, October 31 we are finishing up the numerous tasks to bring the new system online. We encountered difficulty with membership conversion, and Chase Paymentech. The latter has been resolved, and we're still working on resolving all the membership records to ensure all data was successfully converted. In total, 4.7 million records of data were transferred from GoMembers to AssociationAnywhere.

I apologize that the rest of this report is significantly shorter than usual. However, with the go-live activities I am unable to spend enough time on this report to make it as complete as usual.

### Chapter Electronic Newsletters and MagnetMail

The following 34 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.

Allegheny Chapter  
Bayou Chapter  
Buckeye Chapter  
Central California Chapter  
Connecticut Valley  
Chapter  
E31 Chapter  
Everglades Chapter

Florida Suncoast Chapter  
Golden Gate Chapter  
Green Mountain Chapter  
Hawaii Chapter  
Heart of Dixie Chapter  
Inland Empire Chapter  
Iowa Chapter  
Kansas City BMW Club

Lone Star Chapter  
Mountain State Chapter  
New York Chapter  
Nittany Bimmers Chapter  
North Star Chapter  
Northern Ohio Chapter  
Oregon Chapter  
Patroon Chapter

Pine Tree Chapter  
Pocono Mountain Chapter  
River City Bimmers  
Roadrunner Chapter  
Sandlapper Chapter

Sierra Chapter  
Sunbelt Chapter  
Sunshine Bimmers  
Chapter  
Tarheel Chapter

Wasatch Chapter  
White Mountain Chapter

There are 17 chapters with MagnetMail accounts:

Bayou Chapter  
Buckeye Chapter  
Central California Chapter  
Choo-Choo Bimmers Chapter  
Green Mountain Chapter  
Lone Star Chapter

Michiana Chapter  
New Jersey Chapter  
Oregon Chapter  
Puget Sound Chapter  
River City Bimmers  
Smoky Mountain Chapter

St Louis BMW Club  
Sunbelt Chapter  
Sunshine Bimmers Chapter  
Tarheel Chapter  
Tidewater Chapter

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Stephen Elliott". The signature is fluid and cursive, with the first name "Stephen" written in a larger, more prominent script than the last name "Elliott".

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

October 2018  
Report of the Creative Director

Since my report last month, we have continued soliciting quotes for *Roundel* print and mailing, received new Dealer and membership outreach materials, completed the 2018 Car of Your Dreams Raffle, continued promoting the new 3-year Membership Reward Rebate eligibility, begun the process of upgrading our online store and merchandise advertising, and continue to work with AandD Studios for the first edition of the Regional Newsletter for the Pacific.

### ***Roundel***

Concerns continue to be ad revenue and insuring that Quad issues are resolved as we move into the more formal bidding process with competing print houses.

Quad: We continue to follow up with Quad regarding the polybagging and other issues. Quad has moved all of our Last Issue notice recipients to their West Allis facility where *Roundel* is actually printed (not Waseca, as mentioned in my last report. Waseca is where our former printer, Brown Printing, was located before being acquired by Quad).

Contract: Our contract with Quad is expiring. We continue to work with other printers to make sure they have enough information to make a competitive quote, while protecting our operational information. As expected, competitors are finding it difficult to compete with Quad's price for mailing. However, given that the most egregious issues we've had with Quad have been in their mailing service (including the significant 4,800 issues that had the raffle insert backwards, potentially interesting the USPS, as well as the Last Issue errors that plagued us two months ago), we were glad to see that the printers are working to reduce their production costs in their quotes to help negate the savings Quad's mailings provide.

### **Events**

We are actively pursuing quotes from custom canopy vendors, given the service and order issues we've seen increase with Impact Canopy. Currently, we're working with Extreme Canopy to develop a near identical set of chapter-branded bundles to offer at a similar price.

### **Regional Newsletter**

We continue to work with Tyler Gallo of AandD Studios to develop the first of the quarterly newsletters, "Heritage." To assist in helping Heritage be more easily recognized as a BMW CCA production, I've provided assets, branding standards, and a sample layout file that should assist, as well as offering direct design assistance if desired. I definitely understand the challenges involved and will readily assist their team as needed.

## Raffle

Is done. For now.

## Merchandise

We've created new graphics, sliders, and elements for the launch version of the new online store. Category and featured items imagery has been created to get things rolling. Once we launch and have more data about how users are interacting with the site, we'll update and adjust the imagery as needed for ease of use and to reflect the new merchandise style we're developing.

David Rose and Nick Parente are working on "lifestyle" shots that show merchandise integrated in day-to-day life. These should allow us to showcase how BMW CCA swag can accent members' daily life and promote their enthusiasm.

On my end, I'm refining our macro-photography (close-up photography) of our items, as well as utilizing more of a studio-style approach to items like our new ICE-Watch BMW Motorsport Steel watches, our grille badges, and other small items.

To that end, I requested \$1,250 to purchase an in-house camera, lenses and needed equipment. Currently, my personal gear has served, but we'll need that capability in-house moving forward. I'm researching the best bang-for-the-buck solution that will serve for the next two to three years.

Combining the new photography styles and a simplified BMW-esque ad style should let us raise the game a bit for our merchandise marketing. I've included the first couple of ads we are using.



**GERMAN CARS.  
AMERICAN ACCENTS.**

Add some American flair to your Ultimate Driving Machine lifestyle with BMW Car Club of America gear. Available for purchase by members only, these items show your enthusiasm for being part of the world's largest BMW enthusiast club. From accents for your car to apparel for your closet, BMW CCA swag gives you plenty of choices to show your love for BMW. Visit [bmwcca.org/shop](http://bmwcca.org/shop) today to find your style!

[BMWCCA.ORG/SHOP](http://BMWCCA.ORG/SHOP)



**ENTHUSIASM  
WITH STYLE.  
FOR A LIMITED TIME.**

Get the perfect stylish gift for yourself or another BMW enthusiast with these official BMW Motorsport Steel Collection watches from the BMW Car Club of America.

Available for a limited time and quantity, these high-quality stainless steel watches are available in three styles. Each style includes leather straps with carbon fiber, uni-directional rotating stainless steel elapsed time bezels, Miyota quartz movements, scratch-resistant crystals, date dials, water resistance to 300 meters, and a two-year warranty from manufacturer ICE-Watch.

Model	Price
BMW Motorsport Steel Collection Watch	\$89.99
BMW Motorsport Steel Collection Chronograph	\$99.99
BMW Motorsport Steel Collection Chronograph	\$99.99

**ORDER TODAY AT [BMWCCA.ORG/SHOP](http://BMWCCA.ORG/SHOP)**

## **Watches**

We have received the ICE-Watch BMW Motorsport Steel Collection watches in the office and begun aggressively marketing them online with custom imagery and an approved, BMW CCA branded video (we added our logo throughout and our information at the end of a studio-quality video ICE-Watch provided). The watches appear to be selling at a steady pace, which we expect to increase once the print ads hit and holiday shopping season begins.

One wrinkle is that Jomashop.com, an online watch discounter, appears to have quite a few of these as well. I purchased some over a year ago through them. For pricing, they are our primary competition and can undercut us at times. But overall, our prices are excellent for these watches and I believe any purchasers will be pleased with the quality (and two-year ICE-Watch supported warranty).

I still hold out hope that we will see sales reach a point where we feel comfortable committing to a second order. Given that the availability to purchase these ends with ICE-Watch's BMW Motorsport license at the end of the year, it's a great opportunity if the sales numbers support it. We definitely can't offer a custom-made watch of this quality at this price on our own.

## **New Office**

We are developing plans for how the new office will be utilized. Having lighting-controlled areas for design and photography are the highest priorities on my list. Luckily, few others want rooms without windows (especially given the scenic views available at the new location).

## **Internal Public Relations**

The purchase of the new office represents a very significant event for the Club. For many long-time club members, it's purchase will come as something of a surprise and spur many questions. As I mentioned in an email, questions of cost, reasoning, benefit and use will feature prominently in the coming weeks. We will implement a communications plan to facilitate answering those questions in a consistent manner that satisfies members' concerns as thoroughly as possible.

Thank You!

W. Len Rayburn

BMW CCA Creative Director





## **BMW CCA Club Racing**

640 S Main St. Suite 201  
Greenville, SC 29601  
864-250-0022

BMW CCA Club Racing  
Gary Davis  
National Chairman  
18159 Meridian Rd.  
Grosse Ile, MI 48138  
734-308-7299  
[alpheusmd@hotmail.com](mailto:alpheusmd@hotmail.com)  
[chairman@bmwccaclubracing.com](mailto:chairman@bmwccaclubracing.com)

October 25, 2018

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

**Subject:** Club Racing Chairman's Pre-Meeting Report for the November 2<sup>nd</sup>, 2018 Board Meeting

**Planned Travel:**

November 2-4, 2019	Dallas, TX; Board of Director and Steward Workshop.
December 5-7, 2019	Indianapolis, IN; Performance Racing Industry National Convention to meet with Club Racing sponsors.

**Appeals and Protests:**

One pending from Watkins Glen race to be heard this weekend.

**New Business:**

- 2019 BMW CCA Club Racing Budget submitted to the BMW CCA Board of Directors.
- 2019 BMW CCA Club Racing schedule is progressing.

Respectfully submitted,

Gary Davis  
National Chairman  
BMW CCA Club Racing





## BMW CCA Club Racing

640 S Main St. Suite 201  
Greenville, SC 29601  
864-250-0022

### 2019 BMW CCA CLUB RACING BUDGET

#### INCOME

Race Licensing	49,000.00
Merchandise Sales	3,800.00
Sponsorship	94,000.00
Other	<u>1,000.00</u>
	147,800.00

#### EXPENSES

Administrative- Salary	31,540.00
Payroll Tax	2,300.00
401K Match	1,500.00
Web Services	6,000.00
Postage	7,000.00
Printing	6,500.00
Office Supplies	4,000.00
Dues	600.00
Chapter Support (insurance, etc.)	3,000.00
Event Expense (social events, etc.)	5,000.00
CRS Advertising/ Promotion	6,000.00
Depreciation	2,000.00
Trophies/ Awards	6,000.00
Travel/ Entertainment	
Steward Meeting	24,000.00
Tech Travel	12,000.00
T&S Travel	12,000.00
Comp Travel	11,000.00
CRS Travel	<u>2,500.00</u>
	142,440.00

Gary Davis  
National Chairman  
BMW CCA Club Racing





