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

In this edition of News From National, we'll cover chapter administration-form deadlines, take an inside look at Club marketing, share links to the latest Oktoberfest marketing materials, and touch on many other important topics.

Meeting Dates

BMW CCA Board and Annual Meeting
 March 16-17, 2013
 Location: Grove Park Inn, Asheville, NC

Chapter Form Deadlines

Chapter Administration—**DUE MARCH 15**

This form is MANDATORY and MUST be submitted each year to the National office by March 15. Please list all officers and chairs, even if there are no changes from last year. Remember, any time there is an update to your chapter, this form must be updated—but you only have to submit the changes.

Chapter Financial Statements—**DUE MARCH 31**

This form is no longer a PDF file; it is now a module on the National website. You can access it by visiting www.bmwcca.org/chap_fin_stmt.

Chapter Admin Forms - Available only to those listed as your chapter's board, and you must be logged in.

IRS Filing Requirements

Please note that ALL Chapters are required to submit a tax return to the IRS! If any questions arise, please feel free to contact Lindsey Jefferson (ljefferson@bmwcca.org or 864-438-0961) at the National Office.

[Filing Requirements Document](#)

2012 Charity Matching Funds Program Application—**DUE APRIL 15**

BMW CCA chapters that conducted charitable or public-service activities in 2012 may request matching funds in 2013. Please note that eligible activities include not only fund-raising events, but other activities in which the chapter provided service

involvement and assistance to a worthwhile cause or community activity.

This packet contains the application form and instructions. Please limit your submissions to the information on the application form. Applications must be received at the BMW CCA National Office no later than April 15, 2013. They will be checked for completeness.

[Charity Matching Funds Application | 2011 Results](#)

New *Roundel* Magazine App on the iPad

The long-awaited app has officially launched in the Apple iTunes app store, and it's loaded with each available issue from 2013. (Yes, development is already underway for an Android version—and we plan to add back issues to both versions of the application.) The app is available to anyone with an iPad and contains the sample issue of *Roundel*, available for free download. This gives potential members a preview of one of our biggest member benefits. To access monthly *Roundel* Magazine issues, you must be a Club member with current login credentials. To learn more about the iPad app, visit the link below.

[Roundel Magazine iPad App](#)

BMW CCA Marketing and New-Member Recruitment

At the National Office, we are constantly thinking of ways to improve membership-retention numbers, recruit new members, and entice lapsed members back to the Club through various marketing initiatives. We thought it might be neat to share some insight into all the things we have going on in the marketing department at the National Office.

Website Traffic

Like many other organizations, one of our biggest recruitment tools is our website. Since July of last year we have experienced a significant growth in traffic at bmwcca.org in comparison to the previous year. This is due largely in part to our improved online marketing efforts, in combination with constantly changing content on the website. The popularity of *Roundel* Weekly and the increasing social-media fan base on Facebook has been a major boost as well. Each Tuesday, when *Roundel* Weekly is released, there is a huge spike in traffic because of the embedded links back to our website. *Roundel* Weekly continues to average a 35% open rate and 8% click-through-rate, which is very high for a weekly e-mail newsletter. Club members have embraced RW, and as a result are more informed and connected than ever.

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

	2011	2012	% Change
July	30,165	59,884	+98.5%
Aug	27,681	39,788	+43.7%
Sept	33,276	39,768	+19.5%
Oct	27,929	32,545	+16.5%
Nov	28,848	31,806	+10.2%
	2012	2013	%Change

Jan	41,362	47,850	+15.68%
Feb	41,999	55,512	+32.17%

Here is how the referring traffic stacks up for 2012 (top 5 only):

1. facebook.com: 9,378
2. bmwusa.com: 8,036
3. bimmerfest.com: 3,007
4. m.facebook.com (mobile site): 2,794
5. forum.nccbmwcca.org: 2,538

Social Media

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

[Facebook](#) | [Twitter](#) | [Linked In](#)

Print and Online Advertising Buys for 2013

In our efforts to attract new members, we have carefully selected a new mix of online and print advertising for the first half of 2013.

Print Publications

Bimmer: ½ page ad, 6-month buy from January through June
 BMW Car: ½ page ad, 6-month buy from January through June
 BMW Performance: ½ page ad, 6-month buy from January through June
 Sports Car Market: ½ page ad in select upcoming issues
 Grassroots Motorsports: ½ page ad in select upcoming issues
 Classic Motorsports: ½ page ad in select upcoming issues

Online Advertising

BMWBlog.com: rotating banner ad, Facebook and Twitter posts, and editorial coverage

Bimmerfest.com: site sponsor

Facebook ads: will target fans of BMW related pages to increase our fan base

Google Adwords: banner ads will be placed across a network of BMW-related websites

Magnet Mail emails: Our email program which allows us to send custom emails to members regarding upcoming events, the raffle, promotions, merchandise, etc.

Member Benefits and Discounts

In order to add value to our Club membership and attract new members, we maintain an extensive list of member benefits and discounts. Two of the biggest benefits of membership continue to be *Roundel* Magazine and the Membership Reward Rebate Program. *Roundel* Magazine is a huge undertaking every month in order to deliver over 120 pages of interesting and informative content, all in an attractive format. Creative director Len Rayburn and editor Satch Carlson work tirelessly to ensure that we have absolutely the best car-club magazine in the world!

In addition to our long list of exclusive Club benefits, we work with Club sponsors and partners to establish members-only discounts. The savings experienced by members who take advantage of these discounts pay for the cost of membership in no time! Some of our most popular discounts include 15% off BMW Performance Center Driving Schools, 25% off all online purchases at wagnerbmwpartsstore.com, an InterContinental Hotel Group discount, and 15% off Brooks Brothers Clothing.

[Member Benefits](#)

Lapsed Member Email Blasts

Throughout 2012, we conducted a series of lapsed-member e-mail campaigns, which enticed former members to rejoin the Club with a special gift and/or discount. Below are the results of each campaign.

First-Quarter 2012 March Madness Promotion: Our March Madness lapsed member promotion recaptured 324 members:

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

Second-Quarter 2012 Membership Promotion: Our June 2012 lapsed membership promotion was titled Race2Save and recaptured 229 lapsed members:

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

Third- and Fourth-Quarter Membership Promotion

In the last three months of 2012, we conducted two lapsed-member e-mail campaigns with a special offer from BimmerWorld. James Clay at BimmerWorld stepped up big time in support of the Club and provided \$20 gift cards to everyone who rejoined during the October campaign, and BimmerWorld shirts for everyone who rejoined during the December campaign. Overall, we reinstated 449 former Club members in the third and fourth quarter:

1YR Members: 361
2YR Members: 58
3YR Members: 24
4YR Members: 1
5YR Members: 5

First-Quarter 2013 Membership Promotion

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

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

Free Grille Badge with Three-Year Renewal Promo

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

Annual Membership Drive

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

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

[Full Details on Membership Drive](#)

Event Recruitment

Several members of the National Office travel to events throughout the year for the purpose of recruiting new members, selling merchandise, providing event support to the local chapter, and supporting national sponsor efforts. Some of these events include Bimmerfest, the Pittsburgh Vintage Grand Prix, Legends Of The Autobahn, and the BMW Festorics at Monterey. In 2012, we were able to add 67 new members to the Club at PVGP and 29 members at Legends Of The Autobahn.

Club Sponsorships

In an effort to provide first-class events for our members with affordable ticket prices, we sell event sponsorships to major corporations. This year we have signed deals with BMW NA, Michelin, Bridgestone, Spaten, Liberty Mutual, Dinan, Able Closures, BMW of El Cajon, the BMW Performance Center, Odometer Gears, and many others. With the sponsorship money, we are able to organize events like Oktoberfest that have tremendous costs, yet still make event pricing affordable for our members. These great events not only provide entertainment and enjoyment for current members, but also entice new members to join the Club.

BMW Performance-Center Partnership

We have enjoyed a great marketing partnership with the BMW Performance Center for a long time, and this year we have even bigger plans. The Performance Center is working with us to recruit new members via their e-mail marketing list. Most recently, the Performance Center sent an e-mail featuring our BMW CCA members-only trips, which included a link and special offer to join the Club. From the first e-mail alone, we gained 47 new members. In addition, the Performance Center is including a BMW CCA brochure in every gift bag, and instructors are

actively promoting Club membership to school attendees.

Special Issue *Roundel* Magazine to CPO customers

The Club created a special "best of" issue of *Roundel* Magazine for distribution to recent BMW Certified Pre-Owned purchasers. A copy of this issue is mailed to select CPO buyers, along with a letter and discount code to encourage them to join the Club. So far, 82 members have joined the Club thanks to our CPO program set up through BMW NA.

Discount Membership Brochure with New BMWs

If you purchased a brand-new BMW during the last ten years or so, you may have noticed a Club brochure packaged with your owner's manuals. Countless members have joined the Club after discovering the brochure and special discount offer to new BMW owners.

Private BMW CCA Tour and Dinner at the Biltmore Estate March 16

Please join the BMW CCA Board of Directors and National staff for an exclusive "after hours" tour of the Biltmore Estate and a private dinner on Saturday, March 16, in Asheville, North Carolina.

Even if you have been to the Biltmore Estate before, this will be a unique experience for BMW CCA members. You will tour the mansion with the Board and staff of the National Office, and savor a private dinner in the Stable House. Your ticket will allow you to tour the grounds earlier that day, or to return on Sunday.

Plan to arrive early to pose—along with your BMW!—for a group photo in front of the main house. We will create a memorable photo, taken by the estate's own photographer. This is an experience you won't soon forget!

[Event Information](#)

Attention Club Members! Oktoberfest 2013 Registration is NOW OPEN!

The 44th Annual Oktoberfest will be held in Monterey, California, August 19–24. The host hotel is the Hyatt Regency in Monterey—and the host track, of course, is world-famous Mazda Raceway Laguna Seca.

Please note: The registration process has changed this year. The actual registration form is being hosted on the BMW CCA website. Before you register, you must log in to the website and enter your vehicle(s) in the garage. When you are logged in, you will see a blue link at the top of the screen that says "Your Garage." Please click this link and follow the on-screen instructions to enter your vehicle(s).

Once you've entered your vehicle(s) into the garage, you may proceed to Oktoberfest registration, where you will be able to select an entire package or select individual events via the à la carte option. The link below will take you to the

Oktoberfest website, where you can preview the packages and register now.

[Register Now](#)

Oktoberfest 2013 Marketing Materials

In an effort to promote Oktoberfest 2013, August 19–24 in Monterey, we are providing chapters with a mix of marketing materials and links that can be used across the web, social media, and in print. The Dropbox link below contains the Oktoberfest 2013 logos, print ads, 4x6 postcard, images from last year's event, and several other marketing elements.

Dropbox link with O'Fest marketing materials:

<https://www.dropbox.com/sh/fmInIz5hn91kyks/3g2VZ0BTTY>

In addition, here are some helpful and entertaining Oktoberfest links available on the web:

Tentative Schedule for O'Fest 2013

<http://bmwccaofest.org/schedule.phtml>

Video: Oktoberfest 2013 Preview

<https://vimeo.com/51952983>

Video: Oktoberfest Teaser (2012 Recap)

<http://vimeo.com/59738961>

Video: Mike Renner and David Murry talk about Laguna Seca and O'Fest

<http://vimeo.com/47847103>

Video: Joey Hand at Oktoberfest 2012

<https://vimeo.com/49971258>

Photo albums from each day of Oktoberfest 2012 (just scroll down a little ways to find them!)

https://www.facebook.com/bmwcca/photos_albums

Oktoberfest 2012 Program and Schedule: A great place to browse and see what O'Fest is all about.

[http://www.bmwcca.org/sites/default/files/Oktoberfest 2012 Guide Small2.pdf](http://www.bmwcca.org/sites/default/files/Oktoberfest%202012%20Guide%20Small2.pdf)

Reminder: Operations Manual Update: Chapter Newsletters

The operations manual was updated in June 2012 to reflect a change to the chapter newsletter-format policy. Previously, all newsletters were to be printed and mailed, unless a member proactively notified their chapter that they would accept an electronic copy. Now the default method of newsletter delivery is electronic; however, if a member requests a hard copy, his or her chapter must deliver it in that format.

What does this mean to you? If your chapter would prefer to deliver its newsletter via e-mail, you may now do so.

What if my chapter prefers to deliver our newsletter via US Mail? You absolutely may continue to do so. In fact, we believe that this is the best method,

and will result in greater member satisfaction and retention.

What if my chapter prefers to deliver both an electronic and printed newsletter? You may absolutely deliver your newsletter in both formats.

What if a member does not have an e-mail address? Then you must deliver them a printed newsletter.

What if a member requests a printed newsletter versus an electronic one? Then you must send them a printed newsletter.

How are we going to know who wants printed versus electronic newsletter versions? Within the database, each member profile has been set to show their newsletter preference as "printed." At any time, a member may change that preference to "electronic." To do so, the member must log into the National Website, visit the Manage Account area, and click "E-mail Preferences." The monthly Chapter Export and Mailing Label reports will both have a new field named "Newsletter Preference," and will contain either "EMAIL" or "USMAIL," depending upon the member's preference.

If electronic delivery is now the default, why not default everyone's delivery status to electronic? 1. More than 10,000 BMW CCA members have chosen not to provide us with an e-mail address. 2. Not every chapter will elect to deliver their newsletters electronically. A wholesale change of preferences within the CCA database would cause havoc for those chapters. If and when your chapter decides to move to electronic delivery, we will work with you individually to roll your preferences over on a specific date that is tied to a communication from you to your local members notifying them of their option to request a printed newsletter.

What is our next step? If your chapter decides that its preferred method of newsletter delivery is electronic, it must pick a specific date on which it will begin electronic delivery. Inform the national office of that decision. At that time, chapter members with e-mail addresses will have their delivery preferences shifted to "EMAIL." You must then announce your decision to your chapter members and explain to them that, at their option, they can request a printed newsletter. NOTE: Those members who do NOT have e-mail addresses will NOT be moved to electronic delivery. You MUST deliver a printed newsletter to those members.

What if I am a member of more than one chapter? If you elect electronic delivery for one chapter newsletter, you are electing electronic delivery from every chapter of which you are a member.

Ops Manual Section 6.4

At the option of any regular Chapter newsletter recipients, the newsletter shall be furnished to those requesting it in printed form rather than electronic.

Chapters are required to provide one (1) copy of their newsletter to the National Office; the preferred format is in PDF or as a Word document. Chapters that are unable to submit a PDF or Word document may elect to send a hardcopy via U.S. mail at their own expense. Chapters are requested to distribute copies of their newsletters to every other BMW CCA Chapter.

Regional Events Email Newsletter Schedule

Start adding your events to the National Events Calendar now! Below is the schedule for the Quarterly Regional Events E-mail Newsletters for 2013. Chapters are required to have all event dates, descriptions, and links submitted to the National Events Calendar one week prior to the actual e-mail send date. Every region will have four of these e-mail newsletters per year; they will be sent to every

member of the respective region. Events not entered into the National Calendar will not be included in the e-mail.

To see an example of a Regional Events Email Newsletter [click here](#).

How To Enter Your Chapter's Events

To enter events for inclusion in the e-mail newsletter, National Calendar, and *Roundel*, please follow the link below. This link will bring you to a page with instructions after you log on.

<http://www.bmwcca.org/events/email>

The Official Schedule

North Atlantic

Q1: Calendar Entry Deadline: Jan. 24 | Email Send Date: Jan. 31

Q2: Calendar Entry Deadline: April 25 | Email Send Date: May 2

Q3: Calendar Entry Deadline: July 4 | Email Send Date: July 11

Q4: Calendar Entry Deadline: Oct. 24 | Email Send Date: Oct. 31

North Central Region

Q1: Calendar Entry Deadline: Jan. 31 | Email Send Date: Feb. 7

Q2: Calendar Entry Deadline: May 2 | Email Send Date: May 9

Q3: Calendar Entry Deadline: July 11 | Email Send Date: July 18

Q4: Calendar Entry Deadline: Oct. 31 | Email Send Date: Nov. 7

Pacific Region

Q1: Calendar Entry Deadline: Feb. 7 | Email Send Date: Feb. 14

Q2: Calendar Entry Deadline: May 9 | Email Send Date: May 16

Q3: Calendar Entry Deadline: July 18 | Email Send Date: July 25

Q4: Calendar Entry Deadline: Nov. 7 | Email Send Date: Nov. 14

South Atlantic Region

Q1: Calendar Entry Deadline: Feb. 14 | Email Send Date: Feb. 21

Q2: Calendar Entry Deadline: May 16 | Email Send Date: May 23

Q3: Calendar Entry Deadline: July 25 | Email Send Date: Aug. 1

Q4: Calendar Entry Deadline: Nov. 14 | Email Send Date: Nov. 21

South Central Region

Q1: Calendar Entry Deadline: Feb. 21 | Email Send Date: Feb. 28

Q2: Calendar Entry Deadline: May 23 | Email Send Date: May 30

Q3: Calendar Entry Deadline: Aug. 1 | Email Send Date: Aug. 8

Q4: Calendar Entry Deadline: Nov. 21 | Email Send Date: Nov. 28

BMW CCA Regional Conferences 2013

If you are planning to attend a regional conference, please register and make travel arrangements soon!

South Atlantic Regional Conference

Regional VP: Paul Dunlevy

Dates: Friday, March 8th-Sunday, March 10th, 2013

Location: The Crowne Plaza Atlanta Airport Hotel, 1325 Virginia Avenue, Atlanta, GA 30344

North Atlantic Regional Conference

Regional VP: John Sullivan
 Dates: Friday, March 22nd-Sunday, March 24th, 2013
 Location: Hilton Newark Airport, 1170 Spring Street, Elizabeth, NJ 07201-2114

South Central Regional Conference

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

Registration Link

Registration is open for the South Atlantic, North Atlantic, and South Central Regions. You will be able to find your regional chapter conference registration listed at <http://bmwcca.motorsportreg.com>

Travel Policy

Transportation, hotel and meals onsite are provided by BMW CCA. Any attendee who drives to the conference will be reimbursed at a rate of \$0.565 per mile round trip (not to exceed the lowest 21-day advance airfare from the nearest airport). Rooms are based on double occupancy, and each attendee must let the National Office know with whom they will be sharing a room. If you do not have a roommate, the office will choose for you. If you would like a private room BMW CCA will cover 1/2 the room rate. Please choose the private room selection. Charges will be accepted at the National Office, not at registration. Please call 864-250-0022 x225 to arrange payment.

Once your registration is submitted you will be provided a link to our transportation reservation service where an agent will contact you regarding the approval of your travel arrangements. You will be asked to secure your flight reservation with a credit card.

Any other flights must be pre-approved by the National Office.

You may bring a guest. If your guest wishes to attend meal functions you will be charged which includes two Continental Breakfasts, Lunch and Dinner.

Reminder: Hotel fees are being paid by the National Office except for those with private rooms or chapters requiring an additional room. You will need a credit card to cover incidentals.

The National Office will make your hotel reservation.

You may post questions on the BMW CCA forum at <http://www.bmwcca.org/forum/index.php?forums/conference/>

All the best,

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To ensure delivery of HTB Communications, please add 'bmwcca@bmwcca.org' to your email address book or Safe Sender List. If you are still having problems receiving our communications, see our [white-listing page](#) for more details.

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