



- ▶ [BMW CCA Home](#)
- ▶ [Forward to a Friend](#)
- ▶ [Unsubscribe](#)

#### Meeting Dates

**Chapter Congress,  
Driving Events  
Committee, and Club  
Racing Stewards  
Conference 2014**  
March 14-16, 2014  
Location: Westin in  
Dallas, Texas

**Board Meeting and  
Annual Meeting**  
Friday, March 14, 2014  
Location: Westin in  
Dallas, Texas

*In this edition of News From National we will clarify the steps involved to switch your chapter's newsletter over to electronic delivery, announce the location and dates of our upcoming National Conference, and introduce our new apps.*

## Electronic Delivery Of Chapter Newsletters

The operations manual was updated in June 2012 to reflect a change to the chapter newsletter-format policy and there has been some confusion. As a result, we have simplified the whole process into six easy steps summarized below.

**Please Note:** The National Office will now notify your members of the switch if your chapter elects to go electronic.

### Six Steps To Delivering Your Chapter Newsletter Electronically

1. Decide to go electronic
2. Pick a specific date on which to begin electronic delivery.
3. Inform the National Office of your chapter's decision
4. The National Office will switch all of your chapter member's default delivery preferences to "EMAIL."
5. The National Office will inform those members with e-mail addresses of your chapter's decision and explain that they can request a printed newsletter by changing their preferences on the National website.
6. Your chapter must then include a notice in your newsletter informing your membership of the change.

That's it! If you have further questions, we've explained everything in-depth below.

### How do we switch to electronic delivery?

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." The National Office will then inform those members with e-mail addresses of your decision and explain to them that, at their option, they can request a printed newsletter by changing their preferences on the National website. You must then include a notice in your newsletter informing your membership of the change.

**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 who request "USMAIL" on your monthly chapter export or mailing label report.

### 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.

### 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.

#### **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.

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

#### **What if my chapter prefers to deliver both an electronic and printed newsletter?**

You may absolutely deliver your newsletter in both formats.

#### **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 is the default newsletter format, electronic or printed?**

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.

Please refer to Section 6.4 of the Operations Manual.

#### **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.

## **2014 National Conference Dates Announced**

Save the date! Make plans to join us in Dallas, Texas, Friday, March 14 through Sunday, March 16, 2014 for a combined Chapter Congress, Driving Events Committee, and Club Racing Stewards Conference along with a BMW CCA Board Meeting and Annual Meeting.

#### **Chapter Congress, Driving Events Committee, and Club Racing Stewards Conference**

Dates: Friday, March 14, 2014—Sunday, March 16, 2014

Location: The Westin Dallas Fort Worth Airport, 4545 W. John Carpenter Freeway, Irving, TX 75063

## BMW CCA Board Meeting and Annual Meeting

Date: Friday, March 14, 2014

Location: The Westin Dallas Fort Worth Airport, 4545 W. John Carpenter Freeway, Irving, TX 75063

**Registration will open in mid-January 2014 for the conference.**

## Reminder For Chapter Treasurers

The year is quickly coming to a close, so please keep track of the paperwork necessary to apply for charity matching funds at the start of the year. Also, if your chapter has paid a contractor \$600 or more during the year, you will need to obtain form W-9's so you can timely prepare 1099's in January.

**Accounting Questions?** If you have questions as you begin closing the books, working on a budget, etc. you are welcome to call or e-mail Lindsey Branston, Director of Financial Operations, at (864) 438-0961 or [lbranston@bmwcca.org](mailto:lbranston@bmwcca.org).

## Magnet Mail Training Available

If you use Magnet Mail to create, send, and track your chapter's e-mail communications we would like to invite you to an upcoming training session. If interested, please e-mail Stephen Elliott, Director of IT, at [selliott@bmwcca.org](mailto:selliott@bmwcca.org) with the dates and times you would be available for training. The cost of each session is \$125, but will be split among all participants.

## New iPhone And Android Phone Events App

Promote your chapter's events with the new BMW CCA Events App! The app pulls event listings from the [National Calendar](#), so it's imperative that all chapter events be submitted to the calendar via the [chapter admin panel](#). This new app allows members to keep up with club news and events on their smartphone like never before. The app includes a long list of features that we are very excited about.



### Event App Features

- Listing of all upcoming Chapter, Regional, and National events
- Listing of all BMW CCA Chapters
- Photo gallery from Instagram—just use the hashtag #bmwcca to have your photos show up in the feed
- Watch club videos
- Quick access to the BMW CCA website to:
  - Join
  - Renew your membership
  - Manage your account
  - View your membership card
  - Read club news
  - View the club Facebook and Twitter feeds
  - Listing of club discounts
  - Contact information for the National Office

### Our Apps Have Apps!

Once you've installed the BMW CCA Events App you have access to apps dedicated to a single event, such as Oktoberfest! Tap on the icon in the top left corner to see the list of available event-specific apps and then tap the logo of the event for which you want more information.

### Oktoberfest App Features

- Schedule of events
- Venue and event information
- Social media integration
- Photo and video gallery
- Local points of interest
- Interactive track and hotel maps
- Sponsor list

Click the buttons below to find the BMW CCA App in the App Store or Google Play Store.



## Roundel Magazine App Available On iPad And Android Tablets!

The best car-club magazine on the planet is now available for digital download via the *Roundel* Magazine app on the iPad and Android based tablets! The long-awaited app officially launched earlier this year, and it's loaded with each available issue from 2012 and 2013.



### How to Download the iPad App:

1. To get your *Roundel* app, just visit the app store on your iPad and search for *Roundel*.
2. Once you've found the app, tap the INSTALL button and enter your Apple ID and password. The app should take just a few minutes to download, depending on your connection speed.
3. After the download has completed, just tap the *Roundel* Magazine cover image to open the app; it will then walk you through a series of on-screen prompts.

### How to Download the Android Tablet App:

1. To get your *Roundel* app, just visit the Google Play store on your Android tablet and search for *Roundel*.
2. Once you've found the app, tap the INSTALL button and enter your Google Account info. The app should take just a few minutes to download, depending on your connection speed.
3. After the download has completed, just tap the *Roundel* Magazine cover image to open the app; it will then walk you through a series of on-screen prompts.

You can also click the buttons below from your iPad or Android tablet to to download the app.



### How to Log In:

1. Tap the sign-in button at the top of the screen
2. Enter your e-mail address on file at BMW CCA
3. Enter the password you use at bmwcca.org

### How to Reset Your Password:

1. Tap the sign-in button at the top of the screen
2. Tap "Forgot Password"
3. Enter your e-mail address on file at BMW CCA and tap Proceed
4. Enter "blue" as your favorite color and tap Proceed
5. Enter your new password and press Proceed

### Sync Status

To see the e-mail address that was sent to the *Roundel* Magazine App, please log-in and visit the [Roundel page](#). This page will also indicate the last time your login information was sent to the app database and your current app subscription status.

### Support Questions

Please direct all support questions regarding the *Roundel* Magazine app to iMirus. You can contact them via email at [support@imirus.com](mailto:support@imirus.com).

## O'Fest 2014 Will Be Held In Beaver Creek, Colorado, June 16-20



Fresh off an amazing event in Monterey, we have announced the location and dates for our 45th Annual Oktoberfest celebration, which will be held next June 16–20, in Beaver Creek, Colorado. It's never too early to start planning for O'Fest, especially when we have a mid-summer date. Beaver Creek is located just west of Vail, approximately two hours from Denver, Colorado.

The mountain village should provide an exquisite setting from the 45th annual celebration of all things BMW! Look for registration and the room block to open up in early 2014!

[Preview Video >>](#)

## Video: Relive The Magic That Was O'Fest 2013



If you attended O'Fest this year, you may have seen three young men filming throughout the week. Green Mountain Chapter members David Rose, Nick Parente, and Andres Avalle of HittingRedline.com gathered countless hours of footage—and now they have assembled a phenomenal video that captures the true spirit of the event.

If you weren't able to make it to Monterey, now you can see what all the fuss was about—and if you were there, get ready to relive the magic that was O'Fest 2013. All the elements aligned—the weather, the location, the cars, the people—to



make what many believe to be the best Oktoberfest celebration ever held. If you can't wait for the next O'Fest, we hope this little reminder will hold you over until next year. Remember, there are only 257 days until we do it all again, June 16–20, 2014 in Beaver Creek, Colorado!

[Watch Now >>](#)

## Fourth Quarter Regional Events E-mail



Start adding your events to the National Events Calendar now. Below is the schedule for the final Quarterly Regional Events E-mail Newsletter 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 has four of these e-mail newsletters per year and they are sent to every

member of the respective region. Events not entered into the National Calendar are not included in the e-mail, calendar, events app, or *Roundel* Magazine.

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, events app, National Calendar, and *Roundel*, please follow the link below. This link will bring you to a page with instructions after you login.

Enter chapter events here: <http://www.bmwcca.org/events/email>

### Fourth Quarter Schedule

#### North Atlantic

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

#### North Central Region

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

#### Pacific Region

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

#### South Atlantic Region

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

#### South Central Region

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

All the best,

BMW Car Club of America  
640 South Main Street, Suite 201  
Greenville, SC 29601  
[www.bmwcca.org](http://www.bmwcca.org)

TEL: 864.250.0022

FAX: 864.250.0038

To ensure delivery of HTB Communications, please add '[bmwcca@bmwcca.org](mailto: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.

640 South Main Street, Suite 201, Greenville, SC 29601