

## **NEWS FROM NATIONAL**

FROM: Wynne Smith, Executive Director  
TO: BMW CCA National and Service Officers, Chapter Presidents,  
Newsletter Editors  
DATE: July 20, 2001

### **MEMBERSHIP STATS**

	<b>Full</b>	<b>Associate</b>	<b>Total</b>
Current Membership	<b>56252</b>	<b>6006</b>	<b>62258</b>
Last Month's Membership	55845	5904	61749
Monthly Net Gain (Loss)	407	102	509
Monthly % Change	.729%	1.728%	.824%
Last Year's Membership	<b>50322</b>	<b>4380</b>	<b>54702</b>
Annual Net Gain (Loss)	5930	1626	7556
Annual % Change	11.78%	37.12%	13.18%
New Members, 07/01	1717		
Renewals, 07/01	3556		
Roundels Mailed	56700		

### **ELECTIONS - *It's Nearly That Time Again***

There will be four positions available on the BMW CCA Board of Directors next spring: President, Vice President, North Atlantic Regional V.P., and South Central Regional V.P. Significant progress has been made with respect to governance, strategy, human resource development and change management over the past two to three years. To continue this forward momentum, it is crucial that those members having considerable time (beyond the 45 –50 hours most of you give to your employers), as well as the skill and energy-level necessary to share your knowledge, business experience, and expertise please consider running. By serving on the BMW CCA's Board of Directors, those of you willing to take on what easily equates to a part-time job may be provided with a unique opportunity to give something back, while possibly satisfying needs for things like job satisfaction, professional growth, networking and recognition.

We're no longer a little 5,000 person collective of enthusiasts. We've become a multi-million dollar responsibility. Having a long history with the club, a computer with web access and a comprehensive knowledge of the vehicles is nice; but has nothing to do with managing and driving the business of the club. The Board of Directors take care of the really difficult stuff so that the rest of the 60,000 members can enjoy the by product - FUN. It is vitally important that those volunteering understand that there will be a lot of tough decisions, a lot of late nights on the phone and in front of the computer, and more than a handful of weekends away from home. Mostly they need to know that they are ultimately responsible for the continued health of this organization. Now for the glamorous part of the job - meetings are held at mid-priced hotels, they are often lengthy and always taxing, reports are due before and after, and often you go home with more assignments than you had when you arrived. To better help you assess whether you want to run, copies of the job descriptions will be emailed to you on request. I'm really not trying to dissuade volunteers so much as adhere to truth in advertising tenets...the Club needs qualified volunteers who are able to treat their hobby like a business and devote the same attention to the club as they would to their regular job.

Those wishing to help in refining the CCA's strategic framework: its values, vision, mission and broad goals; those wishing to help formulate and refine policies that govern our practices should send their nominations and candidacy statements along with a photo to the National Office by 5 PM EST October 31, 2001. Full details on how to do so will appear in the October issue of *Roundel*.

**CHAPTER CONGRESS, October 6 and 7, 2001 in Minneapolis, MN**

This will be a great way to network with your peers, swap information, and possibly gain perspectives that will help streamline some of the tasks related to your positions. I'm really looking forward to seeing you there!

Chapter Presidents and Treasurers, please get those registration forms to us!

**RAFFLE 2001**

We're still inputting, but it looks like another landmark year! I'm guessing but I suspect there will be at least 14 happy members the morning of August 13<sup>th</sup>.

**DATABASE CONVERSION**

Your patience during this transition is very much appreciated. We knew it was going to be difficult...but realize that the data and materials sent to you last two months were virtually useless. I wish I could blame it all on the database conversion but some of it was just plain sloppiness and inattention on our part here at the national office. We apologize and hope that you will see that this month a number of corrections have been implemented so that the reports are clearer, the labels usable and the data appropriate your chapter.

If you find that you continue to have issues with the data or you are missing data or materials, please call me.

**OKTOBERFEST**

Registration for Oktoberfest 2001 has been steady and Heather has more than 625 Registrations. Waterville Valley reports that our room block is sold out!

**EVENT BADGE HOLDERS**

In obtaining materials for Oktoberfest we have struck a great deal, and can now offer badge holders to chapters at a deeply discounted rate of 50-cents each for the two-pocket version used at events such as Gateway Tech and Oktoberfest. Any chapter wishing to purchase badge holders in any quantity can now call National and we will ship them immediately and debit the chapter when we cut the monthly rebate checks.

**MINUTES**

No kidding! This time we really have enclosed the minutes from the Board of Directors Meeting held June 9-10 in Memphis, TN. A special thanks to the River City Bimmers Chapter, and Mark and Melinda Calabrese, who really laid out the red carpet for the visitors to their fair city.

The next Meeting of the Board of Directors will be held in Seattle, WA August 25th and 26th, minutes will follow.

\*\*\*\*\*

*As always, best regards-*