



## NEWS FROM NATIONAL

FROM: Wynne Smith, Executive Director  
TO: BMW CCA National and Service Officers,  
Chapter Presidents, Newsletter Editors  
DATE: March 19, 2003

### **MEMBERSHIP STATS as of 03/19/2003**

	<b>Full</b>	<b>Associate</b>	<b>Total</b>
	<b>64359</b>	<b>7635</b>	<b>71994</b>
Last Month's Membership	<b>64340</b>	<b>7619</b>	<b>71959</b>
Monthly Net Gain (Loss)	19	16	35
Monthly % Change	0.03%	0.21%	0.05%
Last Year's Membership	<b>60782</b>	<b>6908</b>	<b>67690</b>
Annual Net Gain (Loss)	3577	727	4304
Annual % Change	5.88%	10.52%	6.36%
New Members, 03/03	1169		
Renewals 03/03	58.5%		
Roundels Mailed	64740		

### **MEMBERSHIP COMMITTEE**

If you've been monitoring the information printed above over the past six months, you've no doubt seen a plateau in membership growth for the club. It's nothing for immediate concern, but we recognize that we may not be reaching certain groups of people who would likely enjoy membership in this organization - if they only knew we existed. We think that there may be some benefit to having a couple of people brainstorm to devise ways to appeal to different groups. A Committee has been formed comprising Carlos Diaz-Estrada, Eddy Funahashi and Reid Douglas. Have some ideas to share with them about target groups and how to reach them? Write to: [Eddy\\_Funahashi@bmwcca.org](mailto:Eddy_Funahashi@bmwcca.org), [Carlos\\_Diaz-Estrada@bmwcca.org](mailto:Carlos_Diaz-Estrada@bmwcca.org) and [Reid\\_Douglas@bmwcca.org](mailto:Reid_Douglas@bmwcca.org).

### **BMW CCA MERCHANDISE**

There's some really cool BMW CCA gear for sale – top-notch merchandise available to BMW CCA members. Please check it out. The spring collection is due to appear mid-April. <http://bmwcca.enterstore.com/>  
Our merchandiser will gladly place your chapter logos on any of the club's merchandise and can work with you on bulk purchases. Contact [Trelbie.Whitehead@source4.com](mailto:Trelbie.Whitehead@source4.com) for details.

### **BMW CCA RAFFLE**

At the Meeting of the BMW CCA Board of Directors held in Nashville, TN March 10 it was agreed that the club will be raffling M3 coupes this year, offering odds of 1 in 2900. We anticipate the mailing going out to all BMW CCA members sometime between June 23rd and 27th. One will have to be a member in good standing as of June 20, 2003 in order to be able to participate.

### **ZF AWARDS**

ZF is eager to continue the ZF Public Service Awards. ZF has requested some changes, mostly administrative, to the form. This year only the form will need to be submitted and ZF would like all the information restricted to the one sheet. Multiple events will need to be listed in a certain way, as yet unspecified. ZF also intends to

broaden the program, so it will not be limited to just fundraising, but will include community involvement activities as well, like adopting a highway or Habitat for Humanity projects. The deadline for program submissions has been extended to be 4/30/03 and although we hoped to have the form to include with this mailing, it has not been provided. As soon as the updated form is made available to us, we will post it to the various digests and alert everyone.

### **WORDING FOR DRIVING SCHOOL REGISTRATIONS WITH RESPECT TO THE 85% RULE**

Thanks to the Buckeye and Badger Bimmer chapters for developing the following:

As a requirement to maintain ***Your Chapter's Name here Chapter's*** status as a not-for-profit organization, we are not permitted to receive more than 85% of our annual income from non-chapter members. We must, therefore, require that all participants at our driving event become members of the ***Your Chapter's Name here Chapter*** of the BMW CCA. If you are already a member of the BMW CCA, call the **National Office at 1-800-878-9292** and sign up for a dual chapter. The annual fee is \$13.50, but the National Office will prorate the so the affiliation runs concurrently with your primary membership. If you are not a member of the **BMW CCA**, call **1-800-878-9292** or go on-line at [www.bmwcca.org](http://www.bmwcca.org). **BE SURE** to tell them that you want to be in the ***Your Chapter's Name here Chapter***.

### **ASSOCIATE MEMBERSHIPS**

More and more members are asking if they might have more than one associate. It is mostly fathers wishing to add two or three teenaged children, or a member who has a spouse as an associate and now wants to add a teenaged child. Our database can facilitate multiple associates. I've thought for some time that it would be a great benefit to the members, especially those trying to get teenagers into driving schools and car control clinics, and it's a great way to encourage younger people to become involved in the organization. At the last Board Meeting I petitioned the Board and The Board has agreed to allow multiple associates – so long as each associate resides at the same address as the primary member.

Associate members derive all the same benefits and services as primary members with the exception that they do not receive their own copies of Roundel or their own copies of chapter newsletters.

Please alert your chapter members!

### **BMW CCA CLUB RACING RECOMMENDATION ACCEPTED BY CCA BOARD**

There have been a few difficulties facing BMW CCA Club Racing and Club Racing Chairman, Steve Olsen, made the following recommendation to the BMW CCA Board:

"I recommend that the Board declare a policy that any chapter hosted or promoted event that denies a legitimate BMW CCA activity from participating while concurrently hosting a similar non-BMW CCA activity, not be allowed to advertise that event in the Roundel/website. Additionally, post-event coverage should be excluded from the Roundel/website. It's hard to justify allowing the XYZ For-Profit Autocross Organization to operate in an "official" BMW CCA event while denying official participation of a similar, if not identical, BMW CCA activity.

This policy would NOT force an event to have a club race or a rally or an autocross or a driver's school. To use Club Racing as an example, it simply states that *IF* a chapter is going to hold a club race at an event for which it desires Roundel/website announcements, advertisements or coverage, then BMW CCA Club Racing must be allowed to participate on an official basis. It also would not require exclusivity, but may include other organizations involved in the same activity so long as the BMW CCA activity is officially included as one of the participants.

I find it hard to accept an event as a BMW CCA event when it intentionally and purposely excludes legitimate BMW CCA activities but desires to take advantage of BMW CCA promotional outlets. I hope the Board will share in that conclusion and implement a policy that denies access to BMW CCA communication organs under these circumstances."

The Board agreed and has instituted the following policy: **any chapter hosted or promoted event that denies a legitimate BMW CCA activity from participating, while concurrently hosting a similar non-BMW CCA activity, will not be allowed to promote that event in the Roundel or on the bmwcca.org website.**

**DIRECTORS & OFFICERS LIABILITY COVERAGE FOR CHAPTER BOARD MEMBERS**

Several members of chapter Boards have asked for information on how to go about obtaining D&O coverage for their chapters. Many have called me again to complain that they are finding rates for even minimal protection to be exorbitant. Well – good news! The Board has tasked the BMW CCA Risk Managers with exploring D&O coverage through a policy that would allow chapters to obtain coverage at a reduced rate under the National organization’s umbrella – similar to how we provide Motorsports Liability coverage. Stay tuned!

**BMW CCA FOUNDATION SPONSORSHIP DRIVE**

The Foundation has kicked off its sponsorship drive quite successfully!

Here’s the Reader’s Digest version - if you become a sponsor of the BMW Car Club of America Foundation you will be entered to win a 2003 Z4 3.0i roadster. The prize also includes a trip for two to the BMW Performance Center in Spartanburg, SC to attend the Z4 Drive. By sponsoring the BMW CCA Foundation, you're helping to support important programs, including the Street Survival™ driving school for teenage drivers.

Details can be viewed at: <http://www.bmwccafoundation.org/>

**BMW CCA BOARD RETREAT – May 10 and 11, 2003**

One of the first things our newly appointed President, Mark Jon Calabrese suggested was that the Board set aside one weekend to meet in an interruption-free environment to assess progress on achieving the goals established during the November, 2001 Long-Range Planning Meeting; as well as to think/work through some strategic issues that require complete and often lengthy discussions.

As you all know, our Board, the governing body of this club, is ultimately responsible for the well being of the association. A board at its best functions as part of the organization’s brain trust and in that role bears the responsibility for establishing the strategic goals for the club. Regular board meetings are too restrictive to allow for this sort of reflective consideration, brainstorming, and goal setting. A few of the topics and goals scheduled for the weekend are - renewed understanding by the board and staff of what the organization does and why it does it; increased “ownership” in the business of this club by both the board and the staff; mutual understanding by staff and board of each other’s roles and perceptions of the organization; and a list of action points for the future.

More than anyone else connected with the club, board members should be addressing questions about the club’s future; reviewing our purposes and our mission, determining what kind of organization we should be in the next several years, and determining what steps need to be taken to achieve the club’s vision. If you have suggestions related to our mission that you would like the board to consider prior to the retreat, please send us an email so we can be sure that your thoughts, and the thoughts of your chapter members, are taken into consideration.

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best regards,