



NEWS FROM NATIONAL

FROM: Wynne Smith, Executive Director
TO: BMW CCA National and Service Officers,
Chapter Presidents, Newsletter Editors
DATE: April 23, 2003

MEMBERSHIP STATS as of 04/23/2003

	Full	Associate	Total
	64,790	7,736	72,526
Last Month's Membership	64,359	7,635	71,994
Monthly Net Gain (Loss)	431	101	532
Monthly % Change	0.67%	1.32%	0.74%
Last Year's Membership	61,516	7,036	68,552
Annual Net Gain (Loss)	3,274	700	3,974
Annual % Change	5.32%	9.95%	5.80%
New Members, 04/03	1,428		
Renewals 04/03	67.7%		
Roundels Mailed	65,300		

ZF AWARDS

Only two chapters have filed their documents. As Scott Blazey has pointed out - **Your chances of winning an award are excellent**; at this point, almost a sure thing, **but only if you submit an application**. 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.

Deadline is April 30th!

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.

OKTOBERFEST

Oktoberfest 2003 in Austin will be open for registration May 1.

We are looking for volunteers for the Safety School and for Concours Judging. If you are planning on attending and can lend a hand please email Tammy_Dye@roundel.org. We're also looking for volunteers for the unparalleled fun of Registration.

FRIENDS OF BMW

Roundel's Art Director, Suzin Koehler, has done a spectacular job of turning this year's book around. Participation has nearly doubled since 2001! The printer is the same one we used two years ago, they will print, then package and ship the booklets out for the club. We should see Friends in our mailboxes in time for the Memorial Day weekend.

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 for details.

ROUNDEL PROTECTIVE SLEEVES

We have 200 of the much coveted protective binders from Jesse Jones Corporation to maintain your Roundel collections. They are Navy blue and clearly indicate ROUNDEL on the spine. Each cover can accommodate one year's-worth of Roundel. We are selling them to members for \$12.00 each (that includes shipping). You can call with a Mastercard or Visa, or send a check to the National Office to purchase the covers.

VISIT FROM BMW OF NORTH AMERICA

Michelle Jacobus of BMW NA visited the National Office this week to go over some of the parameters of the Membership Reward Program, meet the staff and to provide us with some pretty impressive figures...take a look at what BMW NA has rebated to BMW CCA members over the past three and a half years:

2000 Rebates	\$1,461,000
2001 Rebates	\$1,580,000
2002 Rebates	\$1,899,000
2003 Y-T-D	\$ 636,500

So please spread the word – the guidelines to qualify are few and easy to follow and as you can see, a lot of BMW CCA members have been able to take advantage of this wonderful program.

*The National Office will be closed Monday,
May 26th in observance of Memorial Day.*

best regards,