



NEWS FROM NATIONAL

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

MEMBERSHIP STATS as of 06/19/2003

	<u>Full</u>	<u>Associate</u>	<u>Total</u>
	64,862	7,822	72,684
Last Month's Membership	64,760	7,792	72,552
Monthly Net Gain (Loss)	102	30	132
Monthly % Change	0.16%	0.39%	0.18%
Last Year's Membership	61,183	6992	68,175
Annual Net Gain (Loss)	3,679	760	4,439
Annual % Change	6.01%	10.87%	6.51%
New Members, 06/03	1,313		
Renewals 06/03	64.2%		
Roundels Mailed	65,450		

RAFFLE 2003

We'll be raffling M3 Coupes this year and the odds are set at 2900 to 1. Flyers will go into the mail June 30th. One must be a member of the BMW CCA as of June 25, 2003 to be able to participate.

SURVEY OF LAPSED MEMBERS

Here are the results of the last survey of lapsed members conducted, we mailed out 185 surveys and cover letters and received 24 responses.

Deceased	Renewals Crossed in The mail	Interest in cars has changed	Renewed with new number	Sold BMW	Roundel no longer interests	Not enough time	Not enough services	Chapter Events Lacking
1	4	6	1	4	3	3	2	1
	91216	42421	249716	129143	74940	14758	69990	152171
	40209	81140		117024	152171	84155	152171	
	57893	26571		86732		146348		
	93373	6453		46564				
		152930						
		40854						

FEEL FREE TO STAPLE THIS TO PEOPLE'S FOREHEADS

Last month I drove north to visit with friends and family over the Memorial Day weekend. It rained the entire trip north. It rained for most of the trip south. It rained the entire time I was at my sister's in Ridgewood, NJ; and rained the entire time I was at my parents in East Greenwich, RI; it poured while I was with my dad in Newport, RI. It rained until I reached BMW of North America where the sun was shining beautifully, and then began raining again about 100 miles along Route 80 after I left. What I learned from this is that no hair product known

to man is going to prevent me from looking frightening in that type of weather AND most people have no idea how to drive in the rain. It occurred to me that in spite of my fear of flying I was MUCH safer on a jet between Charlotte and Providence than I was competing with semis and individuals who have forgotten what all those pesky mirrors on their cars are for. I have made friends with the horror that less than 20% of people driving on Route 95 can either spell or understand the word 'hydroplaning'.

The National Motorists Association (NMA) has designated June as Lane Courtesy Month and is urging motorists to "Do The RIGHT Thing!" by yielding the left lane to faster moving traffic. Before lane courtesy can become commonplace the driving public will have to adopt a few simple rules of conduct. I have edited these commonplace rules of conduct to reflect what I learned during the trip last month.

Standard signals that foster communication between drivers are necessary to implement the lane courtesy concept. The signal commonly known as "the bird" is supposedly not one of them, but remains a popular form of communication.

The driver of a faster vehicle in the left lane should signal their desire to move past a slower vehicle in the left lane by turning on their left directional light for a few seconds. Threatening to ram the front of the faster vehicle into the rear of the slower vehicle generally results in the slower vehicle traveling even slower and/or the driver of the slower vehicle indicating displeasure with the hand signal mentioned above.

The operator of the slower vehicle should acknowledge a request to pass by turning on their right directional light and seeking a space in the right lane to pull into. The slower driver should maintain their speed, or accelerate while seeking a space to merge into the right lane. They should never slow down; assuming a space will appear. Slowing down will disrupt and confuse surrounding traffic. Slowing down will only further annoy the driver in the faster vehicle. Slowing down AND making a cell phone call may trigger homicidal urges in the driver of the faster vehicle.

If the slower driver fails to respond to the directional signal request, the faster driver should briefly flash their headlights, just to catch the attention of the slower driver. If the slower driver still fails to respond to the "please yield and let me by" signal do not engage in dangerous tailgating antics, just fall back and wait for another opportunity to safely pass, or if you have reached New Jersey - brandish a gun while bellowing maniacally. The slower driver cannot hear you – but believe me, the driver will get the message. Although, this may result in the slower driver making another cell phone call.

Collectively, these are common sense gestures that smooth traffic flow, reduce congestion, and largely eliminate many of the aggravations that can cause road rage. They cost nothing to implement and benefit all road users.

Now, I know that those of you actually reading this understand and have long embraced the actual rules of common traffic courtesy...I am offering it to you so that you should feel free to excerpt the info from the NMA (www.motorists.org) and share it POINTEDLY with anyone you think may be salvageable.

If you live along the 95 corridor between NYC and Boston...don't bother...find an alternate route.

STREET SURVIVAL

On a happier note, I am pleased to report that many BMW CCA chapters are working to actually teach not only a few simple rules of courteous driving conduct, but skills that will save lives and imbue teens with an appreciation for what many take for granted – the privilege of driving.

The Everglades Chapter conducted one of the first BMW CCA Foundation **Street Survival** Car Control Clinics recently and had a spectacular turn-out. Some photos of the event follow. The BMW CCA Foundation continues to establish itself. Having secured administrative facilities in North Andover, Massachusetts and an archive location in Greenville, South Carolina, Foundation programs are developed and corporate supporters have committed. BMW of North America LLC, Michelin, Liberty Mutual Insurance, and ZF Group North

American Operations agree that the Foundation's goals are important. That's why these respected and recognized organizations have become BMW CCA Foundation supporters.

And you can too. Not only is this a chance for your chapter to save lives in your community, BMW CCA chapters have the opportunity to build revenue and membership by taking part in Street Survival.

Each student pays \$125 to participate in the Street Survival program. Due to insurance requirements, this participation fee includes a 1-year membership for the participant in the local BMW CCA chapter. This allows you the opportunity to introduce new faces and new funding into your chapter. For more information, E-mail Dean Killian at deankillian@attbi.com.



CRISIS COMMUNICATIONS

One of the tasks we've had on our "List of Things to Do" is the development of a Crisis Communications Plan for this organization. A crisis is any unplanned event, incident or situation that has the potential to damage or destroy BMW CCA's reputation. While the most likely crisis scenario for the club would involve a death or serious injury at a driving event, there are other incidents or situations that could threaten our reputation such as an altercation between members at a chapter meeting that requires police intervention, a chapter officer using chapter funds for illegal purposes or a medical emergency in which several members become ill after attending a chapter function. Yes, the E.D. brandishing a gun and bellowing at motorists on the NJ Turnpike might even qualify.

The ever-wonderful, Bob Roemer, helped me immensely in developing a simple, three-page document that the National Board will review prior to release. We hope to have the plan out to you all by the end of July. Special thanks are due to Bob, who whittled the nine page treatise I generated down to a very clear and workable document.

CODE OF CONDUCT

Our club continues to grow and along with that growth we've had some pain. As you might imagine, with more than 72,000 members, we have attracted a few people who have forgotten the Golden Rule. Now, I was teasing about some of the rules of the road...but we do have members, or former members, who believe that might makes right - and think nothing of badgering, belittling or bullying other members, staff or chapter officers in an attempt to get their way. To help address these issues, a Code of Conduct has been developed – the document will be reviewed by the National Board prior to release.

The National Office will be closed Friday July 4th for Independence Day!

