



## NEWS FROM NATIONAL

FROM: Wynne Smith, Executive Director  
 TO: BMW CCA National and Service Officers,  
 Chapter Presidents, Newsletter Editors  
 DATE: March 23, 2004

### MEMBERSHIP STATS as of 3/23/2004

	<b>Full</b>	<b>Associate</b>	<b>Total</b>
Current Membership	<b>66,180</b>	<b>8,245</b>	<b>74,425</b>
Last Month's Membership	<b>66,997</b>	<b>8,349</b>	<b>75,346</b>
Monthly Net Gain (Loss)	-817	-104	-921
Monthly % Change	-1.22%	-1.25%	-1.22%
Last Year's Membership	64,539	7,635	71,994
Annual Net Gain (Loss)	1,641	610	2,251
Annual % Change	2.54%	7.99%	3.13%
New Members, 03/04	1,563		
Renewals, 03/04	61.0%		
Roundels Mailed	67,000		

### OUCH

Despite the economy we have continued to grow at a very slow pace until now. Last month, you may recall, our net change was plus 20 members...this month we lost close to 1,000. We've reached a plateau and depending on how the economy goes we may remain steady at around 73,000 – 75,000 until things improve and people have a little more disposable income again.

Of course, there are all those Bangle-butt cars being produced, and some of the members who have responded to our exit survey have indicated when BMWs start looking like BMWs again, they'll be back. Can we possibly blame this loss in membership on Chris? Nah...probably not.

### CHAPTER CONGRESS, May 21-23, 2003 at Keystone Resorts, Denver, CO

Presidents, Treasurers and the Chapter Membership Chairs of record will receive packets of information once a registration form has been received at National. Posted to the President's and Treasurers' Yahoo digests in the FILES section are forms to fill out and fax to me for Avis rental cars to be picked and returned to the Denver airport. Before you make air or car rental reservations, please be sure I have your registration form.

BMW CCA will pay round trip airfare for the Chapter President, Treasurer and Membership Chair of record, from each chapter and hotel room costs (single or double) for two nights. National will pay meal costs for one individual per chapter. Attendees who drive to the conference will be reimbursed at a rate of \$.375 per mile round trip, not to exceed the lowest 21 -day advance airfare, from the closest airport. National will provide luncheon on Saturday and dinner Saturday evening. (See enclosed information from Operations Manual.)

You may either use your own travel agent, or book the tickets online, or you may use the Club's travel agency by calling 800 451-2982 and letting them know you are booking tickets for this Congress. National must approve tickets prior to booking to ensure that we are obtaining the lowest 21-day advanced airfare.

If another chapter member (or spouse of an attendee) is attending and wishes to attend the Saturday night banquet, please indicate that in the space below. Please include a check in the amount of \$55 each to cover the cost of the second (or any additional) meal(s).

**ZF PUBLIC SERVICE AWARDS/ BMW CCA CHARITY MATCHING FUNDS**

As I indicated last month, you all did a great job last year in raising funds for your favorite charities. Here's how the Charity Matching broke out. We have forwarded the ZF Public Service Awards info on to ZF in anticipation of the awards being handed out at Oktoberfest.

<b>Chapter</b>	<b>Amount</b>	<b>Our match</b>	<b>Check payable to:</b>
Kansas City	\$500.00	<b>\$162.11</b>	Habitat for Humanity
Northern Ohio	\$1,500.00	<b>\$486.31</b>	National MS Society
	\$2,221.00	<b>\$720.06</b>	Make a Wish of NE Ohio
	\$1,250.00	<b>\$405.26</b>	Western Reserve Historical Society
	\$4,000.00	<b>\$1,296.81</b>	Domestic Violence Shelter
	\$2,000.00	<b>\$648.41</b>	American Cancer Society
	\$1,250.00	<b>\$405.26</b>	Kaufman Youth Foundation
	\$1,250.00	<b>\$405.26</b>	Youth Challenge
	\$1,000.00	<b>\$324.21</b>	Clothe a Child
Motor City	\$285.00	<b>\$92.41</b>	Ann Arbor Hospice
New Jersey	\$4,650.00	<b>\$1,507.54</b>	The Westlake School
Everglades	\$500.00	<b>\$162.11</b>	Hibiscus Children's Center
	\$500.00	<b>\$162.11</b>	Born Anew
	\$500.00	<b>\$162.11</b>	Parrot Heads of Palm Beaches
	\$500.00	<b>\$162.11</b>	BMW Foundation
San Diego	\$4,700.00	<b>\$1,523.75</b>	United Ostomy Association
Sonora	\$500.00	<b>\$162.11</b>	Southeastern Arizona Behavioral Healthcare
Bluegrass Bimmers	\$334.00	<b>\$108.29</b>	Cabbage Patch Settlement House
	\$430.00	<b>\$139.42</b>	YWCA Spousal Abuse Empowerment Center

Sin City	\$3,152.00	<b>\$1,021.90</b>	National Multiple Sclerosis Society
Florida Suncoast	\$1,000.00	<b>\$324.22</b>	Sarasota Manatee Association
National Capital	\$70.00	<b>\$22.71</b>	Toys for Children's Hospital
	\$1,850.00	<b>\$599.78</b>	Sonny's Kids Foundation
Windy City	\$13,395.00	<b>\$4,342.67</b>	Love Letters
First Coast	\$350.00	<b>\$113.49</b>	Ronald McDonald House
Hoosier Chapter	\$3,100.00	<b>\$1,005.04</b>	BMW CCA Foundation
	\$3,100.00	<b>\$1,005.04</b>	Susan G. Komen
Nittany Bimmers	\$120.00	<b>\$38.92</b>	Toys for Tots
Golden Gate	\$2,002.00	<b>\$649.07</b>	Aids/Lifecycle
Buckeye	\$1,180.00	<b>\$382.58</b>	Stepping Stones
Delaware Valley	\$4,000.00	<b>\$1,296.82</b>	Susan G. Komen
Connecticut Valley	\$500.00	<b>\$162.12</b>	Fidelco Guide Dog Foundation
	\$61,689.00	<b>\$20,000.00</b>	

### TECHFEST EAST

You won't want to miss this event. Registration forms available at: [http://www.nccbmwcca.org/techfesteast/pdfs/04Registration\\_Form.pdf](http://www.nccbmwcca.org/techfesteast/pdfs/04Registration_Form.pdf) and in the April issue of *Roundel*.

### OKTOBERFEST 2004

Don't delay – All events are available on a first come-first served basis. Registration forms are in your April issue of *Roundel*. You may now book your **Hotel Reservations** at any of the four fine facilities with the **Pasadena CVB Housing Bureau** by clicking on the Hotel Reservations link - [http://www.pasadenacal.com/housing/bmw\\_cc.htm](http://www.pasadenacal.com/housing/bmw_cc.htm)

### BADGE HOLDERS AND CAR NUMBERS

Just a quick reminder – we have badge holders for sale at just 50-cents per and driving school/autocross car numbers for just 50-cents each as well.

### RAFFLE 2004

Odds are 1 in 3,000. Everything has been staged and we expect to drop the raffle flyers April 23 – 26, 2004 with an end date of June 30<sup>th</sup>.

**BMW VINTAGE MARATHON**

Chapters in the North Atlantic and South Atlantic Region will have the 2004 Vintage Marathon roaming through them this fall. Anyone wanting an up close and personal view of this remarkable event should check out the website for information on the route and details of how you can be involved or help with the event:

<http://www.bmwvcca.com/>

**NEW STAFFER AT NATIONAL AND OTHER STUFF**

When all was said and done, we received 601 resumes in response to our ad seeking an administrative assistant. If you hear a new voice when you call National, it's Tricia Jones.

Tricia joined us March 8<sup>th</sup> and has hit the deck running. She has tackled the refinements to the Oktoberfest Manual (it has been sent to the BMW CCA Board and J.R. Schneider for review and approval). Tricia's first trip will be to the April 17<sup>th</sup> planning meeting for Oktoberfest 2004 in Pasadena, CA.

Michael Mitchell is splitting his time pretty much 50/50 with the Foundation and their target is to steal him away from us full-time before the end of the year; so that coupled with Tammy Harvey's maternity will cause some responsibility shuffling and re-education ahead of us to be certain. Michael has done such an outstanding job of ritualizing certain aspects of our weekly routine, that anyone following in his footsteps will never know how much time and effort he has saved them.

This weekend is the Annual Meeting of the BMW CCA Board here in Greenville, and it is the third year anniversary of the move to Greenville from Boston. Just about everyone who helped with the move will be at the meeting and will be acknowledged for their help in getting us settled and up and running those first few exhausting and exhilarating days. There have been so many changes and improvements in how we do business in just these three short years! Special thanks to the staffers here at National who keep things running despite ice storms, computer viruses, database glitches and battles with the USPS. Hats off to our Board of Directors who have set a challenging course and have guided us to maintain that course. And most of all, thanks to all of you for your tireless efforts in spreading the good word about the BMW CCA; and not letting us take ourselves too seriously, because it really is all about the FUN.

**MEETING OF THE BOARD OF DIRECTORS**

To be held June 5-6, 2004 in Mt. Tremblant, Canada. If there are topics you'd like your Regional Vice President to present, please contact him to make sure your topic appears on the agenda. As always, those of you wishing to observe the open sessions of any board meeting are welcome to do so. Please call the national office 864 250-0022 to let us know you'd like to attend, or send me an email: [wynne\\_smith@roundel.org](mailto:wynne_smith@roundel.org).

**FORMS**

Need I say more?

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*As always, best regards-*

*Wynne*