



NEWS FROM NATIONAL

FROM: Wynne Smith, Executive Director
 TO: BMW CCA National and Service Officers,
 Chapter Presidents, Newsletter Editors
 DATE: May 25, 2004

MEMBERSHIP STATS as 5/25/2004

	Full	Associate	Total
Current Membership	67,644	8,590	76,234
Last Month's Membership	67,868	8,582	76,450
Monthly Net Gain (Loss)	-244	8	-236
Monthly % Change	-0.36	0.09%	-0.31%
Last Year's Membership	64,760	7,792	72,552
Annual Net Gain (Loss)	2,884	798	3,682
Annual % Change	4.45%	10.24%	5.07%
New Members, 05/04	1,181		
Renewals, 05/04	54.9%		
Roundels Mailed	68,340		

TECHFEST EAST

Kudos to the team from National Capital Chapter on an incredibly well planned and managed event. For the lucky 200+ who attended, there were three and a half days of solid technical presentations, great vendor displays and a lot of camaraderie.

Let's keep the momentum going! Rumor has it we may see the next Tech Fest return to the heart of the Midwest...just a bit north of St. Louis...or possibly to the Music Capital of the World...

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

Nothing impacts the bottom line for associations more than membership. Members are the source of our financial strength, competitive advantage, policy and political muscle, and the basis for our club's relevancy in the world of like organizations. Yet many clubs continue to rely on inefficient processes and strategies that result in only moderate success in building value to retain members and identifying, qualifying and capturing the highest value prospective members. **Christine Owen** of Amplify Communications joined us Friday evening to discuss the survey Amplify will be conducting to determine how the club can best address the growing needs of our membership.

Club headquarters often take full responsibility and credit for membership recruitment and retention programs. The truth is, more members are won and lost through chapters than through any direct marketing campaign we can initiate. Personal contact happens at the local level and we all know that's the best way to gain and keep members. So how do you get your chapter volunteers to take membership on as their mission too? **Cynthia D'Amour** of People Power Unlimited presented us with some great ideas and exercises. She taught us how to create energy around chapter activities and discuss what tools we can develop to make them successful! As well as what tools can be used to help volunteerism.

Tom Strahs provided Chapter Volunteers with a facilitator's guide and seminar materials to help chapter volunteers help the National organization in the development of a code of conduct. A code of ethics and/or a code of conduct cannot guarantee ethical behavior. Moreover, a code of ethics or conduct cannot resolve all ethical issues or disputes nor can it capture the richness and complexity involved in striving to make responsible choices within a moral community. Simply put, a code of ethics and conduct sets forth values, ethical principles, and ethical standards to which members aspire and by which their actions can be judged. Tom helped us to identify issues and areas in our day-to-day club business where ethical considerations arise. A draft Code of Conduct has been provided and an updated version will be sent out to all chapters for review and commentary, shortly.

The Management team from the Golden Gate Chapter; **Mike Mills**, President, **Tamara Hull**, Treasurer and **Juan Bruce**, V.P. presented by turns a frightening and heartening segment entitled – When Good Chapters Go Bad. To summarize – the newly elected officers found that due to any number of reasons, the chapter treasury was dangerously close to empty, no financial reports had been filed with National since 2001, and programs and resources were seriously jeopardized. The team immediately put together a plan to determine where the funds had been spent, and to put into place controls, checks and balances to preclude their chapter from going so far astray in the future.

Despite my own best efforts to obtain the Golden Gate financial statements during the course of 2003 and 2004, apparently none were ever generated and Tamara Hull has been forced to reconstruct them through countless hours of detective work. Since 1999 this office has made every effort to treat each volunteer with respect and to err in favor of kindness – but, in retrospect I recognize that the assurances of the past chapter President, past chapter Treasurer and Regional V.P. were not enough and the chapter should have been placed on probation and funding withheld until financial statements were received.

There are a number of chapters that are not currently in compliance with the club's minimum standards, and have had poor track records over the past 3 – 4 years. Your Regional V.P.s have in most cases taken the same kinder and gentler approach I have – but, we can no longer afford to do so. Be advised that because of the horrendous mismanagement that so sorely affected the Golden Gate chapter; this office will be far more aggressive in monitoring chapter's performance vis a vis minimum standards. There will be consideration given to extraordinary issues and/or problems; but few exceptions will be made going forward. No newsletter – no money. Failure to comply with club standards may mean that a chapter's charter will be pulled.

The BMW CCA Crisis Communications Plan was also presented in draft form and the final version should be available to all chapters in the near future. You can't anticipate every possible disaster, but you can presume the most likely possibilities, at least in broad-brushstroke scenarios: accident, verbal attack, chapter members raced to a hospital en masse because of food poisoning, and so on. Identify the kinds of worst-case scenarios your chapter might face and prepare for them with the help of the club's Crisis Management committee, who can provide candid feedback on your potential scenarios, available facts, spokespersons to use, and responses to make.

Because it is so valuable, the club's response to a crisis must focus on defending our reputation. While there are other aspects of the club that must be safeguarded, such as legal and financial exposure, decisions or actions taken regarding them must not jeopardize our reputation. For example, in an attempt to limit legal damages we cannot refuse to talk to the media.

The Crisis Communications procedure is being designed to inform chapter and national BMW CCA officers of an emergency or adverse situation and prescribe the actions required for an appropriate response.

All presentations and materials are available to the Chapters that were not able to send volunteers.

MOTORSPORT LIABILITY and CHAPTER D & O Coverage

Pete :Lyon of Wisenberg/Accordia was on hand to give a brief presentation on our Motorsport Liability coverage as well as the newly procured Directors & Officers Liability coverage for chapter officers. Follows a coverage summary for our current Motorsport Liability coverage:

2004 BMWCCA EVENT LIABILITY INSURANCE SUMMARY

Underwritten by Accordia Company through Wisenberg Insurance + Risk Management

General Description:

This general liability insurance coverage is intended to protect policy owner BMWCCA, and through granting of additional insured status, its affiliated chapters and their members, event officials/instructors, drivers, crews, and other event participants, as well as event site landowners/managers/lessors and event racing vehicle owners and sponsors, and event sponsors from bodily injury, property damage, personal injury or advertising claims arising out of a covered incident at a BMWCCA competitive or non-competitive (meetings, car shows, etc.) event.

Type of Coverage:	Limits:
Bodily Injury Liability (including Spectator Liability), Property Damage Liability, Participant Legal Liability, Contractual Liability, Products Liability, Personal Injury and Advertising Liability, Host Liquor Liability; Mobile Equipment Liability	\$10,000,000 Per event
Medical Professional Liability (Excess)	\$10,000,000 Per event
Event Officials' Errors and Omissions Coverage regarding rules enforcement	\$ 100,000 Per event

Exclusions:

Exclusions include, but are not limited to the following:

Concerts, amusement rides, thrill shows, competitive events where no effective system is in effect to collect Release and Waiver forms or where members of the general public are permitted to enter restricted areas without signing Release and Waiver forms.

BMW Club Chapter D&O Program

Estimated Pricing & Retention:

Assumes coverage is enhanced with a coverage endorsement uniquely tailored to the BMWCCA, and a \$1,000,000 limit

Chapter Size	Pricing	Retention
Small Chapter	\$900	\$500
Medium Chapter	\$1,000	\$1,000
Large Chapter	\$1,100	\$2,500

Coverage:

Coverage is to be written on Carolina Casualty Paper A VIII (Admitted). Carolina Casualty offers full entity coverage with defense costs **outside of** (i.e. in addition to) the limits of liability. It includes Directors and Officers and Employment Practices Coverage and incidental publishers liability, for newsletter exposure.

Policy Form coverage highlights include:

- Defense Outside the Limits
- “Final Adjudication” & Severability for conduct exclusions
- Broad definition of insured
- Broad definition of claim
- Broad definition of wrongful act and employment practices

In addition to the above standard coverage contained in the base policy form, Barney & Barney and Carpenter Moore Insurance Services negotiated the following enhancements at no additional charge exclusively for BMW club chapters:

- Third Party EPL coverage
- Waiver of retention provision if no liability
- No Anti-trust Exclusion
- No Professional Liability Exclusion

The lack of an Anti-Trust exclusion, Professional Exclusion, and an extension of coverage to “third parties” for discrimination and harassment are unique for associations of the BMWCCA’s nature.

We believe it is in the best interests of all chapter volunteers to take advantage of this coverage and in order to encourage all chapters to do so, we are happy to pay the premium for coverage and deduct same from chapter rebate checks either quarterly or monthly. Please contact me with questions and to obtain coverage.

OPS MANUAL UPDATE

We are in the process of updating and reordering the club’s Operation Manual. We’re not changing the minimum standards or anything, so don’t get too excited – we still need a newsletter every 90-days - we’re just trying to make information more accessible. The draft versions are available and will be sent to each Chapter President electronically for review and comments while the BMW CCA Board continues their review of the document.

BMW CCA WEBSITE and DATABASE CHANGES

We are in the middle of the database conversion and website redesign. If you have suggestions concerning what additional information you would like to see us collect (for instance – club racing licensing info; or activity interests – rallies, autocrosses, social events) so that fields can be added or refined. . We may not be able to accommodate all your requests immediately, but if you don’t ask, we’ll likely never think of it all without your input – so, you know the drill: wynne.smith@roundel.org. Our plan is to offer our own digests so we’ll no longer need Yahoo What other refinements would you like to see. We’re working on an online classified system that we expect to be simple yet comprehensive.

MEETING OF THE BOARD OF DIRECTORS

To be held June 5-6, 2004 in Mt. Tremblant, Canada. The draft Agenda appears on the bmwcca.org website and is enclosed for your review. Again, if there are issues or topics you would like discussed, please contact either me or your Regional V.P. 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.

OKTOBERFEST 2004

Oktoberfest General Registrations

Adults	252
Children	26
TOTAL	278

Oktoberfest Event Registrations

Driving Events:

Autocross	73
Car Control Clinic	28
Driving School	90
High Speed Slalom	Cancelled
Drifting Contest	50
TSD Rally	69
Concours	36

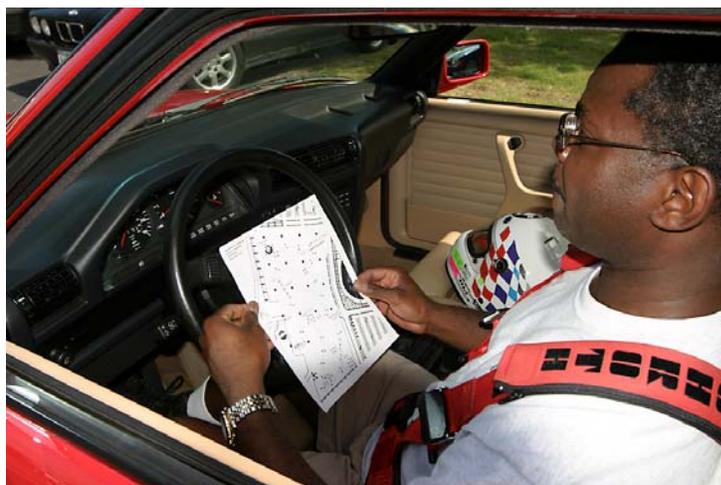
Social Events:

Family Fun Day	115
Gymkhana	143
Welcome Reception	210
Bavarian Reception	223
Peterson Motorsports Reception	236
President's Dessert Reception	206
BMW Awards Banquet	218

Other Ongoing Events:

Fun Rally	108
Trivia Contest	55
Model Car Concours	10
Kids Model Car Concours	0
Photo Contest	34

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



Mike Washington, Smoky Mountain Chapter ponders rally routes.

July 4th is right around the corner! It won't be Oktoberfest without you!

and, as always, best regards,



Austin Wiseman, President of Sunbelt Chapter helps with Technical Inspection prior to Driving Events

