NEWS FROM NATIONAL

FROM: Wynne Smith, Executive Director  
TO: BMW CCA National and Service Officers,  
Chapter Presidents, Newsletter Editors  
DATE: February 25, 2005

MEMBERSHIP STATS as 02/22/2005

<table>
<thead>
<tr>
<th></th>
<th>Full</th>
<th>Associate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Membership</td>
<td>66,307</td>
<td>8,847</td>
<td>75,154</td>
</tr>
<tr>
<td>Last Month's Membership</td>
<td>66,428</td>
<td>8,765</td>
<td>75,193</td>
</tr>
<tr>
<td>Monthly Net Gain (Loss)</td>
<td>-121</td>
<td>82</td>
<td>-39</td>
</tr>
<tr>
<td>Monthly % Change</td>
<td>-0.18%</td>
<td>0.94%</td>
<td>-0.05%</td>
</tr>
<tr>
<td>Last Year's Membership</td>
<td>66,997</td>
<td>8,349</td>
<td>75,346</td>
</tr>
<tr>
<td>Annual Net Gain (Loss)</td>
<td>-690</td>
<td>498</td>
<td>-192</td>
</tr>
<tr>
<td>Annual % Change</td>
<td>-1.03%</td>
<td>5.96%</td>
<td>-0.25%</td>
</tr>
</tbody>
</table>

| New Members, 02/05     | 1,027  |
| Renewals, 021/05       | 49.0%  |
| Roundels Mailed        | 67,200 |

SURVEY OF LAPSED MEMBERS

When a membership lapses we send a survey and ask people to let us know why they're leaving the club. Often this works as a reminder and the individual will reactivate their membership, but other times there are clear reasons why someone decides not to re-up. Here is a synopsis of responses from the last six months:

Oops! I'll renew right now. 74

My interests in cars have changed 47
I haven’t the time to take advantage of the services offered 34
Roundel does not hold my interest* 29
Sold my BMW, I'll be back when/if I buy another 26
Membership dues are too expensive 11
Chapter events were lacking 10
Unhappy with BMW NA and/or dealership customer service 10
Money is tight right now. I'll be back when things improve 8
No services available for my specific interests 8
Unhappy with direction of BMW brand 8
I did not receive timely mailings of Chapter newsletters 6
If I rejoin will you negate the lapse? 5
I will renew, but not right now. 4
I'm moving overseas and will re-up when I return 3
I did not receive timely mailings of Roundel. 2
I got screwed on the Membership Reward 2
Most of what I used the magazine for I can access through the internet. You need to make better use of the website Based on what one gets there was no reason to up the rates. Unless of course it is to fund travel for a select few members who write for Roundel. Tried to reach Ombudsman and Editor, received no response

* please note that more than half who indicated ‘Roundel does not hold my interest” also indicated ‘my interest in cars has changed’. It would follow that if one’s interest in cars has changed, Roundel would no longer be as interesting to read.

We have begun to request that members tell us why they have renewed – that coupled with understanding why they do not renew may help us to stem the increasingly negative flow in memberships.

**DIRECTORS & OFFICERS LIABILITY INSURANCE**

Thank you for getting the documentation to us The apps are now at the broker’s and are being reviewed by the underwriting department.

**DEC ELECTIONS**

Congratulations to JoElla John, the new DEC rep from the South Atlantic Region. To Sheldon Nelson the new rep from North Central and to Robyn McNutt the new representative from the Pacific Region.

**AUTOCROSS MINIMUM STANDARDS** - The feedback, observations and corrections to the preliminary draft of the Autocross Minimum Standards has been added and the final draft is being reviewed by the BMW CCA Board. I believe they will go back to the (new) DEC shortly for review after the upcoming Board Meeting.

**NEWSLETTER EDITOR/ WEBMASTER CONFERENCE May 13-15, 2005**

The BMW CCA Newsletter Editor/Webmaster Conference will be held the weekend of May 13 – 15, 2005 in Atlanta, GA.

If you are a Newsletter Editor – you should have been emailed this link to fill out a pre-meeting survey: [http://imisw.bmwcca.org/surveys/editors/](http://imisw.bmwcca.org/surveys/editors/) If you have not already filled out the survey, please do so.

If you are a Webmaster, you should have been emailed this link to fill out a survey: [http://imisw.bmwcca.org/surveys/webmasters/](http://imisw.bmwcca.org/surveys/webmasters/)

We have a number of excellent speakers lined up and we have quite a selection of materials for you, so leave a little room in your briefcases and/or luggage for the trip back.

The volunteers from the following chapters are registered:

<table>
<thead>
<tr>
<th>Chapter</th>
<th>First Name</th>
<th>Last Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston</td>
<td>Suzin</td>
<td>Koehler</td>
<td>Newsletter Editor</td>
</tr>
<tr>
<td>Delaware Valley</td>
<td>Joel</td>
<td>Dion</td>
<td>Webmaster</td>
</tr>
<tr>
<td></td>
<td>Amy</td>
<td>Dion</td>
<td>Newsletter Editor</td>
</tr>
<tr>
<td>Chapter</td>
<td>Name</td>
<td>Name</td>
<td>Role</td>
</tr>
<tr>
<td>------------------</td>
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<td>-----------------------------</td>
</tr>
<tr>
<td>Nittany Bimmers</td>
<td>Jackie</td>
<td>Kruper</td>
<td>Newsletter Editor</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>NY Chapter</td>
<td>Philip</td>
<td>Clark</td>
<td>Newsletter Editor &amp; Webmaster</td>
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<tr>
<td></td>
<td>Zina</td>
<td>Clark</td>
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<tr>
<td>Patroon</td>
<td>Everett</td>
<td>Mayhew</td>
<td>Newsletter Editor</td>
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<tr>
<td>Peachtree</td>
<td>Layton</td>
<td>Chauvin</td>
<td>Webmaster</td>
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<tr>
<td>Windy City</td>
<td>Barbara</td>
<td>Adams</td>
<td>Newsletter Editor</td>
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<tr>
<td></td>
<td>Larry</td>
<td>Schettel</td>
<td></td>
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<tr>
<td></td>
<td>Nazar</td>
<td>Zhuk</td>
<td>Webmaster</td>
</tr>
<tr>
<td>Heart of Dixie</td>
<td>Carol</td>
<td>Lowery</td>
<td>Newsletter Editor</td>
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<tr>
<td></td>
<td>Steve</td>
<td>Lowery</td>
<td>Webmaster</td>
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<tr>
<td>Lone Star</td>
<td>Valerie</td>
<td>Baker</td>
<td>Newsletter Editor</td>
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<tr>
<td></td>
<td>Dan</td>
<td>Baker</td>
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<tr>
<td>New Mexico</td>
<td>Steve</td>
<td>Nowaczek</td>
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<tr>
<td></td>
<td>Mrs.</td>
<td>Nowaczek</td>
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<td>Old Hickory</td>
<td>James</td>
<td>Green</td>
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<td></td>
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<tr>
<td>River City Bimmers</td>
<td>Diane</td>
<td>Salmonsen</td>
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<td></td>
<td>William</td>
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<tr>
<td>Rocky Mountain</td>
<td>Darlene</td>
<td>Doran</td>
<td>Newsletter Editor</td>
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<tr>
<td></td>
<td>Mark</td>
<td>Doran</td>
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<td>Doug</td>
<td>Barlett</td>
<td>Webmaster</td>
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<tr>
<td>Central California</td>
<td>Wayne</td>
<td>Wundrum</td>
<td>Newsletter Editor</td>
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<tr>
<td>Golden Gate</td>
<td>Kelly</td>
<td>Kirkland</td>
<td>Newsletter Editor</td>
</tr>
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**BMW CCA ANNUAL BOARD MEETING**

Will be held at the National Offices in Greenville, SC March 5-6. Anyone wishing to attend the open sessions of the meeting is encouraged to do so. Please call the National Office for information. 864 250-0022.

Minutes from the January Board Meeting are available on the [www.bmwcca.org](http://www.bmwcca.org) website.
TECHFEST INDY OR ST LOUIS OR STATE COLLEGE, PA?

It is my understanding that the Hoosier Chapter is still considering hosting TechFest 2006, while the St. Louis Chapter is already planning on hosting the event since it will be the 25th anniversary of the first Gateway Tech. Nittany Bimmers in State College, PA has also sent an email indicating an interest in hosting the event.

CRISIS COMMUNICATIONS

We will be conducting preliminary chapters tests this week and next week. National Capital, Puget Sound, Boston, Bluegrass Bimmers, North Star and Bayou will be the chapters to test the new plan.

CHAPTER BYLAWS

We have received bylaws from:
Allegheny
Badger Bimmers
Blue Ridge
Boston
Buckeye
Central California
Everglades
First Coast
Golden Gate
Green Mountain
Heart of Dixie
Houston
Michiana
Missouri Valley
New York
Nittany Bimmers
Peachtree
River City
Sacramento Valley
Sin City
Sonora
Tejas
Tidewater
Windy City

We have received acknowledgements but no bylaws from:
Bayou
Bluegrass Bimmers
Delaware Valley
Gulf Coast
Hawaii
Mountain State
New Jersey
Patroon
Puerto Rico
Smoky Mountain

We have heard nothing from the remaining 30 chapters.

FORMS

Please, please, please send those Chapter Officer Questionnaires and related forms to us as soon as you can! Especially the Chapter Officer Questionnaires. Your cooperation is greatly appreciated. From time-to-time we receive complaints or find complaints posted to the various digests that people within the chapters who need information are not being provided with it. We really want to do a good job for you, and we’re happy to include any and everyone in mailings, but we need updated info in order to do so.

We expect the new web site to be launched in the next couple of days. Updated forms will be available electronically, hard copies have been provided, and we’re happy to email or fax forms to you.
ZF AWARDS/ CHARITY MATCHING FUNDS

We topped last year's response and then some. Packages have been received from:

Badger Bimmers       Sin City
Bayou                Sunbelt
Blue Ridge           Sunshine Bimmers
Bluegrass Bimmers    Tejas
Boston               Tidewater
Buckeye (sort of)    White Mountain
Central California   Windy City
Delaware Valley
Everglades
First Coast Chapter
Genesee Valley
Hoosier
Iowa Chapter
National Capital
New Jersey
Nittany Bimmers
Northern Ohio
Patroon Chapter
Peachtree
Puget Sound
Rocky Mountain Chapter
Sacramento Valley
San Diego

Everything will be shipped to ZF March 1 in plenty of time for them to evaluate and choose winners for announcement at Oktoberfest 2005.

BMW CCA NATIONAL ELECTION RESULTS

Congratulations to Louis Goldsman, elected to a second term as club Treasurer. To Bruce Hazard, elected as club Secretary; to Leonard Mueller elected as the new North Central Regional Vice President; to Carlos Diaz-Estrada elected to serve the South Atlantic Region as V.P. for a fifth term; and to Eddy Funahashi elected as Pacific Regional V.P. for a second term.

Thanks go to Rafael Garces for his willingness to serve as club Secretary. Rafael has done an outstanding job as President of the National Capital Chapter and we expect to see more of him as he becomes more active on the National level.

Thanks also to Geoff Tolsdorf who stepped in last March to complete Scott Blazey's term as Regional V.P. so that Scott could ascend to the Presidency mid-term.

Words alone cannot express the degree of thanks and gratitude due Barbara Adams for her 14 years of tireless work and devotion to this organization. Barbara has held the position of club Secretary since 1992 and has been a remarkable resource, vigilant keeper of records, and an enormous asset to the national organization. Barbara's sensitivity to even the most difficult of issues, as well as her loyalty and willingness to accept assignments that were often beyond her normal duties, is deeply appreciated. Barbara has exhibited a commitment to excellence that has set the bar high for her successors. I will miss Barbara so very much — even more than the cookies she baked and brought to every meeting. Please take a moment to thank Barbara for her service - ADAMS2002@aol.com

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best regards, 

Wynne