



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

	Full	Associate	Total
Current Membership	66,307	8,847	75,154
Last Month's Membership	66,428	8,765	75,193
Monthly Net Gain (Loss)	-121	82	-39
Monthly % Change	-0.18%	0.94%	-0.05%
Last Year's Membership	66,997	8,349	75,346
Annual Net Gain (Loss)	-690	498	-192
Annual % Change	-1.03%	5.96%	-0.25%
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.	1
The publication is predicated on numbers and money	1
You need to make better use of the website	1
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.	1
Tried to reach Ombudsman and Editor, received no response	1

* 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/> 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/>

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:

Chapter	First Name	Last Name	Position
Boston	Suzin	Koehler	Newsletter Editor
Delaware Valley	Joel	Dion	Webmaster
	Amy	Dion	Newsletter Editor

Nittany Bimmers	Jackie	Kruper	Newsletter Editor
NY Chapter	Philip	Clark	Newsletter Editor & Webmaster
	Zina	Clark	
Patroon	Everett	Mayhew	Newsletter Editor
Peachtree	Layton	Chauvin	Webmaster
Windy City	Barbara	Adams	Newsletter Editor
	Larry	Schettel	
	Nazar	Zhuk	Webmaster
Heart of Dixie	Carol	Lowery	Newsletter Editor
	Steve	Lowery	Webmaster
Lone Star	Valerie	Baker	Newsletter Editor
	Dan	Baker	
New Mexico	Steve	Nowaczek	Webmaster
	Mrs.	Nowaczek	
Old Hickory	James	Green	Newsletter Editor
	Sue	Green	
River City Bimmers	Diane	Salmonsens	Newsletter Editor
	William	Salmonsens	Webmaster
Rocky Mountain	Darlene	Doran	Newsletter Editor
	Mark	Doran	
	Doug	Barlett	Webmaster
Central California	Wayne	Wundrum	Newsletter Editor
Golden Gate	Kelly	Kirkland	Newsletter Editor

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 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

best regards,

Wynne