



NEWS FROM NATIONAL

FROM: Wynne Smith, Executive Director
 TO: BMW CCA National and Service Officers,
 Chapter Presidents, Newsletter Editors
 DATE: April 21, 2005

MEMBERSHIP STATS as 04/21/2005

	<u>Full</u>	<u>Associate</u>	<u>Total</u>
Current Membership	66,200	9,029	75,229
Last Month's Membership	66,399	8,965	75,364
Monthly Net Gain (Loss)	-199	64	-135
Monthly % Change	-0.30%	0.71%	-0.18%
Last Year's Membership	64,790	7,736	72,526
Annual Net Gain (Loss)	1,410	1,293	2,703
Annual % Change	2.18%	16.71%	3.73%
New Members, 04/05	1,152		
Renewals, 04/05	49.8%		
Roundels Mailed	67,000		

YALE RACHLIN

On February 28 Yale Rachlin sent me a note:

“I'm not publicizing it yet, but you need to know that after two months of stomach pain and back pain, I went to three different specialists. Turns out I have cancer of the pancreas. Little can be done. No surgery possible. Tomorrow I go for chemo and radiation for a while but the future ain't great. I've already written two columns and I want to write about my wonderful life with BMW CCA. I'd like to leave something to thank the Club for all it has meant to me, but at the moment I have no great ideas. Luvya, babe. Please don't send anything or even mention this to anyone at least for a while.”

By now most of you know the sad news; Yale Rachlin, Editor Emeritus of *Roundel*, passed away March 23, 2005. For those of you who cherished his friendship as I did, his death has been a terrible blow. For those of you who never had the pleasure of meeting him, there isn't enough room in this memo to share just how wonderful he was. Yale went quickly and I'd like to think that he's someplace where there are no editorial deadlines and he's always hitting every apex perfectly.

The services and internment were a private family-only gathering but there will be a memorial service at his daughter, Meryl's, home May 29th. The June issue of *Roundel* will feature a tribute to the man responsible for the magazine's phenomenal popularity right up until his retirement in 1998. The family has asked that any remembrances be made to a charity of your choice. Since Yale and Bette Rachlin have been so much a part of my life for the past 16 years, I have made a donation to the BMW CCA Foundation's Street Survival Program in Yale's name, because it was Yale who instilled the love of BMWs in both my sons' hearts.

The BMW CCA Board is discussing a specific memorial, possibly a trophy, possibly a scholarship to perpetuate Yale's memory.

NEWSLETTER EDITOR/WEBMASTER CONFERENCE May 13-15, 2005

Last call!!! The BMW CCA Newsletter Editor/Webmaster Conference will be held the weekend of May 13 – 15, 2005 in Atlanta, GA. Join the other 82 chapter volunteers and members of the BMW CCA Board already registered for this worthwhile weekend. **If you are planning to attend, please register now by visiting:** <http://imisw.bmwcca.org/congress/>

One of the many topics we will be covering will be Website Standards, so please provide your webmasters with any thoughts or URLs you may have that will aid the club in the development of such standards.

D & O COVERAGE FOR CHAPTERS

It's finally in place and documents will be going out to you all shortly. The underwriting process seemed to take an interminable amount of time, but it was well worth it because by bidding the request for coverage out to three different carriers our broker was able to maintain the required coverage levels, but save us an enormous amount of money. When I say 'us' I mean *all* of us. You will be receiving a copy of the coverage recap and a memo indicating the actual amount your chapter will be charged for the coverage. Some chapters may decide to just go ahead and reimburse the club in one lump sum rather than having incremental amounts debited from rebate checks due to the savings in cost.

BMW NA PERFORMANCE CENTER SUPPORT OF CORRALS

At the Annual Meeting of the BMW CCA Board in March, Larry Koch announced the following rules for the 2005 corral program:

1. BMW NA will determine which Grand Am races will be eligible for corral support
2. Chapters wishing to host a corral will make a request to the National Office who will pass the request on to the Performance Center. A copy of the request should be sent to the RVP.
3. Performance Center will approve the request and report same to the National Office.
4. The support will be a maximum of \$3,000 per corral. Chapters will be required to submit receipts in order to receive reimbursement.

BMW support for corrals is separate and distinct from the BMW CCA Corral Fund. Support for corrals by BMW CCA must be solicited from your Regional V.P.

The BMW Car Club of America, Inc. is seeking volunteer Ombudsmen.

Club Ombudsman, David E. Dick, has announced his resignation from his position effective immediately. On behalf of the many, many members he has so ably assisted over the past years, I offer our sincere thanks. We must now conduct a search for someone to replace him. The ideal candidate will have a background in Negotiations or Law and the ability to understand a certain amount of technical jargon. The position is strictly on a volunteer basis. If, for some unexplainable reason, this sounds good to you, please contact me at 864 250-0022 or wynne_smith@bmwcca.org

CHAPTER LOGO COMPLIANCE

Another topic of discussion at the Newsletter Editor/Webmaster conference will be Logo compliance. Larry Schettel (Windy City, *Breeze*) has reviewed all the Chapter logos for compliance with the International Council guidelines. Larry's reviews will be available at the congress and also provided to the Regional Vice Presidents who can then contact the chapters that are not in compliance. In many cases it is a matter of minor issues like the type font, weight of a line or border.

The standards can be found on the club's website or the BMW Club of Canada's website.

BMW CCA DONATES A PORTION OF MEMBERSHIP DUES FOR STREET SURVIVAL PARTICIPANTS

The BMW CCA Foundation asked whether BMW CCA would donate 50% of cost of a new BMW CCA membership to participants of a Street Survival School, who are not already club members. This would cost CCA \$20 per new member participant. Several considerations were taken into account:

Currently less than 20% of the participants are new, i.e. not members or children of a member, that number will likely rise. A sponsor might be found to fund BMW CCA's portion.

A rough estimate of the cost to the club for this donation is \$6,500 - \$8,000 annually.

This would be a cost to the National organization and not charged to any chapter. Chapters will still receive their \$15.30 dues rebates for these memberships.

The Board voted unanimously to approve a subsidy of \$20 to the Foundation to cover 50% of the first year of a new member membership up to a maximum of \$8,000 for FY 2005.

PERMANENT REGIONAL STATUS FOR DESIGNATED EVENTS

There has been a question discussed at several National Board meetings whether the Monterey Historics was previously given permanent Regional status. Keith Wollenberg clearly recalls that it had been, Barbara Adams reviewed the minutes of the past 14 years and could not find any such designation.

At the meeting in March, discussion took place regarding the advisability of designating any event as "permanent" or would "recurring" be a better designation. In regard to the Monterey Historics, it really is a moot point in that the Board will likely continue to support this event in the future. The 2005 event has been granted Regional status.

MEMBERSHIP INCENTIVE PROGRAM

Yes, take a look, we lost members again this month. Several months back I asked for ideas from you on how we could do a better job of recruiting, and more importantly, holding on to members. There was a splendid response from many of you with excellent suggestions, most of them indicating that a Membership Incentive Program might be just the ticket.

The idea of a membership incentive program to encourage members to recruit new members as a way to grow the club seems like a winner. So what about these ideas?

If a member recruited a certain number of new members (say 15) within a period of say 6-months, the recruiter would get a 1 year free membership. Appeal to anyone?

Should we make it a tiered program, you'd receive something when you've recruited 15, then 20, then 25 within that 6-month period? A free membership, an I-Pod? BMW goodies?

Would a membership contest [trip to Germany for grand winner, \$500 in BMW goodies to the runner-up(s)] create more interest and action?

Do we want an incentive program or contest or both? What say ye? wynne_smith@bmwcca.org

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best regards,

The National Office will be closed Monday,
May 30th, **Memorial Day**

Wynne