



## ***NEWS FROM NATIONAL***

FROM: Wynne Smith, Executive Director  
TO: BMW CCA National and Service Officers,  
Chapter Presidents, Newsletter Editors  
DATE: July 26, 2005

### **MEMBERSHIP STATS as 07/21/2005**

	<b>Full</b>	<b>Associate</b>	<b>Total</b>
Current Membership	<b>66,005</b>	<b>9,090</b>	<b>75,095</b>
Last Month's Membership	<b>66,002</b>	<b>9,059</b>	<b>75,061</b>
Monthly Net Gain (Loss)	3	31	34
Monthly % Change	0.00%	0.34%	0.02%
Last Year's Membership	<b>67,810</b>	<b>8,748</b>	<b>76,558</b>
Annual Net Gain (Loss)	-1,805	342	-1,503
Annual % Change	-2.67%	3.56%	-1.96%
New Members, 07/05	1,092		
Renewals, 07/05	48.6%		
Roundels Mailed	66,800		

### **BMW CCA MEMBERSHIP DRIVE**

The strategic plan for the club calls for us to grow the club in size by offering real value for members' dues dollars and by expanding member benefits. Our goal is to create a home for as many BMW enthusiasts as possible by meeting their BMW information and activity needs. As you know we're actively pursuing these goals. We have been tasked by the BMW CCA Board to increase overall BMW CCA primary memberships by an average of 4% per year through 2010.

We've been watching our membership numbers creep downward for about a year now and so it's time to implement a membership drive! There will be three elements to this incentive program. The primary reward will be: for each new member you sign up, you will have your membership in the BMW CCA extended for one month. There's no limit to how many months a membership can be extended and if you're already a Lifetime member of the club you may designate that your extra months to be added to the membership of a friend or family member. Or Lifetime members may contribute their recruitment efforts to their chapters.

The Board and I are finalizing the details of the rules and will be sending the info out to you in the next day or two.

Need apps? Send an email to [mmitchell@bmwcca.org](mailto:mmitchell@bmwcca.org). We are currently reprinting membership applications, and will ship however many you need to get started as soon as we receive them from the printer. We expect them just in time for the September 1 kick-off!

Have questions? Email me at [wynne\\_smith@bmwcca.org](mailto:wynne_smith@bmwcca.org).

## **OKTOBERFEST 2005 – the countdown begins!**

2005 being the 50<sup>th</sup> anniversary of the Isetta, there's been a call to Isetta Owners to join us in Greensboro. Dave Brower of North Carolina says: Let's celebrate the 50th year of the Isetta by having as many Isettas come to Oktoberfest as possible. BMW CCA is counting on me to try to organize something. and I have no idea what to do -- so I ask the Isetta owners of America to help me figure this out.

If you're interested in helping to organize an impromptu gathering - please send an email to Dave at: [rimspoke@gmail.com](mailto:rimspoke@gmail.com)

Six M5s are ready to be raffled and the blue envelopes keep rolling in. Just seven weeks to this spectacular week in the Carolinas. Haven't registered yet? Don't miss out on your favorite events - the driving school at VIR, autocross and safety school are all filling up.

### **SHERATON FOUR SEASONS, 3121 High Point Road, Greensboro, NC 27407**

Room rate: \$109 plus tax. Call reservations at: 1-800-242-6556 and tell them you're with BMW CCA  
[www.sheratongreensboro.com/default.shtml](http://www.sheratongreensboro.com/default.shtml)

### **GRANDOVER RESORT & CONFERENCE CENTER, 100 Club Road, Greensboro, NC 27407**

Room rate: \$165 plus tax. Call reservations at: 1-800-472-6301 and tell them you're with BMW CCA  
[www.grandoverresort.com/](http://www.grandoverresort.com/)

## **CALLING ALL E34s AND E39s!**

If you're in the southeast...well, even if you're not, but are up for a road-trip. BMW NA needs your help. BMW would like to provide an M5 "full range" vehicle display at the 2005 Hilton Head Island Concours D'Elegance to coincide with the New M5 launch in the Fall. They are therefore looking to the BMW CCA to show their M5's at the event:

Event Date: **November 5 & 6**

Address: Coastal Discovery Center at Historic Honey Horn  
Hilton Head Island, South Carolina

Website:

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

The event is an upscale premier event that was attended by 8,000 people last year. The goal this year is 12,000 attendees. If you are interested in participating please contact:

Helen Limpitlaw

Field Marketing Operations Manager

BMW of North America, LLC

[helen.limpitlaw@bmwna.com](mailto:helen.limpitlaw@bmwna.com)

## **MEETING OF THE BMW CCA DRIVING EVENTS COMMITTEE**

The regional committee, it's newly selected Committee Chair, Bill Wade of Bluegrass Bimmers, ex-Chair, Scott Collins and Board Liaison, Carlos Diaz-Estrada met in Dallas the weekend of July 15-17. The site for the 2006 Driving Events Congress has been chosen and the Committee is working on the date. Weekends under consideration are:

February 10 – 12

February 17 – 19 or

March 31 – April 2

Have a preference? Email your regional committee members:

North Atlantic	Ross Karlin	<a href="mailto:rkkarlin@compuserve.com">rkkarlin@compuserve.com</a>
South Atlantic	JoElla John	<a href="mailto:jj8088@aol.com">jj8088@aol.com</a>
North Central	Sheldon Nelson	<a href="mailto:snelsonm5@att.net">snelsonm5@att.net</a>
South Central	Steve Williams	<a href="mailto:bwilliam@ecentral.com">bwilliam@ecentral.com</a>
Pacific	Robyn McNutt	<a href="mailto:robyn.mcnutt@comcast.net">robyn.mcnutt@comcast.net</a>

## **GATEWAY TECH 25<sup>th</sup> ANNIVERSARY! The National Event returns to its Midwestern roots**

Mark your calendars – March 23 – 26<sup>th</sup>, 2006 will mark the 25<sup>th</sup> anniversary of Gateway Tech in St. Louis. As the old-timers will tell you -- Gateway Tech, began as the Saint Louis chapter's two- day technical get-together, and remains a nuts-and- bolts festival of BMW ideas from around the Club; technical seminars are held each day, all day, followed by social receptions and dinners at night. Many BMW-related businesses and tuners set up shop in a vendor area, and spend the weekend talking with Club members and holding technical seminars. It's an educational experience— but it's also a social thing. Gateway Tech is for casting off the winter blahs, firing up your Bimmer for a nice early-spring road trip, and spending a weekend with your BMW buddies old and new.

The first Gateway Tech was held in 1981, when the technical seminars revolved around removing those horrible EGR valves and thermal reactors, installing European high- compression pistons, crunching second- gear synchronizers, and who brought the best beer. Today, it's about software, OBDII, synthetic oil— and who brought the best beer. A balance of social and technical interaction is still Gateway Tech's hallmark.

Some say BMW CCA membership is changing, that no one is interested in "how werks der Bimmer" anymore, and that the cars are too electronic, too complicated for anyone but a BMW dealership to work on. Clearly, BMW CCA encompasses many varied interests, including those of people who have never taken a wrench in hand. Others wouldn't sleep at night if someone else worked on their car. But if TechFest 2004 in Washington, D.C. was any indication, the ratio of one group to the other doesn't seem to have changed much. One thing is abundantly clear though: you don't have to work on cars to enjoy events like Gateway Tech. Knowing something about the technical goings-on in your car— even if you're not the one spinning the wrenches or the dials on the diagnostic computers— is extremely valuable; not only do you realize what you're paying someone else to do on your car, you're also able to communicate with a little more understanding of your common passionate bond: the intricate workings of your BMW. Mechanic, teacher, lawyer, CEO, ski bum, doctor, plumber, fireman: the people you meet at Gateway Tech are BMW CCA members, and that means they could do just about anything for a living, but are united by a common love of the Blau mit Weiss.

We have a long list of presenters, keynote speakers and excellent vendors lined up for 2006 – so don't miss out. Watch [Roundel](#) and the BMW CCA website for details and registration information.

## **NATIONAL OFFICE PERSONNEL CHANGES**

We have restructured some of the work-flow at national in part because of the website launch and the decrease in data-processing this will cause; partly to accommodate Michael Mitchell's half-time status – since Michael will be moving to the BMW CCA Foundation full-time January 1, 2006; and in part because Tricia has indicated that although she loves working for the club she's never really recovered from

Oktoberfest 2004. Rather than lose someone who is an outstanding staffer, it just made sense to find someone crazy enough...I mean find a seasoned professional who can field whatever curves are thrown as we redefine and refine how our events are handled.

We posted an ad for a Manager/National Events and I am pleased to share that we have hired Brenda Sarvis and she started work June 1. Brenda was the Corporate Event Manager at Datastream Systems, having begun at Datastream in 1999 as the Trade Show Manager. With J.R.'s retirement from his position as Oktoberfest Coordinator at the Friday evening banquet this year, Brenda will be prepared to step in and work with various chapter teams using the newly developed Techfest guidelines - as well as the remodeled event, and reworked Oktoberfest guidelines that are likely to be put into place in the not too distant future.

Please also welcome Jennifer Skatzes to the team. Jennifer brings outstanding customer service skills to national and has gotten the hang of *iM/S* with record speed.

If you're attending Oktoberfest this year, you'll be able to meet both Brenda and Jen in Greensboro.

### **BMW CCA WEBSITE**

Well, last month when I made this pitch I asked you to send pictures and videos to Calvin Hill. Right after we shipped *News* out last month Calvin gave notice and has gone on to a job as a Programmer for a large company here in Greenville. It was a difficult decision for him, and we hated losing him, but the opportunity to focus solely on the pure science of programming was too tempting for him to pass up.

Please welcome Gavin Hoffman to the BMW CCA team! Gavin joined us on July 6<sup>th</sup> and has quickly become invaluable as a staff resource with the systems and network here, as well as continuing to maintain and improve the club's website.

We're still looking for photos to use in the web gallery – if you have a photo of your car, or a recent BMW CCA event you'd like to share, please email it to [gavin.hoffman@bmwcca.org](mailto:gavin.hoffman@bmwcca.org) Likewise, we sure could use some video stream of a driving school – have something great you'd like to see on the site? Please send it to Gavin.

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best regards,

*Wynne*



Don't miss your opportunity to enjoy  
An Oktoberfest Driving School at VIR!!!