



NEWS FROM NATIONAL

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

MEMBERSHIP STATS as 08/23/2005

	Full	Associate	Total
Current Membership	66,042	9,151	75,193
Last Month's Membership	66,005	9,090	75,095
Monthly Net Gain (Loss)	37	61	98
Monthly % Change	0.06%	0.67%	0.13%
Last Year's Membership	67,862	8,950	76,812
Annual Net Gain (Loss)	-1,820	201	-1,619
Annual % Change	-2.68%	2.25%	-2.11%
New Members, 08/05	1,254		
Renewals, 07/05	48.5%		
Roundels Mailed	66,850		

THIS JUST IN!!!

Beginning September 1, 2005 – if you have been a member of the BMW Club for one or more years continuously, without lapse as of 9/1/2005 and you purchase or lease a new 2005 M3 from a US dealership, BMW NA will send you \$2000 AND you can also apply for the BMW CCA Membership Reward rebate! That's \$2,500 off a new M3. A press release with more details will follow.

BMW CCA MEMBERSHIP DRIVE

We've been watching our membership numbers creep downward for about a year now and so it's time to implement a 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.

When you consider the services available, the club offers a great deal for just \$40 per year. You are all familiar with the benefits, but to help you pitch the club, check this refresher:

Roundel is filled with feature articles, monthly columns, product reviews, and technical information. Members may place two free thirty-word ads or one free fifty-word ad per month in the magazine's popular classified-ad section and post them directly to the newly revamped national web site.

Technical Service Advisors provide assistance to members confronted with technical questions. The TSA's have years and years of background and experience in the care, maintenance, and repair of BMWs and many own or manage independent shops.

The Club Ombudsmen serve as intermediaries for members unable to resolve problems with

manufacturers, dealers, repair shops, parts suppliers, and others.

The **Club Library**, located in the National Office, offers a range of BMW-related information in a variety of media—all available by e-mailing or calling the National Office.

Many BMW dealerships and Independents offer **discounts on parts and service** to BMW CCA members.

Special Interest Groups and Registers are independently organized to provide information about specific or rare BMWs. Activities provided by the **SIGs** range from driving events to web-based digests to publications and news bulletins. Listings of these groups can be found each month in *Roundel*.

Friends of BMW, the Club's glove-box guide, lists volunteer members worldwide offering help to the traveling member who encounters difficulty on the road. BMW dealers throughout the US are also listed. *Friends of BMW* can be a real lifesaver and is available from the National Office for a modest fee to members only.

Premier events such as **Oktoberfest** and **TechFest** are open to all members - both national club gatherings offer technical sessions, vendor displays and presentations as well as plenty of socializing with fellow members; and Oktoberfest has the additional advantage of offering a variety of driving events.

Our **Chapters** are our best advocates and just about everyone who joins lives in a chapter area. Our chapters publish newsletters at least quarterly to inform members about upcoming events. Most chapters host monthly meetings and also offer driving, technical, and social events. Chapters also act as members' liaison with local dealers and independent shops, and, as noted above, can assist with obtaining discounts on parts and services.

2005-06 BMW CCA Membership Drive:

The BMW CCA Membership Drive is from September 1, 2005 to July 15, 2006.

This membership drive is open to three categories of participants: 1) current BMW CCA members, 2) current BMW CCA members who work for a BMW dealer or independent BMW shop, and 3) BMW CCA chapters. To be eligible, BMW CCA members must be paid members; (that is, they may not be members by virtue of being "comped" by BMW CCA or a BMW CCA chapter).

The program differentiates between BMW CCA members who work at BMW dealers or independent shops and those who don't. This reason is that those who work at places where BMWs are sold, serviced, or repaired are assumed to have a much greater opportunity to meet BMW owners who may not already be members of BMW CCA. While all BMW CCA members have equal opportunities to receive the membership extension reward, they will only be competing against other members in their own category for the additional prize drawings and grand prizes.

There are three reward categories of this incentive program that correspond to the three categories of participants: 1) rewards for current BMW CCA members who refer new members; 2) rewards for BMW dealer or independent BMW shop employees who refer new members; and 3) rewards for chapters that achieve a designated level of new member activity.

In addition to ongoing incentive rewards for each member referred, BMW CCA members who refer new members, and BMW CCA members who are employed by BMW dealers or independent BMW shops and who refer new members will be eligible for drawings for a variety of additional prizes at the end of the membership drive. These drawings will take place at Oktoberfest 2006. Winners need not be present at Oktoberfest to win. The prize list will be published on the www.bmwcca.org web site as prizes are added.

A new membership is defined as a membership for an individual or business that has never before belonged to BMW CCA, or a membership for an individual or business that was a previous BMW CCA member but whose membership lapsed at least six months prior to the date of the new membership.

A new membership with a corresponding associate membership counts as one new membership.

All new member applications must be received by the National Office no later than July 15, 2006 to be counted. If referred by a current BMW CCA member, a new member application must contain the name and BMW CCA member number of the referring member in order for the referring member to receive credit. Credit may not be applied retroactively.

If a new member cancels their membership within three months after joining, the referring individual will lose credit for that membership.

If a new member is referred by a current associate member, the associate member will receive the ticket for the prize drawing; however the membership extension credit will be applied to the associate member's corresponding primary member.

BMW CCA members who are members of the National Board of Directors, paid employees of BMW CCA, Roundel senior staff, and members of their immediate families or households are eligible for referral reward incentives, but are not eligible for the prize drawings at the end of the membership drive or the grand prizes.

Lifetime members who refer new members may designate their extra months of membership earned to be added to the membership of a friend or family member.

Referral credit will not be given to applications received without the referring member's BMW CCA member number. BMW CCA members will be able to track their referrals by accessing their personal information through the BMW CCA web site. Individual membership extensions awarded under this program will be applied at the time of the member's normal renewal, and/or within 30 days after the end of the membership drive, whichever comes first.

Chapter membership and renewal rate numbers will be updated monthly and sent to chapters with News From National. Monthly updates will also be posted to the bmwcca.org web site.

New members can join: 1) by calling 1-800-978-9292 to submit their application and credit card information over the telephone. The referring member's name and BMW CCA member number must be provided at the time the call is made.

2) by visiting the www.bmwcca.org web site and submitting an application online. To receive credit, the referring member's name and BMW CCA member number must be entered in the appropriate space on the online application form.

3) by mailing a membership application to the National Office. In order to receive credit, the referring member's name and BMW CCA member number must be written on the application. Membership applications/BMW CCA brochures are available from the National Office by calling (864) 250-0022 or sending an e-mail to mmitchell@bmwcca.org

Questions about the 2005-06 BMW CCA Membership Drive may be directed to the Executive Director, Wynne Smith, by e-mail to wynnesmith@bmwcca.org or by telephone at (864) 250-0022.

Category 1. Current BMW CCA Members (not employed by a BMW dealer or independent BMW shop): For each new member that joins, referring members will receive a one-month extension of their existing BMW CCA membership, and one ticket in the prize drawing.

There is no limit to the number of extensions a member may receive based on new member referrals.

In addition to the prize drawings, there will be grand prizes for the three BMW members who refer the most members. The First Grand Prize is a trip for two to visit the BMW Manufacturing plant and Zentrum in Spartanburg, SC. The Second Grand Prize is a Lifetime BMW CCA membership. The Third Grand Prize is a \$250 shopping spree in the BMW CCA store. These winners will also be officially recognized in Roundel magazine.

Category 2. Current BMW CCA Members employed by a BMW dealer or independent BMW shop: For each new member that joins, referring members will receive a one-month extension of their existing BMW CCA membership, and one ticket in the prize drawing.

There is no limit to the number of extensions a member may receive based on new member referrals.

In addition to the prize drawings, there will be grand prizes for the three BMW members who refer the most members. The First Grand Prize is a trip for two to visit the BMW Manufacturing plant and Zentrum in Spartanburg, SC. The Second Grand Prize is a Lifetime BMW CCA membership. The Third Grand Prize is a \$250 shopping spree in the BMW CCA store. These winners will also be officially recognized in Roundel magazine.

Please note that memberships purchased by dealers for their customers are not eligible for the one-month extension reward or tickets for the prize drawings. This exclusion is in effect even if a current BMW CCA member is listed on the application as a referrer.

Category 3. Chapters: Chapters are eligible for rewards based on an overall increase in their total membership and their renewal rate. Both are important for continued growth of the Club, since renewing members are more likely to stay in the Club for more years, while new members are needed to replace those members who don't renew. Only primary chapter memberships will count toward chapter goals, dual chapter affiliations will not accrue towards the goals.

To be eligible for rewards, chapters must be in good standing. Chapters that are officially on probation during the period of the membership drive will not be eligible.

The basis for chapter goals for new members will be the total number of primary members as of the official close in the National Office on August 24, 2005.

The goals for chapters that gain or lose members due to chapter realignment or the creation or dissolution of chapters will be revised so that they maintain an equitable basis for rewards.

The total membership goal for each chapter is 4 percent; that is, the chapter will have reached its goal if, by July 15, 2006, its total number of primary members is equal to 104 percent of the number of primary members assigned to the chapter as of August 24, 2005.

The renewal goal for each chapter is 60 percent; that is, the chapter will have reached its goal if, by July 15, 2006, at least 60 percent of its primary members as of August 24, 2005 have renewed their memberships.

Chapters that meet their total membership goal only will receive \$50 of BMW CCA merchandise or \$5 of BMW CCA merchandise per 100 members, whichever is greater.

Chapters that meet both their total membership and renewal goals will receive \$100 of BMW CCA merchandise or \$10 of BMW CCA merchandise per 100 members, whichever is greater.

Chapters that meet their renewal goal and meet or exceed 110 percent of their total membership goal will receive \$100 of BMW CCA merchandise or \$10 of BMW CCA merchandise per 100 members, whichever is greater, and a 5 percent discount on driving event insurance premiums for the year 2007.

Chapters that meet their renewal goal and meet or exceed 120 percent of their total membership goal will receive \$100 of BMW CCA merchandise or \$10 of BMW CCA merchandise per 100 members, whichever is greater, and a 10 percent discount on driving event insurance premiums for the year 2007.

The top three chapters in percentage of new members will each receive their choice of two registrations for Oktoberfest 2007 or TechFest 2007.

The top ten chapters in percentage of new members and renewal rates will be officially recognized in Roundel Magazine.

We have some fabulous new business-card sized recruitment cards available --- please call or write to order some.

OKTOBERFEST 2005 – three weeks left!

At this point we only have room in the Wednesday Driving School – the Sheraton hotel is filling up and we're urging those of you who have delayed this long to consider staying at the luxurious Grandover Resort.

Join 400+ of your favorite BMW Enthusiasts in the beautiful Carolinas for this premier event. Forgotten how much fun Oktoberfest is? Check out the Quicktime movies of last year at the www.bmwcca.org website!

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

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/

GATEWAY TECH 25th ANNIVERSARY! The National Event returns to its Midwestern roots!

Mark your calendars – **March 23 – 26th, 2006** will mark the 25th anniversary of Gateway Tech in St. Louis. We'll be hosting the event at the beautiful, new St. Charles Convention Center and will use the brand new Embassy Suites as the primary hotel.

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.

BMW CCA WEBSITE

We're always 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 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.

NEXT MEETING OF THE BMW CCA BOARD OF DIRECTORS

Will be held at the Pasadena Westin October 1 – 2, 2005. If you would like to observe the open sessions of the meeting, please let the national office know you will be joining the group by calling 864 250-0022, or by emailing me at wynne.smith@bmwcca.org

ELECTIONS

Candidates must be nominated by a member who has been a member for at least six months prior (the nomination must include the BMW CCA membership number of the nominating person) and the candidate's acceptance of the nomination should be countersigned on the same page (including the candidate's own membership number). Nominees for Regional Offices, and those nominating them, must reside and be a chapter member in the specific region.

The BMW CCA National Board represents the BMW CCA membership and as a group is tasked with soliciting and employing up-to-date information and best business practices in carrying out their responsibilities with integrity, honesty, truthfulness and adherence to the absolute obligation of safeguarding the members' trust. They make sense of new information about the club as it may affect the organization and demonstrate concern for the interests and well being of individuals affected by their actions. They can and must monitor the Vision for the club and determine when it needs to change. They can and must be the ones to discuss whether the current Mission is the best way for their organization to work towards the organization's Vision. They always put their altruistic mission above personal gain. Very few members recognize the degree of responsibility our National Board members bear, and the hours and hours of hard work they donate to the club.

If you're not afraid of more responsibility and plenty of challenge – roll your sleeves up and get your nomination, photo and statement in to us. Nominations should include a candidacy statement of **no more than 300 words** and an appropriate photograph of the candidate. Those wishing to help in refining the CCA's strategic framework: its values, vision, mission and broad goals; those wishing to help formulate and refine policies that govern our practices should send their nominations, acceptances, candidacy statements and photographs to be received at the National Office **before 5 PM EST October 31, 2005.**

best regards,

**The National Office will be closed Monday,
September 5 – Labor Day**