



NEWS FROM NATIONAL

FROM: Wynne Smith, Executive Director
 TO: BMW CCA National and Service Officers,
 Chapter Presidents, Newsletter Editors
 DATE: May 24, 2006

MEMBERSHIP STATS as of 5/24/2006

| | Full | Associate | Total |
|-------------------------|---------------|------------------|---------------|
| Current Membership | 66,208 | 9,489 | 75,697 |
| Last Month's Membership | 66,092 | 9,464 | 75,556 |
| Monthly Net Gain (Loss) | 116 | 25 | 141 |
| Monthly % Change | 0.18% | 0.26% | 0.19% |
| Last Year's Membership | 66,137 | 9,067 | 75,204 |
| Annual Net Gain (Loss) | 71 | 422 | 493 |
| Annual % Change | 0.11% | 4.65% | 0.66% |
| New Members, 05/06 | 1,320 | | |
| Renewals, 05/06 | 49.4% | | |
| Roundels Mailed | 66,800 | | |

MEETING OF THE BMW CCA BOARD OF DIRECTORS

To be held June 16-18, 2006 in Cincinnati, OH The draft Agenda will appear on the bmwcca.org website just prior to the meeting. If there are issues or topics you would like discussed, please contact either me or your Regional V.P. Those of you wishing to observe the open sessions of any board meeting are welcome to do so. Please call the national office 864 250-0022 to let us know you'd like to attend, or send me an email: wynne_smith@bmwcca.org.

You may not be aware that the Board routinely conducts a conference call one evening each month (except for those months in which they meet). If there are issues you have pending that you'd like them to address – please email or call your RVP to get the issue onto the agenda for discussion.

D & O COVERAGE FOR CHAPTERS

A refresher for those of you familiar with the whys and wherefores, and some info for those of you new to your chapter roles – D & O insurance provides coverage for directors and officers (a term which can often be synonymous with owner and manager) against the following allegations: inducing breach of contract, tortious conspiracy, defamation, misrepresentation, non-disclosure, breach of duty of care, and bankruptcy related claims.

It is important to note that a director and/or officer may be held **personally** liable with respect to the aforementioned allegations. This coverage extends to them personally as well as the corporate entity in such claims, and will cover related defense costs for both the individual and chapter.

The D& O coverage has been renewed for all chapters and paid for by National. This month rebate checks will be debited the amount specific to your chapter. The amount is the same as it was for coverage last year – there has been no increase in the premium.

BMW CCA Member POLL

If you've been visiting the club's website recently you'll have noticed that we've been posting breaking BMW news items and have been conducting polls of the membership on topics ranging from whether or not we should form a National MINI club to what members think about BMW's new ad campaign.

Why not take a minute every now and then and give us your opinion. Have a question you want posted? Send it along please – wynne_smith@bmwcca.org

BMW CCA STANDARDS OF CONDUCT

As many of you know, this organization has been embracing open compliance and ethics into our day-to-day operations, this means integrating governance, risk management, compliance and culture to promote solid values, ethics and integrity. Since the club has to operate within defined boundaries – and some of those boundaries are mandated by outside forces (such as legal requirements) one of the elements of establishing boundaries is a standard of conduct that is expected of all members of the organization.

All organizations, whether conservative or aggressive, want to avoid bumps in the road to achieving objectives. Sometimes the function of governance, risk management and compliance are perceived as functions that slow the club down, the departments of "NO! DON'T! STOP!" Those of you who have attended the last three National Congresses are familiar with Tom Strahs and his Ethical Considerations presentations – the standards of conduct are another step towards developing an organizational culture that allows us to avoid bumps and spend more time saying "YES! PLEASE DO! GO FOR IT!"

The fastest cars have the best brakes --- the best steering ---and a strong frame --- a strong organizational culture guides conduct and operations when formal structures are relaxed, or minimal. (O.K. I stretched that car metaphor to the breaking point...I apologize.)

For the BMW Car Club of America to be a positive experience for all its members, it is incumbent upon all members, with regard to their fellow members, Club officials and employees, their chapters, and the national organization, to conduct themselves in a courteous and ethical manner.

At the Meeting of the National Board in March, these newly created standards of conduct were voted and accepted by the Board for incorporation into the Operations Manual and adoption by the membership.

Enclosed for your review is the section for Standards of Conduct. It is divided into two areas: one for all members, which is pretty broad; and an additional one for members of the Board of Directors which essentially includes the standards under which the Board has been operating for the past few years. Most of you will find that the standards are little more than common courtesy and good sense, but we've found that having them documented and available for all gives the club an edge when confronted by less sensible individuals, or ethically challenged bumps in the road.

Please share the standards of conduct with your chapter members, I can provide them electronically if you want to post them to your websites, or in your newsletters.

OKTOBERFEST 2006

123 people have already registered to join us for BMW CCA's 36th Oktoberfest – and the club's celebration of BMW's **Six Series**.

Last month we gave you some ideas of all the variety of activities available in Grand Rapids beyond the fun-packed Oktoberfest events. This month we'll tempt you further -- Check out some of the great restaurants and

pubs within walking distance of the host hotel! Listed on the www.bmwcca.org website are a number of fine establishments within walking distance of the host hotel, or a short drive away.

About a half hour up I-196 is Holland, MI. The best way to get acquainted with Holland is to take a crash course in its fascinating history: The arrival of the Dutch in 1847...the struggle for access to Lake Michigan...an orphanage that never housed orphans...the devastating fire of 1871 and the amazing story of Holland's rise from the ashes...the birth of Tulip Time...the war years of courage and commitment, followed by burgeoning economic growth that continues today. The enduring Dutch connection and the arrival of others who now call Holland home and who have contributed much to its history. Great for a day trip – visit the Holland Museum, the aptly names **DeKlomp Wooden Shoe & Delft Factory** or the **Dutch Village and Theme Park** where you can take a step back in time to the Netherlands of the 1800's as you explore over 10 acres of authentic Dutch architecture, canals, and spectacular gardens!

A palette of color awaits you as you wind along the entrance to Holland's treasured island - **DeZwaan Windmill** welcomes throngs of tourists who want a closer look at the only authentic Dutch windmill operating in the United States.

About 50 – 60 minutes away up US-31 from Grand Rapids is **Muskegon, MI**. where you can tour the **Hackley & Hume Historic site**. A site that preserves the homes of Muskegon's most famous lumber baron, Charles H. Hackley or the **Great Lakes Naval Memorial & Museum** or **The Monet Gardens of Muskegon** are free to enjoy at corner of Clay Ave. and Fifth St., downtown Muskegon. The famous "Monet Garden", in Giverny, France provided the inspiration to transform a vacant city lot in Muskegon into a picturesque park. Wander through the paths or relax on a garden bench.

The **White River Light Station and Museum** is a hidden treasure in northern Muskegon County. Climb the spiral staircase to the top of the lighthouse to find a spectacular view that overlooks the White Lake Channel and Lake Michigan.

Register today! <http://www.bmwcca.org/Okttoberfest>

TECHFEST 2007

SAVE THE DATE! March 22 – 24, 2007 We've secured space at the Sheraton Tacoma and the Bicentennial Pavilion for TechFest 2007. If you missed Gateway Tech, you'll want to make plans to attend this landmark event – first time for the BMW CCA to host this National Technical Symposium in the Washington State area!

CHAPTER CONGRESS, April 27-29, 2007

We will be staying at the renowned Valley Forge Crowne Plaza in Valley Forge, Pennsylvania and based on the surveys already received are lining up some great presenters and developing programs to fulfill some of your requests. I'd like to write that we're going to fulfill ALL of your requests, but we only have just a day and a half to work with...

Registration packets and the preliminary agenda will go out the first week of January but in the meantime make sure the chapter volunteers that should be attending this conference are aware of the dates so they can make arrangements to join us. We're committed to improving the conferences each time we host one – so the Chapter Congress 2007 will provide attendees with even more useful information than in 2004; and the special "*Thank You for all the Volunteer Work you do!*" banquet Saturday night will be extremely hard to top, believe me!

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As always, best regards-

Wynne

2.9 Standards of Conduct

2.9.1 BMW CCA Members Standards of Conduct

For the BMW Car Club of America to be a positive experience for all its members, it is incumbent upon all members, with regard to their fellow members, Club officials and employees, their chapters, and the national organization, to conduct themselves in a courteous and ethical manner. Following are the standards of conduct to which members of the BMW Car Club of America are expected to adhere:

BMW CCA Members Standards of Conduct

The mission of the BMW Car Club of America, Inc. (BMW CCA) is to enhance the BMW experience for our members by providing services, support, information, and activities that promote camaraderie and encourage social awareness and responsibility.

The BMW CCA is an organization that welcomes everyone, whatever his or her age, background or car model.

With a large membership, it is appropriate to establish basic standards of conduct that govern our interactions with each other. Therefore, the following Standards of Conduct have been established. Changes shall require a majority vote of the Board of Directors.

Standards of Conduct

Simply put - Treat others with the respect and consideration with which you would like to be treated.

- All members will treat each other with common courtesy.
- Personal confrontation, conflict, and verbal, visual, or physical abuse will not be tolerated.
- Personal criticism or defamation of one individual by another will not be tolerated.

Personal responsibilities include:

- Complying with all Club policies, rules, bylaws, and minimum standards.
- Maintaining appropriate behavior.
- Not assisting others who are attempting to knowingly violate any policy, rule, bylaw, or minimum standard or attempting to commit an unethical act.
- Abiding by the rules of competition when participating in a competitive event.

When acting in an official capacity representing BMW CCA, its programs or its chapters, members are responsible to accomplish their volunteered duties in accordance with the following standards:

- Make certain the organization is operating legally.
- Take precautions to minimize or eliminate risk, especially with regard to individual safety, property protection, and legal liability. Act so as to safeguard organization assets.

Adopted by the Board of Directors on March 25, 2006

2.9.2 BMW CCA National Board of Directors Standards of Conduct

The members of the Board of Directors serve as representatives of the Club in all approved activities. As such, they are responsible to conduct themselves and club business in a courteous and ethical manner. Following are the standards of conduct to which Board members are expected to adhere:

BMW CCA National Board of Directors Standards of Conduct

The mission of the BMW Car Club of America, Inc. (BMW CCA) is to enhance the BMW experience for our members by providing services, support, information and activities that promote camaraderie and encourage social awareness and responsibility.

The BMW CCA is an organization that welcomes everyone, whatever his or her age, background or car model.

As leaders of a large membership organization, it is appropriate to establish basic standards of conduct that govern our interactions with each other. Therefore, the following Standards of Conduct have been established. Changes shall require a majority vote of the Board of Directors.

Standards of Conduct

Simply put - Treat others with the respect and consideration with which you would like to be treated.

- All Board members will treat each other with common courtesy.
- Personal confrontation, conflict, and verbal, visual, or physical abuse will not be tolerated.
- Personal criticism or defamation of one individual by another will not be tolerated.

Personal responsibilities include:

- Complying with all Club policies, rules, bylaws, and minimum standards.
- Maintaining appropriate behavior.
- Not assisting others who are attempting to violate any policy, rule, bylaw or minimum standard or attempting to commit an unethical act.
- Abiding by the rules of competition when participating in a competitive event.

Responsibilities of the Board of Directors:

- It is the responsibility of all members of the BMW CCA Board of Directors to set the model of behavior that the rest of the Club and its employees and contractors can emulate. A member of the Board of Directors who violates the Standards of Conduct is subject to removal from office in accordance with Article 6 Section 5 of the BMW CCA Bylaws.
- Members of the BMW CCA National Board of Directors draw on their knowledge, values, and skills to carry out the mission of the Club. BMW CCA National Board volunteers are expected to accomplish their volunteered duties in accordance with the following standards:
 - Board members must make certain the organization is operating within a legal framework.
 - Board members have a legal and fiduciary responsibility for the protection of all assets.
 - Board members must attend Board meetings; absence being for good cause.
 - National Board members will keep issues deemed sensitive confidential under the provisions of the Operations Manual.
 - Members of the BMW CCA Board of Directors, in the conduct of their duties, may accept from chapters, small tokens of nominal value for recognition or appreciation. Such gifts may not be related in any way to giving preferential treatment to any chapter or individual.
 - Club resources may be used only for Club purposes.
 - Board members will not take action or provide any input to a matter that will have a direct and predictable effect on their outside financial interests.
 - Board members must perform their official duties fairly and impartially.