



NEWS FROM NATIONAL

FROM: Wynne Smith, Executive Director
 TO: BMW CCA National and Service Officers,
 Chapter Presidents, Newsletter Editors
 DATE: June 22, 2006

MEMBERSHIP STATS as of 6/22/2006

	Full	Associate	Total
Current Membership	66,161	9,541	75,702
Last Month's Membership	66,208	9,489	75,697
Monthly Net Gain (Loss)	-47	52	5
Monthly % Change	-0.07	0.55%	0.01%
Last Year's Membership	66,137	9,067	75,204
Annual Net Gain (Loss)	24	474	498
Annual % Change			0.66%
2004's Membership	67,769	8,679	76,488
Annual Net Gain (Loss)	-1,632	388	-1,244
Annual % Change	-2.41%	4.47%	-1.63%
New Members, 06/06	1,241		
Renewals, 06/06	58.4%		
Roundels Mailed	66,800		

Please note current chapter standings included with this edition on Page 4.

EDITOR for www.bmwcca.org SOUGHT

One of the on-going objectives of the club's strategic plan is to create a functional web site that is easy to navigate; contains the information needed by chapters, members, sponsors, vendors, and advertisers; maximizes interactivity; and supports national and chapter operations.

We have the website created and work continually to improve its functionality and design – but to create and maintain a truly world-class website, we need a web editor.

The web editor establishes the personality of the site and manages the creation of editorial content in such a way as to reflect and enhance the stated purpose and goals of the BMW Car Club of America. The position of web editor is a paid position contracted by the **BMW CCA** to provide website editorial services and reports to, and is supervised by, the Executive Director.

Under general supervision, the editor directs the daily operations of the website, including planning season lists, production schedules, and long-range acquisition goals, as well as management of editorial traffic and workflow. Gathers and compiles news and content from a variety of outlets including chapters, national, BMW corporate, the internet, wire services as well as traditional news sources for publishing on the web site, with an emphasis on delivering breaking news accurately.

The position also manages content development and acquisition, coordinating but not limited to working with the *Roundel* team, working with club management to oversee downloads and web releases, and ensuring **BMW CCA**

editorial standards. This position assumes final editorial authority for **BMW CCA** Online and accompanying content. The web editor will also plan features and designs as well as driving **BMW CCA** in the creation of new services that allow the club to better reach their audience.

If you would like a copy of the entire job summary, please email wynne.smith@bmwcca.org. We have already had quite a response and once the ad appears in several other industry publications we anticipate more – so please, no phone calls. I will be happy to respond to specific inquiries via email.

NEW WEBSITE EVENT CALENDAR SECTION

We've added more functionality to the club's website! Chapters may now post calendar listings directly to the web and the listing will go directly to Roundel. Check it out:

Log in, select '**create content**' from the top left-hand menu, scroll down to the 6th task from the bottom – **event**. Type in the event title; select the event type (and if it's a driving school you still need to fax a copy of the registration to National – or the President of your chapter has to be the one listing the event). Select your chapter. Type in the information and submit. It's that easy. The event will go live within 24 – 48 hours and appear in the *Roundel* mailed 30 – 45 days after your posting.

BMW CCA MEMBERSHIP CONTEST

1,136 members have signed up 1,691 new members – this is the final few weeks to make your mark on the organization. The top winners will be announced at Oktoberfest, and prizes will be sent out the first week of August, 2007.

BMW NA CORRALS

Come join BMW of North America and the BMW CCA Badger Bimmer Chapter at The American Le Mans Series races at: Road America, Wisconsin - August 18-20

You are invited to come join us at the BMW Bimmerstrasse car corral during the American Le Mans Series races at Road America.

\$90 for a deluxe weekend ticket package includes:

- Weekend general admission
- Parking spot in the BMW Car Corral
- Paddock pass
- Parking in the BMW car corral
- Weekend grandstand seating
- A Pit Pass
- Parade lap

Ticket Packages must be purchased through the IMSA website visit www.bmwcca.org for a direct link.

BMW CCA Badger Bimmer Chapter, BMW of North America and The BMW Performance Center will have a tent set up with chairs, tables; a live television feed to the race great food and assorted beverages. Each person that registers will be entered into a drawing to win the following*:

- M Driving School at the BMW Performance Center
- Car Parts Autographed by BMW racecar drivers
- A set of Yokohama tires
- Honorary pit crew member during the race

*(Must be present to win the prizes)

Below are the links to the ALMS website with registration and event information, along with team PTG's website (for recaps of past events and pictures).

OKTOBERFEST 2006

Register today! <http://www.bmwcca.org/Oktoberfest> This Friday -- June 30th is the cut-off for the \$185 registration fee. More than 300 of your favorite BMW CCA members have already signed up. The Thursday evening dinner cruise has only 3 open reservations left – we've taken the entire riverboat over!

Our room block at the Amway Grand will close tomorrow or Wednesday – so don't delay. Driving Schools are limited to just 70 students per day and they too are almost filled.

RAFFLE 2006

We know that there are at least 7 members who are going to be delighted the morning of Monday, July 31 when the team at national begins calling with the good news. Haven't mailed your check yet? Don't wait the deadline is July 18th.

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!

This year we're pulling out all the stops on lining up a wide variety of vendors and speakers. We're looking forward to bringing this premier technical event to the west coast and welcoming those of you who have not had an opportunity to enjoy TechFest in the past. This TechFest will be scheduled so that there will be a wide variety of seminars ranging from Beginner to those offered for Automotive Brainiacs. Is there a particular speaker or inside scoop on maintenance of your Bimmer you'd like to see? Email brenda.sarvis@bmwcca.org.

BMW CCA MEMBER SURVEYS

Hand-in-glove with our new marketing research, the club will begin a series of membership surveys. The initial surveys will be covering our National Events. We would like to solicit information from those of you who have attended Oktoberfests and/or TechFest, and those of you who have not. If you are interested in sharing your ideas and opinions – please send an email to wynne.smith@bmwcca.org. The same surveys will be also mailed to members randomly; so don't be surprised if you hear from chapter members asking "what's going on?"

MEETING OF THE BMW CCA BOARD OF DIRECTORS

Minutes from the Meeting Held June 17 and 18, 2006 in Cincinnati, OH will be posted to the website as soon as they are approved by the Board.

The next meeting of the Board will be September 15-17, 2006 in Waltham, MA.

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As always, best regards-

**The National Office
will be closed Tuesday July 4th for
Independence Day!**

<u>Rank</u>	<u>Chapter Name</u>	<u># Members This Month</u>	<u># Members Last Quarter</u>	<u>Percent Change</u>
1	National Capital	5,425	5,374	1%
2	Golden Gate	4,244	4,307	-1%
3	Los Angeles Chapter	3,485	3,421	2%
4	Boston Chapter	3,040	3,098	-2%
5	Puget Sound	3,012	2,936	3%
6	New York Chapter	2,418	2,414	0%
7	New Jersey Chapter	2,377	2,381	-0%
8	Tarheel	2,298	2,266	1%
9	Windy City	2,270	2,258	1%
10	Peachtree	1,872	1,872	0%
11	Ct Valley	1,746	1,767	-1%
12	Rocky Mountain	1,621	1,569	3%
13	Delaware Valley	1,579	1,590	-1%
14	San Diego	1,332	1,310	2%
15	Tidewater	1,315	1,220	8%
16	Buckeye	1,225	1,261	-3%
17	Everglades	1,202	1,167	3%
18	Lone Star	1,135	1,109	2%
19	Blue Ridge	1,081	1,102	-2%
20	Florida Suncoast	1,011	998	1%
21	Bluegrass Bimmers	971	968	0%
22	Houston Chapter	944	934	1%
23	Badger Bimmers	921	930	-1%
24	Iowa	916	998	-8%
25	North Star	909	888	2%
26	Genessee Valley	867	858	1%
27	Northern Ohio Chapter	805	830	-3%
28	Roadrunner Chapter	783	755	4%
29	Kansas City Chapter	727	653	11%
30	Sandlapper Chapter	701	687	2%
31	Motor City	696	701	-1%
32	Tejas	665	653	2%
33	White Mountain	656	653	0%
34	St. Louis	644	643	0%
35	Sacramento Valley	601	598	1%
36	Hoosier	599	623	-4%
37	Sunshine Bimmers	574	583	-2%
38	Patroon	561	547	3%
39	Nittany Bimmers	559	559	0%
40	Allegheny Chapter	532	530	0%
41	Bayou	506	583	-13%
42	Michiana Chapter	496	498	-0%
43	Heart of Dixie Chapter	452	442	2%
44	Missouri Valley	425	414	3%
45	Central California	369	375	-2%
46	New Mexico Chapter	345	320	8%
47	Hawaii Chapter	337	325	4%
49	Inland Empire	332	329	1%
50	Sin City Chapter	328	320	3%
51	Sonora Chapter	310	312	-1%
52	First Coast	291	295	-1%

53	Old Hickory Chapter	287	290	-1%
54	Sunbelt	272	273	-0%
55	Wasatch Chapter	245	236	4%
56	River City Bimmers	239	245	-2%
57	Illini Chapter	210	213	-1%
58	Puerto Rico Chapter	204	205	-0%
59	Gulf Coast	202	196	3%
60	Pine Tree	199	197	1%
61	Smoky Mountain	189	182	4%
62	Pocono Mountain	169	170	-1%
63	Green Mountain Chapter	160	144	11%
64	Mountain State	122	122	0%
65	Choo-Choo Chapter	110	110	0%