



## **NEWS FROM NATIONAL**

**FROM:** Wynne Smith, Executive Director  
**TO:** BMW CCA National and Service Officers,  
 Chapter Presidents, Newsletter Editors  
**DATE:** August 23, 2006

### **MEMBERSHIP STATS as of 7/20/2006**

	<b>Full</b>	<b>Associate</b>	<b>Total</b>
Current Membership	<b>66,277</b>	<b>9,693</b>	<b>75,970</b>
Last Month's Membership	<b>66,157</b>	<b>9,605</b>	<b>75,762</b>
Monthly Net Gain (Loss)	120	88	208
Monthly % Change	0.18%	0.92%	0.27%
Last Year's Membership	<b>66,042</b>	<b>9,151</b>	<b>75,193</b>
Annual Net Gain (Loss)	235	542	777
Annual % Change	0.36%	5.92%	1.03%
2004's Membership	<b>67,862</b>	<b>8,736</b>	<b>76,598</b>
Net Gain (Loss) for 2 years	-1,585	957	-628
% Change for 2 years	-2.34%	10.95%	-0.82%
New Members, 08/06	1,173		
Renewals, 08/06	57.1%		
Roundels Mailed	67,000		

### **RAFFLE 2006**

And the winners are:

Steve Palmer North Wilkesboro, NC	Gary DiLalla Shelton, CT	Wayne Abernathy Powhatan, VA
Maurice Fisher Wake Forest, NC	Milton Yi San Diego, CA	Jim Campbell Camas, WA
Len DeCaro Seymour CT	Clyde Andrews Savannah, GA	
Kevin Buck Pleasanton, CA	Greg Triguba Redmond, WA	

Congratulations to you all – and for those of you permitted to participate – better luck next year!

### **MEETING OF THE BMW CCA BOARD OF DIRECTORS**

**September 16 –17, 2006** at the **Westin Waltham, MA**. Any BMW CCA member wishing to attend and observe the meeting is welcome to do so. Please send me an email – [wynne\\_smith@bmwcca.org](mailto:wynne_smith@bmwcca.org) so that we have an accurate head count. Saturday the meeting runs from 8 AM to 5 PM and Sunday from 8 AM to Noon.

**What does board member service involve?** Board members are first and foremost expected to attend all board meetings of this association. The club's Board meets quarterly, and sometimes when warranted, more frequently. The Board of Directors maintains and sets the strategic direction for the BMW Car Club of America. This includes: guiding the club to fulfill its purpose; setting all policies that guide the affairs of the organization and ensuring these policies are properly implemented by following the club's charter, bylaws, all applicable federal and state laws, the club's operations manual, sound business practices and fulfilling the membership's desire to assure the continued safety and soundness of the club. Members of the board determine the club's policies. Policies can be

defined as the broad guidelines that provide a framework for future decision-making. Policies are reflected in procedures, that are the more specific, narrow parameters used in organizational decision-making.

The board appoints other volunteers to serve on committees to do the research, investigation of matters, bring the board information, hold hearings, make recommendations, etc. but, at the very least, the board must oversee and give direction and instruction to those hired or appointed to manage the association. However, the board cannot delegate the responsibility for the consequences of the actions stemming from the duties that are delegated.

The Board has the fiduciary responsibility for the club -- meaning that the board has responsibility for managing the club's money and assets. As volunteers, our Board of Directors work hard to support and enhance the overall operations of the club. Their role in the club contributes to the reason why the BMW CCA is financially strong and stable. The term is generally used in a legal context and any board member and the entire board can be sued for what is commonly called "breach of fiduciary duty," which means failure in their responsibility for properly managing the assets. I sometimes think members are generally unaware of the responsibility and accountability required of those elected to the Board.

Frankly, I am always a little disheartened when we make a point of traveling around the country to give members the opportunity to join us and observe meetings, when typically only two or three people attend the meetings and then 10 or 15 show up for the meal Saturday evening. Taking the time to observe your elected officials as they conduct the business of the club is truly worthwhile. For those of you considering running for the National Board, observing a meeting is an extremely helpful exercise in that you will see first-hand the types of issues that are considered and resultant actions; but more importantly, how decisions are reached.

I'll step off the soapbox now, but sincerely hope to see more than two people at next month's meeting. We have a great group of individuals working hard for this organization, come on out and give them the support they're due.

*Which brings me to...*

## **ELECTIONS**

Positions open are: **Treasurer, Secretary, South Atlantic Regional Vice President, North Central Regional Vice President and Pacific Regional V.P.**

Candidates must be nominated by a member who has been a member in good standing 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 strategic plan for the club and determine when and if 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, 2006.**

## OKTOBERFEST 2007

Some of you may have been in the random sampling taken of 13,375 members this week, invited to participate in a preliminary Oktoberfest Survey. As of this afternoon 2,602 of those invited have taken the survey. This preliminary poll will lead to another more in-depth survey, but the initial findings are really quite helpful. For instance, the median age of those responding? **51- 65**. That may be older at this point than the median age of BMW buyers as a whole! Not moving in the right direction folks. When asked what is the preferred length of time for a car club related event? 65.3% of the respondents indicated 1 – 2 days and 31.7% indicated 3-4 days... 47% indicated the furthest they would travel for a car club event was 200 – 300 miles, 27.1% indicated they'd travel 400 –500 miles. Interested to see the results? Please visit:

<http://www.surveymonkey.com/Report.asp?U=249677383643>

Once you digest all of that – mark your calendar for Oktoberfest 2007 in Fort Worth, TX where we will be implementing the results of the research we're conducting now so that all in attendance can enjoy the improvements, changes and the face-lift we're going to implement.

## [www.bmwcca.org](http://www.bmwcca.org) WEBSITE CHANGES AND IMPROVEMENTS

If you've been watching, you've seen the beginnings of yet another transformation to the BMW CCA website. More news, more breaking news, discussion threads, event information, and it's going to continue to improve with each passing day.

One place we could really use your help is on the forums – we're seeing posts at the site that seem to be answerable by anyone with research skills and BMW knowledge, not just someone who rebuilds BMW transmissions for a living. For instance, there was a question recently from a brand new member, "Where do I find the factory color code for a 1973 2002?" If we answered that in an hour or a day, one newbie would be real happy, and other readers would say, "Wow, the club really is on the ball here." We've tried with our limited resources here to answer a couple within our skills set. It would be great if others of you (who obviously have with skills far beyond our own) would chime in when you see posts like this. And feel free to comment on the news being posted – unless things have changed over night, we're a pretty opinionated group – here's the perfect venue to get your points across!

**\*\*\*To create a Roundel calendar listing for the magazine and the web site:**

- (1) Visit <http://www.bmwcca.org/>
- (2) Log in. If you need directions for logging in, visit: <http://www.bmwcca.org/user/login#help>
- (3) Select "Chapter Forms" from the "Chapters" drop-down menu near the top of the web page (or visit: <http://www.bmwcca.org/Chapter/Forms> directly)
- (4) About halfway down the page, you'll see the header: "Roundel Calendar Listing." Click the link labeled, "Online Form."
- (5) Enter a Title, select the type of event (you may choose more than one if the event has multiple parts), select your chapter, enter the contact person's information, a brief description of the event, and a web address for more information (if you have one) in the related fields. Finally, select the starting and ending times for your calendar listing. Driving School listings must be placed by the chapter president – or a copy of the registration form must be submitted via email at the time the listing is entered.
- (6) Click "Submit" to place your event listing in the moderation queue.
- (7) Approval of new events typically takes 24-48 hours. Your event will appear on the online calendar after approval.

If you have questions, comments, or concerns, you may contact Gavin Hoffman at [webmaster@bmwcca.org](mailto:webmaster@bmwcca.org).

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*As always, best regards-*

The National Office will be closed Monday,  
September 4, 2006 for Labor Day

*Wynne*