



NEWS FROM NATIONAL

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

MEMBERSHIP STATS as of 10/24/2006

	<u>Full</u>	<u>Associate</u>	<u>Total</u>
Current Membership	66,177	9,781	75,958
Last Month's Membership	66,167	9,735	75,902
Monthly Net Gain (Loss)	10	46	56
Monthly % Change	0.02%	0.47%	0.07%
Last Year's Membership	65,936	9,209	75145
Annual Net Gain (Loss)	241	572	813
Annual % Change	0.37%	6.21%	1.08%
2004's Membership	66,966	8,660	75,626
Net Gain (Loss) for 2 years	-789	1,121	332
% Change for 2 years	-1.18%	12.94%	0.44%
New Members, 10/06	1,158		
Renewals, 10/06	60.2%		
Roundels Mailed	67,200		

ELECTIONS

I am pleased to announce that Louis Goldsman will be running again for the position of Treasurer.

Bruce Hazard will run again for Secretary.

Michael W. Mills will be running for the position of Pacific Regional V.P.

Leonard Mueller will run again for North Central Regional V.P., and

Dwayne Mosley will be running for the position of South Atlantic V.P.

By no means should this discourage anyone else from tossing their hats into the ring for any of these positions.

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. 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**.

www.bmwcca.org WEBSITE CHANGES AND IMPROVEMENTS

TechFest 2007 documents and page will be going live no later than the end of the month. The registration form will be posted for download as well as in an online signup format. The registration form will also begin running in Roudnel in December, 2006.

We're pushing 2,000 unique visitors to the web site per day. The number keeps rising steadily, it's been pretty amazing and we have Bill Howard to thank, since he has been spending a good deal of time developing content and working with Gavin to improve the site.

We have a web-savvy gentleman named Zach Peterson joining Gavin Hoffman, November 7th so fasten your seatbelts the changes and updates will be coming faster and more furiously from then on.

We're always ready to take questions and suggestions for the site – gavin.hoffman@bmwcca.org

And now for a quick recap --The *only* way to post a calendar listing in Roundel is to place it on the club's website:

- (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.

DOOR PRIZE REQUESTS

Sadly, after more than ten years, BMW NA has been forced to discontinue the door prize program with the club. We have virtually nothing left in our office, as many of you have noticed over the past few months, since much of what we're sending in the way of door prizes is leftover merchandise from Oktoberfest.

NEWSLETTER FREQUENCY AND MINIMUM STANDARDS

Forgive me for restating what is obvious to many of you, but with the turnover of chapter officers and newsletter editors, this information may be useful to a number of you. To meet Minimum Standards of Chapter performance as outlined in the Ops Manual, a newsletter must be distributed ***at least once every 90 days***. This language was developed specifically to state 90 days rather than once a quarter. Both will require the minimum of four per year, but if we request the newsletters quarterly, it allows for a five-month gap between mailings. For example, if a member joins your chapter in January, just after you mailed your first quarter issue, they may not hear anything from you until late June and you could still be in compliance. I hope you can see the problem with this and now recognize why the 90-day requirement makes sense.

With respect to what needs to be included in each Newsletter, and constitutes minimum standards for newsletters – each newsletter must contain:

- A. The date or period the newsletter covers.
- B. A listing of all Chapter Officers and at least two telephone numbers, with area code, of any chapter officers.

- C. One automotive/technical related article.
- D. Notification of at least one event or business meeting per each 90 days.
- E. Must list the Post Office address of the chapter.
- F. A disclaimer of the materials published in the newsletter.

If your Newsletter does not meet these minimum standards, we will be unable to reflect it in the log we keep as a bona fide Newsletter; and the chapter may face probationary action if an acceptable Newsletter has not been received within 90 days or less. In the next few weeks we will be adding the log to the website within the chapter area so that at any given time you can check to see if we have, indeed received all of your chapter newsletters and what the status is.

Over the past few months we have had the incredibly unpleasant task of placing a number of Chapters on probation for failure to provide the office with financials for the previous year, or failure to provide the office with the chapter tax ID number, or failure to produce newsletters timely, or failure to print the chapter financials in the newsletters. We recognize how hard everyone works and that you're all doing this out of love of the organization and as volunteers so it's just so disappointing when we have to place a chapter on probation.

Your Regional V.P.s are bound to give you reminders if you are falling behind on some aspect of chapter business, but just because they may be mildly worded doesn't mean the reminders aren't valid or can be ignored. For 2007 we'd really like to avoid placing any chapter on probation, so we will be stressing the importance of meeting or exceeding minimum standards at the upcoming Chapter Congress – in the meantime I'd like to urge all of you, if you think you're going to have difficulty in completing a task in a timely fashion – if you think maybe you're not going to be able to get the 2006 financials to the office by March 31, 2007, or a particular newsletter is falling behind in the production stage – let your Regional V.P. know, or contact me. We're always willing to work with you – but we need to know if there's a problem on the horizon, rather than just having things left undone until we're forced to place the chapter on probation for non-compliance.

BMW CCA MEMBERSHIP DRIVE

The strategic plan for the club calls for us to grow the club 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.

The last membership drive was a wonderful success – so successful, in fact, that we're launching another. The rules remain the same as the last drive -- there are three elements to the 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.

We may be sending an email blast out to you all in the next week or so with some good news on how our friends at **Sprint** may be able to help with this drive.

We will be posting the rules to the website in the next few days. The drive begins December 1, 2006 and runs through September 14, 2007 – all prizes to be awarded at Oktoberfest Fort Worth.

Need apps? Send an email to elizabeth@bmwcca.org. Have questions? Want an electronic version of the rules - email me at wynne_smith@bmwcca.org.

WEB SURVEYS

The Board made the colossal mistake of asking me to find a way to conduct interactive web surveys – and after researching a number of different sites and programs I signed the club up for surveymonkey.com. Oh boy, has it proven interesting! When I said the Board made a mistake, I mean only that they have created a monster, since I have become obsessed with the whole survey thing. We launched a series of surveys regarding Oktoberfest to help us determine what might be done to refine the event with an eye towards encouraging more participation on the part of the membership. Over 3,000 members responded and we have a wealth of fabulous suggestions and observations to work with.

Every month, when we finish the close we send letters and emails to members that have lapsed to see if they will tell us why. Although only a handful of people ever respond to this survey, we have learned some good lessons from our departing members, and when occasionally it turns out someone has let their membership lapse due to an issue with a chapter (and this happens very infrequently) I send the info along to the chapter as an F.Y.I.

Well, we've now launched a Member Satisfaction survey – and some of you will see over the coming months remarks and/or observations from members who have indeed maintained their memberships but have indicated that they'd like to see something done differently, or better, or more often by their chapter. This information will be forwarded on without judgment as an FYI. I will tell you that I am plotting trends with respect to comments/suggestions made about National operations and Roundel, and any distinct patterns I see will be discussed with the Board and staff so that we can actually address issues before they become problems, and add benefits and services before we lose members because we're not offering what they want.

If you'd like to take a look at the Member Satisfaction survey, please visit:
<http://www.surveymonkey.com/Report.asp?U=257778731205>

If you'd like to view the Survey of Lapsed members, please visit:
<http://www.surveymonkey.com/Report.asp?U=261908996810>

If you would like me to assist you with establishing a chapter-related survey, please let me know. The cost for the service is incredibly reasonable, and we're happy to share the service with you. It's a great way to give your chapter members an opportunity to provide feedback that will only help you in how you oversee the chapter. And besides, I'm sort of running out of things to survey about and it's making me a little anxious because I really love creating the darned things!

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"Who tipped off the turkey?"

The National Office will be closed Thursday, November 23 and Friday, November 24 for Thanksgiving.

The staff here at the National Office wishes you and yours a happy and healthy holiday!

And as always, best regards-

Wynne