



NEWS FROM NATIONAL

FROM: Peggy Helmke, National Office
 TO: BMW CCA National and Service Officers,
 Chapter Presidents, Newsletter Editors
 DATE: November 27, 2007

MEMBERSHIP STATS as of 11/26/2007

	<u>Full</u>	<u>Associate</u>	<u>Total</u>
Current Membership	66,472	9,786	76,258
Last Month's Membership	66,496	9,808	76,304
Monthly Net Gain (Loss)	-24	-22	-46
Monthly % Change	-0.04%	-0.22%	-0.06%
Last Year's Membership	66,454	9739	76,193
Annual Net Gain (Loss)	18	47	65
Annual % Change	0.03%	0.48%	0.09%
2005's Membership	65,853	9,225	75,078
Net Gain (Loss) for 2 years	619	561	1180
% Change for 2 years	0.94%	6.08%	1.57%

New Members 11/07 1,176
 Renewals 11/07 46.23%
 Roundels Mailed 65,505

NEWSLETTER/WEBMASTER CONFERENCE APRIL 4-6 2008

Our National Events Manager, Linda Axelson, is busy working on our next triennial conference, the Newsletter/Webmaster Conference. Two representatives from each Chapter will have the enviable opportunity to travel to **Salt Lake City, UT** for this opportunity to learn and network with other Chapter volunteers, April 4-6, 2008.

Among the topics we're planning so far: Service Officer list via PDF, Foreign Members, Hard Copy vs. PDF, Minimum Standards, Publishing and Web Software, Advertising, Mailing, Creating PDF's, Mail Lists, Website Hosting, Website Design, Dynamic Sites, Content Management Systems, and more. Please let Linda know if you have any additional topic suggestions. We've already lined up several notable speakers. It is important to the success of our upcoming Newsletter/Webmaster Congress that you strongly encourage your Newsletter/Webmasters to take an active part in the BMW CCA editor yahoo group to encourage feedback concerning possible topics.

BMW CCA will reimburse travel expenses as set forth in Section 4.1 of the club's Operation Manual for up to *two* representatives per chapter, **those two being the persons serving as the Chapter Newsletter Editor and the Chapter Webmaster** and hotel room costs (single or double) for two nights. Attendees who drive to the conference will be reimbursed at a rate of \$.505 per mile round trip, not to exceed the lowest 21-day advance airfare, from the closest airport. **National will provide lunch on Saturday and dinner Saturday evening.** Chapters may elect to send additional attendees at the chapter's cost, but be sure to register them ahead of time and we'll sort out the finances.

Our host hotel will be the Sheraton City Centre in downtown Salt Lake City. No need to call the hotel. Rooms will be reserved for registered attendees in their names.

Registration will begin in January 2008. We look forward to seeing again all of the experienced chapter media moguls and meeting the new ones.

CHAPTER FORMS

It's that time again! There are some new and improved chapter forms for your use. We will be e-mailing copies of the Chapter Officer Questionnaire, the Chapter Label Request and the Chapter Roundel Comp list with the month end files as well as including hard copies in the chapter packets for the next couple of months. The new versions may not be up and ready on the new website right away so we want everyone to see them and use them (even though it means they can not be filed electronically just yet.)

Chapter Officer Questionnaire: This form is MANDATORY and must be submitted to the National Office by March 15, 2008. Any time there is an Officer change throughout the year, this form must be updated with only the updated information and resubmitted. This form is extremely important, because it serves as the basis for many informational needs, such as Crisis Communications, access to restricted areas of the Chapter database through bmwcca.org, dissemination of ballots for DEC voting, and so forth. Timely submission of this form is one of the minimum standards for Chapters.

Chapter Label Request Form: This form is due to the National Office by January 15th. It is required to ensure you are receiving the correct reports and mailing labels you need.

Chapter Comp Listing Request Form: This form is also due to the National Office by January 15th. This is the form that directs where to send the comp copies of Roundel magazine that each Chapter is allocated based on Chapter size. Most Chapters have not updated this form in years. This year, all chapter comps will be inactivated on January 15th unless they are specifically requested by the chapter on this new form.

Chapter Financial Statement

The form is MANDATORY and must be submitted to the National Office by March 31st. This is the form Chapters use to report to National their financial condition for the year just ended and the year prior to that. Preparing the annual financial report and publishing it to Chapter members each year is a minimum standard for Chapters. It is also important because it is reviewed at National to ensure that the organization is in compliance with requirements to maintain its tax-exempt status. Questions on preparing this form should be directed to the BMW CCA Treasurer.

The **Postage Reimbursement Request** and **Printing Reimbursement Request** forms are due to the National Office by March 31, 2008.

The **ZF Public Service Award and BMW CCA Matching Funds Application** will be available soon and will be due to the National Office in mid-February, 2008, from those Chapters seeking matching funds for their charitable donations and application for the ZF Awards.

DRIVING EVENTS COMMITTEE REPRESENTATIVE ELECTION

Chapters in the North Atlantic Region and the South Central Region have the opportunity to vote on their region's representative to the National Driving Events Committee. The Driving Events Committee is responsible for

planning and overseeing the BMW CCA Driving Events Program. The Committee updates, maintains and, enforces the Driving School Standards published in the Operations Manual, monitors the driving event standards, oversees the Driving School Instructor Training Program, and assists chapters in creating or improving their driving events programs. DEC Representative terms are two years.

In the South Central Region, Fred Iacino is running for DEC Representative. In the North Atlantic Region, Ross Karlin and Ed Valpey are running. Ballots are being sent to each chapter in those regions. Each chapter has one vote for the DEC representative for their region, with the chapter's vote being cast by the Chapter Driving Event Coordinator or equivalent position. If the Chapter has no Driving Event Coordinator or equivalent position, that chapter's vote will be cast by the Chapter President. Ballots must be returned to the National Office by 5:00 PM Eastern Standard Time on January 15th. Ballots received after that date and time will not count.

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2008 BMW CCA MEMBERSHIP DRIVE

These are the official rules. If they differ from the description elsewhere, the rules here are the ones that govern.

December 1, 2007 to September 12, 2008

The BMW CCA 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.

New Membership Definition

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.

Eligibility

To be eligible, current BMW CCA members must be paid members (that is, they may not be members by virtue of being "comped" by BMW CCA).

About the Categories

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.

Category 1: Rewards for current BMW CCA members who refer new members

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 CCA members who refer the most members.

Category 2: Rewards for BMW dealer or independent BMW shop employees who refer new members

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.

(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: Rewards for chapters that achieve a designated level of new member activity.

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 November 26, 2007. 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 September 18, 2008, its total number of primary members is equal to 104 percent of the number of primary members assigned to the chapter as of November 26, 2007.

The renewal goal for each chapter is 60 percent; that is, the chapter will have reached its goal if, by September 18, 2008, at least 60 percent of its primary members as of December 18, 2007 have renewed their memberships.

Chapters that meet their total membership goal 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 2008. 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 2009.

The top three chapters in percentage of new members will each receive two registrations for Oktoberfest 2009. The top ten chapters in percentage of new members and renewal rates will be officially recognized in Roundel Magazine.

Additional Prizes

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 2008. 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.

New members can join:

1) By calling 1-800-878-9292 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 stevens@bmwcca.org.

Deadline, Procedures and Restrictions

The National Office must receive all new member applications no later than September 12, 2008 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.

Memberships will be extended at the end of the program only to those who are members in good standing.

Prizes will be announced on the BMW CCA website.

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.

Questions?

Questions about the 2008 BMW CCA Membership Drive may be directed to Peggy Helmke, by e-mail to peggy.helmke@bmwcca.org.

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

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INTERNATIONAL COUNCIL OF BMW CLUBS

Council News

The latest issue of the Council News from the International Council of BMW Clubs is available online. Check this link to see what BMW clubs around the world are doing.

http://www.bmw-clubs-international.com/en/News_%26_Events/Council_News/Council_News/_pdf/BMW-Clubs_CouncilNews_07-04_e.pdf

Mobile Tradition Live

Also available online are previous editions of *Mobile Tradition Live*, a quarterly publication from BMW Mobile Tradition that highlights recent activity as well as important anniversaries and other items of interest in the Mobile Tradition world. The limited release hard copy publication has always generated considerable interest from International Council delegates and other club members who get to see it from time to time, but in the past it has not been possible to make it widely available to all clubs throughout the International Council.

In the future, while the current issue will remain on limited release, the previous issue of *Mobile Tradition Live* is available for download by visiting

<http://www.bmw.com/generic/com/en/fascination/discover/history/mobiletradition/index.html> and click on "News".

We encourage you to publicize the online availability of these publications to your Chapter members using your Chapter newsletters, websites, and meetings.

Just for Chapter Presidents

The International Council of BMW Clubs and BMW AG have secured the services of Psyma Group AG, a global independent market research institute, to conduct an international online survey of BMW Club members in key positions. In the first phase of this survey effort, the International Council requests that only Presidents of Clubs that come under the International Council complete the initial survey. The BMW Car Club of America is the umbrella organization for all recognized BMW car clubs in the United States, and that makes Presidents of Chapters chartered by BMW CCA a club president for the purposes of this survey. In a follow-on stage in the survey process, the wider membership will be asked to participate in the survey but at this time, only club (BMW CCA Chapter) Presidents should respond.

So, if you are a Chapter President, please go to the following link before December 9, 2007, and help out by taking the survey. It only takes a few minutes. Let's give the International Council an excellent response from the Presidents who lead the biggest BMW club in the world.

<http://www.psyma-surveys.com/uc/admin/24d1/?a=d76>

If you have any questions concerning the survey, please contact Psyma at:

feedback.survey@psyma.com

Please be assured that your answers will be kept in complete confidence. In their evaluation, Psyma will aggregate the answers of all respondents. Individual respondents will not be identified. Your personal data will also be kept strictly anonymous and will not be passed on to third parties.

Psyma's guidelines about data protection can be found here:

<http://www.psyma-statistics.com/documents/privacy.php?lang=en>

The results of this study will be summarized and presented at the board meeting of the International Council of BMW Clubs in February 2008.

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BMW CCA ELECTION

The 2008 BMW CCA National Election will commence with the publication of the January edition of *Roundel* magazine. If you have the opportunity, by newsletter, website, forum, meeting, or e-mail, please ask your Chapter members to vote, and remind them to save the mailing label from their January *Roundel* magazine. They will need to affix it to the ballot for their region inside the magazine, and send it to our accounting firm.

On this year’s North Atlantic Region ballot, John Sullivan is running unopposed for North Atlantic Regional Vice President.

On the South Central Region ballot, Mark Doran and JR Schneider are running for South Central Regional Vice President.

All regional ballots will also contain the election for BMW CCA President, for which Bruce Hazard is running unopposed, and BMW CCA Executive Vice President, for which Mark Jon Calabrese and Len Mueller are running.

All elections are important, so please encourage your members to vote.

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BMW CCA EXECUTIVE DIRECTOR SEARCH

The Board of Directors Search Committee is in the process of interviewing the final list of candidates for the Executive Director position. Following that, the top candidate will meet with the full Board in January in Greenville. If all goes well, our next Executive Director should be named early in 2008.

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