



NEWS FROM NATIONAL

FROM: Peggy Helmke, National Office
 TO: BMW CCA National and Service Officers,
 Chapter Presidents, Newsletter Editors
 DATE: December 21, 2007

MEMBERSHIP STATS as of 12/18/2007

| | Full | Associate | Total |
|-----------------------------|---------------|------------------|---------------|
| Current Membership | 66,454 | 9,730 | 76,184 |
| Last Month's Membership | 66,496 | 9,808 | 76,304 |
| Monthly Net Gain (Loss) | -42 | -78 | -120 |
| Monthly % Change | -0.06% | -0.80% | -0.16% |
| Last Year's Membership | 66,141 | 9,814 | 75,955 |
| Annual Net Gain (Loss) | 313 | -84 | 229 |
| Annual % Change | 0.47% | -0.86% | 0.30% |
| 2005's Membership | 65,853 | 9,286 | 75,139 |
| Net Gain (Loss) for 2 years | 601 | 444 | 1,045 |
| % Change for 2 years | 0.91% | 4.78% | 1.39% |

New Members 672
 Renewals 47.25%
 Roundels Mailed 65,756

NATIONAL OFFICE HOLIDAY HOURS

December 24, 2007 - Closed
 December 25, 2007 Closed
 December 31, 2007 - Open until 3:00 PM EST
 January 31, 2008 Closed

2008 DRIVING EVENTS COMMITTEE REPRESENTATIVE ELECTION

It's time for Chapters in the North Atlantic Region and the South Central Region to vote on their region's representative to the National Driving Events Committee. Each Chapter gets one vote for the representative for their region. The Chapter vote will be cast by the Chapter's Driving Events Coordinator or equivalent position, as identified by the Chapter President. If the Chapter has no Driving Events Coordinator or equivalent position, the vote will be cast by the Chapter President.

Ballots must be received by the BMW CCA National Office no later than Tuesday, January 15, 5:00 PM Eastern Standard Time. Ballots may be mailed, faxed, or a scanned copy may be sent by e-mail.

Regional Candidates:

North Atlantic Region:

Ed Valpey (White Mountain Chapter)

Ross Karlin (New Jersey Chapter)

South Central Region:

Fred Iacino (Rocky Mountain Chapter)

Ballots can be downloaded from:

DEC yahoo group

<http://autos.groups.yahoo.com/group/BMWCCA-DEC/files/2008-2009.DEC.ballot.pdf>

Presidents yahoo group

<http://autos.groups.yahoo.com/group/BMWCCA-Presidents/files/2008-2009.DEC.ballot.pdf>

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BMW CCA WEBSITE

BMWCCA 2.0, the club's new website, is poised for launch in early January, a couple weeks past the anticipated launch date. The pre-holiday weeks were spent on quality assurance, especially the secure link between the site and the club member information, and working on the user experience the first time you log on to the site. When it launches, new members will be able to join BMW CCA online and receive their membership information immediately. The site retains the same address: www.bmwcca.org. During December, the existing site is posting some new stories. Classified ads can be placed through 5 PM EST on Wednesday, December 26 for the February issue of *Roundel*. Going forward, the 26th of each month will be the new classified ad deadline, not the 25th.

The new site comprises:

- 33 Discussion Forums and dozens more sub-forums covering every BMW model plus Tech Talk across all BMWs.
- A Gallery for member photos and videos. Love your car? Want to show it off? Here's the place.
- BMW News with the ability for BMWCCA.org staff writers and contributors to post from the field, at races and auto shows.
- Reviews. Not just by staffers but by all BMW CCA members, with the ability for other members to add their own comments and product ratings, too. Example: When the site launches, you'll see more than two dozen reviews of Bluetooth phones, with compatibility ratings for BMWs, by Jonathan Spira.
- Enhanced classifieds. Members now can post as many as five photos that run online with each ad.
- Electronic edition of *Roundel*.

To improve security, BMWCCA.org Editor-in-Chief Bill Howard and Webmaster Jeff Petzel agreed with site design team Sparks Grove to establish a new logon. Here's how it will work: Go to www.bmwcca.org. Register, choosing a username and password, then hit Submit. When you get an e-mail from the club, click on that to activate your Website Membership, which is available to all BMW fans (though some of the best stuff will be BMW CCA-member only). CCA members should continue on with a final step of linking their Website Membership with their BMW CCA membership information. The three groups on BMWCCA.org will be unregistered Guests (browse, not post), registered Website Members (browse but not all areas, post), and paid BMW CCA Members (browse all areas, post).

BMWCCA.org is looking for: feedback (constructive or otherwise), and website moderators and technical gurus. Contact Bill Howard, bhoward@bmwcca.org, with comments.

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BMW CCA ELECTION

The 2008 BMW CCA National Election starts in January, Please remind your Chapter members to vote, and to save the mailing label from their January *Roundel* magazine to put on their ballot.

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NEWSLETTER EDITOR/WEBMASTER CONFERENCE APRIL 4–6, 2008

Please note the dates. Two representatives from each Chapter may travel to **Salt Lake City, UT** to learn and network with other Chapter Newsletter Editors and Webmasters.

Please let Linda Axelson in the National Office know if you have any additional topic suggestions.

BMW CCA will reimburse travel and lodging 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. Chapters may elect to send additional attendees at the chapter's cost, but they must register ahead of time.

Check the website at bmwcca.org starting in mid-January to register online.

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INTERNATIONAL COUNCIL OF BMW CLUBS SURVEY

Last month we asked Chapter Presidents to take a survey created for the International Council of BMW Clubs. Now, the Council has asked that participation be expanded to include as many Chapter officers as possible, with a survey end date of December 31, 2007. If you haven't already taken the survey, you may go to the following link between now and the end of the month.

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

If you have any questions concerning the survey, please contact Psyma (the survey company) 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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OKTOBERFEST 2008 IN HISTORIC WATKINS GLEN, NY, SEPTEMBER 23 – SEPTEMBER 27, 2008

Whether you're at Oktoberfest 2008 to participate in the driving events, show off your car, compete in the Club Races, meet your BMW CCA friends (and make new ones), explore Watkins Glen State Park, or just enjoy the Finger Lakes Region with its beautiful scenery and many wineries, we have what you need for an excitement-packed trip. As you can see from the following schedule, all the traditional Oktoberfest activities are included in the new schedule, with the bonus of an additional driving school day on Sunday if you choose to extend your visit. Watkins Glen, located at the foot of Seneca Lake, is one of the cradles of American motorsports. We're also excited about the unique venues for the evening receptions and the Saturday night awards banquet. All the fun of a traditional Oktoberfest, but with some new twists. You don't want to miss it.

| OKTOBERFEST 2008 Schedule | | | | | |
|---|---|--|---------------------------------------|--|-----------------------------|
| Tues 9/23 | Wed 9/24 | Thurs 9/25 | Fri 9/26 | Sat 9/27 | Sun 9/28 (bonus) |
| Registration Opens @ WGI | Registration @ WGI | Registration @ WGI | Registration @ WGI | Registration @ WGI | |
| | Driving School Club Race School Gymkhana | Driving School Club Race School Auto X | Driving School Club Race Auto X | Driving School Club Race TSD Rally | Driving School Club Race |
| New Member Meeting Welcome Reception | Fun Rally Concours (afternoon) Reception with concours at Logan Ridge Winery | Fun Rally Reception at Corning Museum of Glass | Fun Rally Night Rally | Car Control Clinic Banquet/Car Show at Wings of Eagles | |

We in the National Office would like to wish the entire BMW CCA community, family, and friends the warmest Holiday greetings and our best wishes for a happy New Year. We look forward to helping all Club members to have even more BMW fun in 2008.