



**NEWS FROM NATIONAL**

FROM: Frank C. Patek II, Executive Director  
 TO: BMW CCA National and Service Officers,  
 Chapter Presidents, Newsletter Editors  
 DATE:

**MEMBERSHIP STATS as of 4/18/2008**

	<b>Full</b>	<b>Associate</b>	<b>Total</b>
Current Membership	<b>66,304</b>	<b>9,685</b>	<b>75,989</b>
Last Month's Membership	<b>66,248</b>	<b>9,682</b>	<b>75,930</b>
Monthly Net Gain (Loss)	56	3	59
Monthly % Change	0.08%	0.03%	0.08%
Last Year's Membership	<b>66,163</b>	<b>9,951</b>	<b>76,114</b>
Annual Net Gain (Loss)	141	-266	-215
*Annual % Change	0.21%	-2.67%	-0.16%
2006's Membership	<b>66,208</b>	<b>9,489</b>	<b>75,697</b>
Net Gain (Loss) for 2 years	96	196	292
% Change for 2 years	0.14%	2.07%	0.39%

New Members 1,126  
 Renewals 49.00%  
 Roundels Mailed 66,388

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**ASSOCIATE MEMBER DUES INCREASE**

At their last meeting the National Board voted to increase Associate Member dues by \$5.00 to \$10.00 per year. A lifetime membership for Associate Member's will now cost \$155.00. ***This rate increase will go in to effect May 1, 2008.*** If you have any questions please do not hesitate to contact the National Office. 864.250.0022.

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**2008 BMW CCA CAR OF YOUR DREAMS RAFFLE**

This year's raffle will soon be upon us. Amongst the changes for this year are three prize levels. One Grand Prize will be awarded this year. What is the grand prize you ask...the BMW of your dreams up to an MSRP of \$100,075.00. One First Prize consisting of any BMW up to a total MSRP of \$60,000.00 will be awarded. Depending on the number of tickets sold we will likely award several Main Prizes which will be any BMW up to an MSRP of \$42,000.00.

As always only members are eligible to purchase tickets and win prizes. Anyone joining the Club prior to August 1, 2008 will qualify to purchase tickets. The maximum number of tickets available for purchase will be seven (7) per valid membership. For the first time tickets will be available for purchase on our website. The National Office will send each chapter information on the raffle as it becomes available. We ask that each chapter promote the

raffle and take advantage of it as a recruitment opportunity. Remember the Membership Drive will continue through September 12, 2008.

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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 or a BMW CCA chapter).

### **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 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](http://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](http://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](mailto: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](http://bmwcca.org) web site.

### **Questions?**

Questions about the 2008 BMW CCA Membership Drive may be directed to Steven Schlossman, by e-mail to [stevens@bmwcca.org](mailto:stevens@bmwcca.org).

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

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**OPS MANUAL CHANGE**

As of August 1, 2008 Section 6.4 of the BMW CCA Ops Manual will change. Currently section 6.4 states that Chapters will be reimbursed for the cost of the additional newsletters they are required to send to the National Board, National Service Officers and Office. Chapters will no longer be required to print additional copies of their newsletter for that distribution list. Beginning in August Chapters will be permitted to transmit electronically a copy of their newsletter to the National Office. Once the newsletter is received it will be reproduced and distributed to all parties, as determined by the National Board.

Chapters wishing to take advantage of this streamlining process are encouraged to do so immediately.

*Section 6.4 as of August 1, 2008*

*“Each chapter is required to issue at least one newsletter per each 90 days to each member of that chapter and to the National Office, each member of the National Board, and to all other BMW CCA chapters reciprocating in kind. By definition a newsletter must contain the following minimum items:*

- The date or period the newsletter covers.*
- A listing of all chapter officers and at least two telephone numbers, with area code, of any chapter officers.*
- At least one automotive-related article.*
- Notification of at least one chapter event or business meeting per each 90 days.*
- The Post Office address of the chapter.*
- A disclaimer of the materials published in the newsletter.*

*At the option of any regular chapter newsletter recipients, the newsletter may be furnished to those requesting it in electronic form rather than printed. This is at the option of the recipient; the chapter may not arbitrarily make the decision to convert to electronic newsletters.*

*Chapters are required to provide one copy of their newsletter to the National Office, the preferred format is in PDF, or as a Word document. Chapters that are unable to submit a PDF or Word document may elect to send a hard copy via U.S. Mail at their own expense. The National Office will then distribute copies of the newsletter to the National Board of Directors and certain other specified individuals as determined by the National Board. The cost of distributing the extra copies will be born directly by the National Office. Chapters will not be reimbursed for these expenses. Chapters are requested to distribute copies of their newsletters to every other BMW CCA Chapter.”*

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**OKTOBERFEST 2008 WATKINS GLEN, NY, SEPTEMBER 23 – SEPTEMBER 27, 2008**

Online Oktoberfest registration opened in mid-March and indications already point to record attendance at Watkins Glen’s world-famous Tier 1 track. Package plans – especially the M3 track option – are proving to be very popular. We have plenty of available hotel rooms waiting for you in the area. Make your reservations and plan to spend the opening of the fall season in the incredibly beautiful Finger Lakes area of upstate New York.

The drive to bring back Oktoberfest’s tried-and-true sponsors, vendors, and advertisers and a simultaneous effort to attract new ones to Watkins Glen is underway. Opportunities exist at multiple price levels making it possible for interested company’s and manufacturer’s to acquaint Oktoberfest

attendees with their wares. If you know anyone that fits this description, please contact Linda Axelson at 864.250.0022 or send her an e-mail at [lindaa@bmwcca.org](mailto:lindaa@bmwcca.org).

*A reminder:* The 2008 O'fest website is up-and-running at [www.bmwccaofest.org](http://www.bmwccaofest.org) and is the quickest way to learn about everything O'Fest. Oktoberfest 2008 merchandise will soon be available for purchase on line. If they have not already done so, encourage your newsletter editors and webmasters to post the O'Fest link to your site.

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## **2008 NEWSLETTER EDITOR/WEBMASTER CONFERENCE RECAP**

The BMW CCA's Newsletter Editor/Webmaster Conference attracted 125 club members to Salt Lake City, Utah over the April 4-6, 2008 weekend. These important contributors to the success of BMW CCA chapters enjoyed the sights and courtesies of one of America's most beautiful cities.

The teaching faculty assembled for this event included both professionals from the business world and several club officials including President Bruce Hazard, Executive V.P. Mark Jon Calabrese and *Roundel* Editor Satch Carlson. Bill Howard, Editor in Chief of BMW CCA.org was also on-hand. Chapter attendees also had the opportunity to meet and greet the new Executive Director Frank Patek.

Dallas TV anchorman Jeff Crilley introduced many creative ideas for generating publicity throughout the general community. Attorney Samuel C. Straight, a Duke University product by way of the Salt Lake City law firm of Ray Quinney and Nebeker addressed the group and converted the normally dry subject of "The Law as It Affects Website and Newsletters" to an extremely interesting and entertaining presentation.

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## **NEWS FROM NATIONAL CHANGE**

Beginning with this issue News From National will be published in electronic format only.