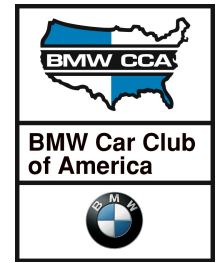


# BMW CCA News From National



**TO:** BMW CCA National and Service Officers, Chapter Presidents, Newsletter Editors

**FROM:** Frank C. Patek II, Executive Director

**August 2008**

*Oktoberfest 2008: Watkins Glen, NY, September 23 - September 27*

**Dunlop Tires to sponsor five days of driving school:** The Friday and Saturday driving schools have sold out, but this shouldn't be a problem; we still have availability on Wednesday, Thursday, and Sunday. Along with California's Sears Point and Laguna Seca, Road America in Wisconsin, and Georgia's Road Atlanta, Watkins Glen is one of the most challenging and historic race tracks in the country. Don't miss this opportunity to drive the historic Watkins Glen International Track!

**You asked for it, you got it: A Wine Tasting Bus Tour** of selected wineries on Seneca Lake has been added on Thursday, September 25, 2008. Please see our dedicated Oktoberfest website—[www.bmwccaofest.org](http://www.bmwccaofest.org)—for more details.

**Calling all vendors:** Do you know any companies interested in displaying their wares to the BMW CCA nation? We still have room in the vendor area, located at the Watkins Glen International Service Garage. Please contact [lindaa@bmwcca.org](mailto:lindaa@bmwcca.org).

**O'Fest 2008 Souvenir Journal ad space:** Would you like to place an ad in the Oktoberfest Souvenir Journal? Now you can! Take out an ad to wish someone well on their first driving event at the Glen. Congratulate your chapter officers for the great job they have done. Acknowledge the meaningful friendships you have developed through BMW CCA. Remember that special BMW CCA friend who may or may not be with us anymore. If you—or someone you know—would like to participate in this exciting opportunity, please call Linda Axelson at 864 250-0022 or e-mail [lindaa@bwmcca.org](mailto:lindaa@bwmcca.org).

Sign up today! Come and experience fall in the beautiful Finger Lakes Region of New York in late September. You'll be glad you did—we guarantee it!

*BMWCCA.ORG versus AOL for questions*

With all of its many problems, it appears that our own website and its homegrown addresses are finally winning out over the tyranny of AOL. Okay, that might be a slight exaggeration; what *is* true is that for a long time, members have had the ability to send questions to [BMWCCclub@aol.com](mailto:BMWCCclub@aol.com). Beginning August 29, 2008, that option will go away—instead, all questions should go to [questions@bmwcca.org](mailto:questions@bmwcca.org).

If your chapter website maintains a link to the old AOL address, please take a moment and replace it with the new [bmwcca.org](http://bmwcca.org) address.

## 2008 BMW CCA Car-Of-Your-Dreams Raffle

The Raffle has begun! If you have not been to the website recently, stop by and click on the Raffle Link or visit [www.bmwcca.org/index.php?pageid=raffle](http://www.bmwcca.org/index.php?pageid=raffle). From there you can buy your tickets for a chance at the car of your dreams! Among the changes for this year, now there are three prize levels: One Grand Prize will be awarded this year—the BMW of your dreams, up to a Manufacturer's Suggested Retail Price of \$100,075. (Why the odd number? It coincides nicely with the MSRP of a new M6!)

Then there's the First Prize: any BMW up to a total MSRP of \$60,000 (yes, that's M3 territory!) Finally, depending on the number of tickets sold, we will most likely award several Main Prizes: any BMW up to an MSRP of \$42,000 (135i, anyone?).

As always, only BMW CCA 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. That means your associate is entitled to buy seven (7) tickets as well. And this year, 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'd like our chapters to promote the raffle and take advantage of it as a recruitment opportunity; if your chapter has not already done so, please place a link to the raffle on your website! Remember, the Membership Drive will continue through September 12, 2008.

## BMW Performance Center M-School Redux

For those of you who thought I selfishly enjoyed my two day M School at the BMW Performance Center without any thought to you our loyal members. you are only partly right! I had such a great time at the school that I went back to the folks in Greer and asked if they would extend some of their hospitality to all BMW CCA Members. You're gonna love me:

They said yes! Beginning now, BMW CCA Members are entitled to a **20% discount** on schools and services provided by the BMW Performance Center. You just need to tell them you are a member and give them your membership number. Now, isn't that better than a lousy T-shirt?!

## *An ebbing tide lowers all boats*

As expected, the national economy affects BMW CCA membership as well as other facets of consumer spending. Indeed, as former BMW NA CEO Tom Purves pointed out a year ago, the

<b>MEMBERSHIP STATS as of 7/18/2008</b>			
	<b>Full</b>	<b>Associate</b>	<b>Total</b>
Current Membership	<b>65,977</b>	<b>9,678</b>	<b>75,655</b>
Last Month's Membership	<b>66,312</b>	<b>9,666</b>	<b>75,978</b>
Monthly Net Gain (Loss)	<b>-335</b>	12	<b>-323</b>
Monthly % Change	<b>-0.51%</b>	0.12%	<b>-0.43%</b>
Last Year's Membership	<b>66,104</b>	<b>9,972</b>	<b>75,976</b>
Annual Net Gain (Loss)	<b>-127</b>	<b>-194</b>	<b>-321</b>
Annual % Change	<b>-0.19%</b>	<b>-1.97%</b>	<b>-0.42%</b>
2006 Membership	<b>66,144</b>	<b>9,605</b>	<b>75,749</b>
Net Gain (Loss) for 2 years	<b>-167</b>	73	<b>-94</b>
% Change for 2 years	<b>-0.25%</b>	0.76%	<b>-0.12%</b>
New Members 884 Renewals 49.13% Roundels Mailed 66,274			

housing bubble enabled many people to borrow against their equity and finance new BMWs in a creative fashion. Not so today!

Like the car itself, CCA membership falls in the luxury category. Fortunately, we have a seemingly stable base of enthusiasts, with our full membership hovering around the 66,000 level for the past two years. Now our goal is to boost that number, gaining new members and keeping our current members satisfied. As we mentioned before, the Membership Drive will continue through September 12, 2008, with rewards for individuals as well as chapters who increase their numbers. But it isn't about the numbers, really—it's about the BMW CCA experience. When you bring in new chapter members and make them feel at home, then they truly belong to a terrific family of marque enthusiasts. And that's what it's all about, isn't it?

Just as somebody pointed out that all politics are local, so, too, is the meaning and spirit of the BMW Car Club to be found at the chapter level. Big chapter or small, each of our 65 chapters is dedicated to the notion of community and camaraderie. It's great to belong!

*BMW CCA Chapters in order of membership: July 2008*

(These figures reflect primary members, dual chapter members and associate members.)

1	National Capital Chapter	6,296	34	Patroon Chapter	745
2	Golden Gate Chapter	4,961	35	White Mountain Chapter	742
3	Los Angeles Chapter	3,902	36	Sacramento Valley Chapter	722
4	Boston Chapter	3,527	37	Nittany Bimmers Chapter	716
5	Puget Sound Chapter	3,427	38	Sunshine Bimmers Chapter	699
6	Tarheel Chapter	2,950	39	Allegheny Chapter	628
7	New Jersey Chapter	2,913	40	Michiana Chapter	598
8	New York Chapter	2,805	41	Heart of Dixie Chapter	567
9	Windy City BMW	2,696	42	Bluegrass Bimmers Chapter	548
10	Peachtree Chapter	2,328	43	Bayou Chapter	498
11	Connecticut Valley Chapter	2,149	44	Missouri Valley Chapter	484
12	Delaware Valley Chapter	2,007	45	New Mexico Chapter	438
13	Rocky Mountain Chapter	1,939	46	Central California Chapter	426
14	San Diego Chapter	1,623	47	Inland Empire Chapter	384
15	Everglades Chapter	1,589	48	First Coast Chapter	361
16	Buckeye Chapter	1,475	49	Sonora Chapter	343
17	Genesee Valley Chapter	1,336	50	River City Bimmers	338
18	Lone Star Chapter	1,334	51	Sin City Chapter	338
19	Florida Suncoast Chapter	1,308	52	Hawaii Chapter	331
20	Tidewater Chapter	1,236	53	Sunbelt Chapter	322
21	Houston Chapter	1,203	54	Old Hickory Chapter	307
22	Blue Ridge Chapter	1,200	55	Wasatch Chapter	291
23	Badger Bimmers Chapter	1,184	56	Illini BMW Chapter	245
24	North Star Chapter	1,132	57	Pine Tree Chapter	237
25	Sandlapper Chapter	991	58	Sierra Chapter	235
26	Northern Ohio Chapter	979	59	Gulf Coast Chapter	211
27	Roadrunner Chapter	884	60	Smoky Mountain Chapter	208
28	Iowa Chapter	864	61	Puerto Rico Chapter	204
29	Tejas Chapter	841	62	Pocono Mountain Chapter	194
30	Kansas City BMW Club	788	63	Green Mountain Chapter	184
31	Motor City Chapter	776	64	Choo-Choo Bimmers Chapter	158
32	Hoosier Chapter	766	65	Mountain State Chapter	111
33	St Louis BMW Club	747			