

BMW CCA News From National



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

FROM: Frank C. Patek II, Executive Director

November 2008

Candidates nominated for BMW CCA offices

Though Louis Goldsman will run unopposed for the position of BMW CCA Treasurer, and South Atlantic RVP Paul Dunlevy will also run unopposed, several seats on the BMW CCA Board will be contested in the upcoming election, with two candidates filing for Board Secretary and two filing for each of two Regional Vice Presidencies:

Treasurer: Louis Goldsman (Los Angeles)

Secretary: JR Schneider (Sunbelt) and Chris May (San Diego)

North Central RVP: Mike Lingenfelter (Hoosier) and Mark Degler (Illini)

Pacific RVP: Steve Johnson (San Diego) and Jeff Cowan (Golden Gate)

South Atlantic RVP: Paul Dunlevy (Tarheel)

Candidate statements will appear in the January edition of Roundel, while the BMW CCA website will play host to extended candidate statements. Voting will be conducted electronically.

Chapter driving-events representatives to meet in New Orleans

The Driving Events Congress will be held near New Orleans the weekend of March 6–8, 2009. The host hotel will be the Four Points by Sheraton. Each chapter is invited to send driving-events representatives—generally their Driving Events Coordinator and Chief Driving Instructor—to the national meeting of the DEC. Please be sure your chapter representatives are aware of this meeting and plan to attend. More details will follow.

Oktoberfest 2009 set for Road Atlanta

Following the wildly successful “track magnet” Oktoberfest held at Watkins Glen, BMW CCA moves to another legendary track for our 2009 celebration: Road Atlanta! The host hotel is the Legacy Lodge at nearby Lake Lanier.

O'Fest 2009 will kick off with a beach party Monday evening, September 28—yes, the lodge has their own beach!—with a full day of events planned in Spartanburg at the Performance Center, the Zentrum, and the BMW factory and the final banquet slated for Friday, October 2. That ends our official Oktoberfest celebration, but we're also staging an informal get-together for those who can't get enough of all things BMW: BimmerMeet is scheduled for Saturday, October 3. It's a fun, relaxed meet with your fellow propellerheads. In addition, there is a bonus track day on Sunday, October 4.

Check the Oktoberfest website on noon Wednesday, November 12, for breaking news: www.bmwccaofest.org. And to stay up to date on O'Fest news, subscribe to the O'Fest'09 Mailing List. This is an announcement-only list; to subscribe, send a message to ofest09-request@bmwccafest.org with the word Subscribe as the subject.

BMW CCA membership numbers still down, but just a little

The economic crisis that has plunged automakers into despair is affecting every area of the consumer marketplace, as American families cut their spending on retail items—especially luxury goods. Since club memberships usually fall in this niche, it is no surprise that BMW CCA membership numbers are falling.

The good news is that the decrease is still slight—less than 1% down from last year's figures. Compare that with BMW's 5% drop in October. . . and then ponder General Motors' decline of 45%. . . and our future looks rather less bleak.

With the optimism that follows the national elections, it's time to renew the enthusiasm and camaraderie we all find through membership in the CCA. And that's a matter of chapter participation first and foremost; ask any Oktoberfest celebrant about the Club, and you'll hear about their chapter affiliation first—and that's a good thing.

MEMBERSHIP STATS as of 10/21/2008			
	Full	Associate	Total
Current Membership	65,874	9,765	75,639
Last Month's Membership	66,096	9,759	75,855
Monthly Net Gain (Loss)	-222	6	-216
Monthly % Change	-0.34%	0.06%	-0.28%
Last Year's Membership	66,472	9,808	76,280
Annual Net Gain (Loss)	-598	-43	-641
Annual % Change	-0.90%	-0.44%	-0.84%
2006 Membership	66,179	9,781	75,960
Net Gain (Loss) for 2 years	-305	-16	-321
% Change for 2 years	-0.46%	-0.16%	-0.42%
New Members 926			
Renewals 49.39%			
Roundels Mailed 65,954			

On the national level, however, we try our best to bring good value to the membership, not only through *Roundel* Magazine but also with Club benefits and discounts that make membership a bargain. Read on for our latest addition!

BMW CCA adds Membership Plus roadside assistance plan

On Monday, November 4, we introduced Membership Plus to the Club. Below is a copy of the e-mail blast that most of our members received—only this time it is not on a black background. . . and the hot link is correct! ;-) (Mondays are not always our best days!)

Membership Plus is our newest membership benefit. And though it is not entirely free—like our many other member benefits—I think you will find Membership Plus a worth-while elective add-on to your existing membership.

Many BMW CCA members pay for BMW's roadside-assistance program, or subscribe to a service such as AAA. Now the BMW CCA can offer you Membership Plus—a roadside-assistance program provided by Nations Safe Drivers (NSD) and ranked number one by JD Power & Associates! And unlike AAA, Membership Plus covers you, your spouse, and up to three children living in your household! Membership Plus also entitles you to discounts on travel, health, gifts, appliance purchases, and more.

We created Membership Plus because many of you asked us to offer a BMW CCA roadside assistance program. Rather than build this program from scratch, we were able to buy into the existing Nations Safe Drivers Program. This program was highly recommended by other clubs, including the BMW MOA and the Corvette Club. Although this comprehensive benefit program does come at a price, we believe the benefits far outweigh the cost.

	1 year	2 year	3 year
BMW CCA Membership	\$40.00	\$ 76.00	\$112.00
BMW CCA Membership Plus	\$58.00	\$109.00	\$163.00
Total:	\$98.00	\$185.00	\$275.00

A two-year Membership Plus election will save you \$9.00 over the annual price and a three-year election will save you \$19.00. And better yet, if you're one of our many members who elect automatic renewal, you can include automatic renewal of your Membership Plus plan as well!

To add Membership Plus to your BMW CCA benefits, click <http://www.bmwcca.org/index.php?pageid=mplus-info>. Or just call us at 864 250-0022!