

# BMW CCA News From National



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

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

**Thanksgiving 2008**

## *Thanksgiving wishes from BMW CCA*

During this holiday season, let's remember the most valuable lessons of our camaraderie and companionship: the human connection of family and friends. Yes, we are passionate about our cars, but we are also a part of our community—several communities, in fact. In these changing times, we have an opportunity to reach out to those less fortunate—even while we are thankful for our own bounteous blessings. To quote John Donne, “any man's death diminishes me, because I am involved in mankind.” It's that involvement that makes us a community—and it's more important that we be involved in each others' lives than diminished by death.

In short, we do make a difference, every one of us. Please accept my best wishes as you gather with family and friends to celebrate and reflect during this most special season.

—Frank

## *Candidates nominated for Driving Events Committee*

Three regions have nominated candidates to be elected as Driving Events Committee representatives:

**North Central Region:** Neil Maller (Hoosier Chapter)

**South Atlantic Region:** April Curtis (Tarheel Chapter)

**Pacific Region:** Scott Adare (Inland Empire Chapter)

Ballots will be sent out in January.

## *Akard named to Racers Advisory Committee*

Mike Akard is the new RAC Member from the South Central Region.

## *BMW CCA offers discounts for Carolinas holiday excursions*

Have you ever wondered how they decorate America's largest home for the holidays? Would you like to explore a mansion by candlelight? Now through January 1, you can tour the **Biltmore Estate** in Asheville, North Carolina. America's largest home is decked out for the holiday season and even offers candlelight tours. Book your tickets online—and receive the special discount you are entitled to as a BMW CCA Member.

If you plan to stay in Asheville overnight—and if your senses are not already overloaded from the Biltmore!—you might want to consider laying your head on a pillow at **The Grove Park Inn**. The Grove Park is Asheville's landmark resort—and every year it's decorated on a level to compete with the Biltmore Estate. Giant nutcrackers stand sentinel, fireplaces crackle, lights sparkle, and hallways lined with more than 25 uniquely decorated trees will enchant you as the historic Inn is garlanded for the holiday season. Their famous display of gingerbread houses is not to be missed, attracting visitors young and old. It's a classic holiday getaway—but before you go, be sure to visit the membership benefits section of [www.bmwcca.org](http://www.bmwcca.org) for access our special discount!

## O'Fest 2009: Lake Lanier Resort & Road Atlanta, September 28-October 4

The beautiful Legacy Lake Lodge Resort on the shores of Lake Lanier has been accepting Oktoberfest reservations since the first of November—and already more than half of our room block has sold out. If early-bird registration is an indication, this will prove to be yet another very successful Oktoberfest!

Make your reservations now and be certain to get a room at the host hotel. To make reservations directly with the hotel, simply visit <https://reservations.synxis.com/lbe/rez.aspx?chain=5439&hotel=10192&lang=1> and enter Group Code bmwcca.



Whether you're at Oktoberfest 2009 to participate in the driving events, show off your car, compete in the Club races, meet your BMW CCA friends (and make new ones), or tour the BMW plant in Spartanburg, 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—as well as a full day at the BMW Performance Center, Zentrum, and factory in Spartanburg. There's also a bonus of two additional driving-school days on Saturday and Sunday if you choose to extend your visit.

And our first ever **BimmerMeet** will be held Saturday, October 3, at Road Atlanta. That's guaranteed to be a fun, relaxing day with your fellow BMW enthusiasts. You won't want to miss it!

Please check our Oktoberfest dedicated website, [www.bmwccaofest.org](http://www.bmwccaofest.org). It is designed to be your complete Oktoberfest reference and guide.

### OKTOBERFEST 2009 - ROAD ATLANTA

Bonus Days

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
9/28/2009	9/29/2009	9/30/2009	10/1/2009	10/2/2009	10/3/2009	10/4/2009
Registration Opens	Registration				BimmerMeet All Day	
	Concours	TSD Rally to Spartanburg				
		Gymkhana @ Performance Center	Autocross @ Lake Lanier			
	Reception (Afternoon)	Lunch			Bar BQ	
		Plant Tours @ Spartanburg				
		Car Control Clinic @ Road Atlanta				
		Driving Schools				
First Timer Meet		Club Race School		Club Race		
	Fun Rally					
Beach Party	Open	Open	Vendor Buffet @ Road Atlanta	Banquet		

### Online networking, BMW CCA-style

For those who would like to leverage their passion for everything BMW CCA to the professional level, we have created a BMW CCA group on LinkedIn.com. LinkedIn is an online network of more than thirty million experienced professionals from around the world, representing 150 industries. Through our BMW CCA network you can:

- Find potential clients, service providers, subject experts, and partners who come recommended
- Be found for business opportunities
- Search for great jobs
- Discover inside connections that can help you land jobs and close deals
- Post and distribute job listings
- Find high-quality passive candidates
- Get introduced to other professionals through the people you know

For those who prefer to maintain their Club relationships on a more social level, we have also created a Facebook group; we're looking for members to join and help spread the word about the BMW CCA! Facebook is one of the largest—and perhaps best recognized—social networking groups in existence, and is widely used by the twenty-something demographic. They are the future of the Club, so we need to introduce ourselves to this young, enthusiastic demographic!

LinkedIn and Facebook are free to join and we hope to see you there.

[http://www.linkedin.com/groups?gid=103719&trk=hb\\_side\\_g](http://www.linkedin.com/groups?gid=103719&trk=hb_side_g)

<http://www.facebook.com/home.php#/group.php?gid=32977606837>

### *BMW CCA membership numbers continue slow decline*

The general downturn of the economy continues to affect BMW CCA membership statistics; the membership fell by three-quarters of a percentage point last month. We expect this trend to continue into the new year, with numbers picking up around Spring. However, there may also be a spike in December, as memberships make pretty good stocking-stuffers and last-minute gifts! As Winter draws to a close and enthusiasts look forward to new adventures in BMW land—autocross, rallies, tours, and driving schools—we expect more and more BMW drivers and fans who discover the benefits of membership.

### *BMW CCA merchandise again available online*

You know you have been looking for it, and finally it's back! Visit

<b>MEMBERSHIP STATS as of 11/18/2008</b>			
	<b>Full</b>	<b>Associate</b>	<b>Total</b>
Current Membership	<b>65,371</b>	<b>9,663</b>	<b>75,034</b>
Last Month's Membership	<b>65,874</b>	<b>9,765</b>	<b>75,639</b>
Monthly Net Gain (Loss)	-503	-102	-605
Monthly % Change	-0.76%	-1.04%	-0.80%
Last Year's Membership	<b>66,454</b>	<b>9,786</b>	<b>76,240</b>
Annual Net Gain (Loss)	-1,083	-123	-1,206
Annual % Change	-1.63%	-1.26%	-1.58%
2006 Membership	<b>65,992</b>	<b>9,739</b>	<b>75,731</b>
Net Gain (Loss) for 2 years	-621	-76	-697
% Change for 2 years	-0.94%	-0.078%	-0.092%
New Members 741 Renewals 48.79% Roundels Mailed 65,801			

**<http://bmwcca.org/phpsupercart/index.php>** to find BMW CCA merchandise you cannot find anywhere else.

*BMW CCA Membership Plus roadside assistance plan takes off*

On Monday, November 4, we introduced Membership Plus to the Club—and so far more than 50 BMW CCA members have signed up for the service. What may be more important is that at this writing, at least one member has already used the service—and came away a satisfied customer. If you are interested in Membership Plus, visit <http://www.bmwcca.org/index.php?pageid=mplus-info> for details on how you can. . . *join the experience.*