

# BMW CCA News From National

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

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

**July 2009**



Greetings from Greenville! Once again, we have some new items this month—along with a few you’ve already seen; we left the current events in!

Let’s start with some news:

## *Allegheny Chapter shines at Pittsburgh Vintage Grand Prix*

The Pittsburgh Vintage Grand Prix is a unique event hosted annually in Pittsburgh’s Schenley Park—a venue that allows vintage autos of all makes to race through the park’s tree-lined streets. BMW was this year’s featured marque, and the Allegheny Chapter made the most of their opportunity to highlight all things BMW! The event began with a BMW Club race at BeavRun and continued over ten days with shows, dinners, receptions, driving tours, and finally the races, corral, and concours in Schenley Park.

Nearly 300 BMWs crowned “German Hill” at the BMW CCA/Allegheny Chapter Corral, and 46 cars were entered in the concours. BMW CCA and Vintage Club members brought historic BMWs dating back to the 1930s for display and racing. Scott Hughes took third place overall in the Schenley Park BMW races; a veteran Club racer—in fact, Hughes invented BMW CCA Club Racing!—Scott drove his 1974 CSL, a car that won its class at Le Mans and is one of only sixteen remaining today.

Huge thanks to the officers and volunteers of the Allegheny Chapter for their outstanding performance organizing and sustaining a ten-day event. We are happy to report that all friendships and marriages that existed prior to the event continue to this day—and Liberty Mutual and BMW CCA were pleased to be among the sponsors of this one-of-a-kind event.

## *Oktoberfest 2009: Early-bird registration discount ends this week!*

Oktoberfest registration is still running ahead of last year’s at the same time. The early-bird reservation *discount ends August 2, 2009*. There is still hotel space availability at the Holiday Inn Express at Chateau Élan (770 867-8100), located across from the main gates of Chateau Élan Winery and Resort in Braselton, GA. Group rates are valid for booking from May 5 through September 14. You can proceed directly to the registration desk by using this URL: <http://tinyurl.com/2009hotel>.

Or call 1 888 HOLIDAY (888 465-4329). Use **Group Code BMW**. Please make your reservations as soon as possible!

Michelin will sponsor the Gymkhana at the Performance Center in Spartanburg. BMW will be furnishing X5s for Club members to romp through the course utilizing BMWs motorcycle-training area in the rear of the facility. The topography is hilly, curvy, and bumpy; it undulates to the left and right, and should significantly challenge your driving skills. The **Sandlapper Chapter** will be your host for this fun-filled event.

Thursday and Friday driving schools are full, but the Wednesday school still has some slots available. The Saturday/Sunday driving school is only available to students with previous Road Atlanta experience.

We still have room for more companies and organizations who would like the opportunity to display their wares to a special national audience: the BMW CCA nation. If you know anyone who

fits the description, please contact Linda Axelson at 864-250-0022 or by e-mail at [lindaa@bmwcca.org](mailto:lindaa@bmwcca.org).

A reminder: Our dedicated Oktoberfest website — <http://www.bmwccaofest.org> — is the best and fastest way to learn everything about this outstanding event. Official O’Fest 2009 merchandise is now available on-line for purchase. Sign up today! Come and experience Fall in the South as we celebrate our 40th anniversary. Y’all be glad you did—we guarantee it!

### *O’Fest 2009 Souvenir Program Ad Space*

Would you like to place an ad in the O’Fest Souvenir Journal? Now you can! Take out an ad to wish someone well on their first driving event at Road Atlanta. Congratulate your chapter officers for the great job they’ve 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@bmwcca.org](mailto:lindaa@bmwcca.org)

### *2009 BMW CCA Car-Of-Your-Dreams Raffle*

The raffle has only one month to go! If you haven’t been to the website recently, stop by and click on the Car-Of-Your-Dreams Raffle Link: [www.bmwcca-raffle.org](http://www.bmwcca-raffle.org). From there you can even buy your tickets online—for a chance at the car of your dreams! Our **Grand Prize** is your choice of any BMW up to an MSRP of \$102,100. (What a coincidence! That’s the price of a new M6!)

The **First Prize** is your choice of any BMW up to a total MSRP of \$66,650. Then, depending on the number of tickets sold, we will likely award several **Main Prizes**—any BMW up to an MSRP of \$42,000. (BMW 135i, anyone?!) As always, only BMW CCA members—including associates—are eligible to purchase tickets and win prizes. You must be a member in good standing as of **5:00 p.m. EDT, Friday, August 31, 2009**, to qualify to purchase tickets. The maximum number of tickets available for purchase will be ten (10) per valid membership. Tickets are available for purchase on our website.

The annual raffle is one of our most popular programs. Chapters may promote the raffle and take advantage of it as a recruitment opportunity!

### *Central Cal stages West Coast Concours at Monterey*

To kick off the Monterey Historics weekend, the Central California Chapter of BMW CCA will host the BMW CCA West Coast Summer Concours on Friday, August 14, in the Monterey-Carmel Valley area. Sponsored by Liberty Mutual and BMW CCA, this event will cover the splendid lawns of the Rancho Canada Golf Course, located on Carmel Valley road just east of historic California Highway 1.

This event will be limited to two hundred cars in judging competition, but will include a parking corral area for those registered but not participating in the concours competition. The Summer Concours site is also a perfect location for a picnic lunch, and attendees are encouraged to bring their own baskets. Additional attractions may include wine-tasting, a silent auction for a local charity, and several guest speakers and celebrity judges. There will be additional vendors and displays on site. For additional information, please contact Wayne Wundram at [bmwayne@aol.com](mailto:bmwayne@aol.com) or visit [www.cccbmwcca.org](http://www.cccbmwcca.org).

## *BMW Festorics set for Monterey Historics*

The Golden Gate Chapter's event at the Monterey Historic Races—the BMW Festorics—is perhaps the most significant of all their events, celebrating the mystique of BMW and our appreciation for the marque. Set for August 14–16, the Festorics features a two-day parking corral with hospitality tents overlooking Laguna Seca's Turn Five—the slightly banked left-hander that can be taken without lifting, if your nerve is up. The Festorics package includes the opportunity to buy corral tickets, lunch tickets, a special BMW banquet ticket, and even tickets to the Monterey Historic Races themselves—all from one convenient source!

But the corral at the track is only one attraction. Don't miss the BMW banquet, or the insiders' tour of the whole Monterey Historics weekend. It's an affair you won't want to miss!

## *BMW Corral set for Labor Day Lime Rock Vintage Fest*

Members in the North Central Region are inviting all of BMW CCA to participate in their corral at Lime Rock Park during the Rolex Vintage Festival, September 4–7, 2009. As the event website says: "There is nothing like the perfect late-summer afternoons that the Northwest corner of Connecticut produces, and with a breath-taking collection of cars that take to the track, there is no better way to spend Labor Day weekend." Fans discover the glamour, glory, and style of historic and vintage sports cars as they claim focus of the event both on track, in the open paddock, and during the prestigious Sunday in the Park Automotive Extravaganza.

Sunday in the Park has evolved from what was essentially considered a local car show 27 years ago into a car-show-and-concours extravaganza devoted to automotive beauty, history, and diversity. The park will be engulfed with interesting vintage and historic sports cars, classics, customs and hot rods, woodies, trucks, racing cars, and motorcycles. There will also be marque car-club groupings including Morgan, celebrating their 100th anniversary, Porsche, BMW, Corvette, and Aston Martin.

All of this makes for a wonderful day out in the scenic green valley of Lime Rock Park.

### **Here are the special BMW CCA details!**

BMW CCA North Central Region Chapters will be assisting with a special BMW Corral this year, which will feature parade laps on Saturday. To get discount tickets, make sure you enter the **BMW special code**—2009BMW—when you place your order. The parade size will be limited, so if you want to participate or have questions, please e-mail [Paul Ngai](mailto:Paul.Ngai@BMWCCA.com) New Jersey Chapter at with your name, CCA number, and chapter name. There will also be special BMW display parking on the track during Sunday's car show.

Ticket costs: Weekend \$80/per person, Saturday/Monday \$35/per person (10% discount with the Special BMW Code.) When ordering tickets on the LRP website ([tickets.limerock.com/eventperformances.asp?evt=13](http://tickets.limerock.com/eventperformances.asp?evt=13)), after clicking "Tickets," you need to scroll down and click on to "Vintage Festival Corrals." That will show a box for the BMW Special Code. Sunday in the Park has a \$20-per-person track admission charge, but there's no charge this year to enter the car show.

## *BMW CCA Foundation open house set for September*

Are you looking for something to do on Sunday, September 27, following the Petit Le Mans at Road Atlanta? Well, now you have something to do between the race and Oktoberfest! The BMW CCA Foundation will hold an open house that day between the hours of 10:00 a.m. and 4:00 p.m. EDT. If you are driving to O'Fest on Sunday, make a detour and stop by the office; they would love to give you a tour of their new home.

The Foundation recently moved into a new facility located just a couple of miles off I-85 in Greenville, SC. Foundation curator Michael Mitchell says, “We not only have room to display and grow our archives, but we can also display a car.” Currently they have the Ray Korman E30 M3 (serial number 001) on loan. Additionally, CCA members can view a trailer—made from the rear end of a 2002tii—which is permanently displayed at the office.

Please note: The Foundation office will not be open during the week of O’Fest , as the staff will be at O’Fest and you can visit with them there. If you have anything you want to donate to the Foundation—books, brochures, magazines, or just about anything automotive- or motorcycle-related—bring it with you to the open house. Please RSVP by September 15—and feel to contact Michael Mitchell if you have any questions.

If you would like to donate any automotive or motorcycle-related materials to the Foundation, now is the time. Bring them with you on the trip, and save on shipping. Contact Michael Mitchell for further details: [mmitchell@bmwccafoundation.org](mailto:mmitchell@bmwccafoundation.org).

### *2010 Chapter Congress set for Dallas*

The next Congress will be in Dallas on March 5-7, 2010 at the Westin DFW. Each chapter will be invited to send three members to the Congress with airfare and lodging paid for by the Club. The meeting will focus on leadership development, long-term planning, and recruitment. At this time the agenda remains partially open; chapter presidents will be surveyed for topics of interest to fill in the blanks.

### *Hey, Frank! When are you going to lay off the e-mails?!*

Some members have questioned the volume of e-mails we’ve sent from the National Office recently, promoting our affinity credit card, the roadside assistance program, HPDE insurance, Liberty Mutual, and other member benefits. Is this e-mail really necessary, you ask—and I have to tell you the simple answer is yes. Each of these programs has brought much-needed dollars into the Club coffers; this allows us all to enjoy *Roundel*, Oktoberfest, Chapter Congresses, and more—without a primary-membership-fee increase since 2004.

Each of these programs has been carefully selected by the staff and approved by the BMW CCA Board of Directors because they are backed by reputable companies and add value to the Club experience. Liberty Mutual offers insurance that is specifically designed for BMW owners; Lockton Affinity offers discounted HPDE insurance so you can enjoy driving your car at BMW CCA driving events; our roadside-assistance program protects you when your BMW coverage no longer applies; and the PartnersFirst Visa card allows you to pay for all things BMW CCA with points earned on your card. Most recently, PartnersFirst has purchased one-year membership extensions for more than 200 members.

### **“... but isn’t my \$40 a year enough to cover the costs of the Club?”**

Well, you would think it would cover everything, but unfortunately \$40 doesn’t go very far these days. Here’s a quick breakdown of where that \$40 goes:

\$15.30 of every membership fee is sent back to each member’s primary chapter. Another \$15 is allocated toward the cost of *Roundel*. The \$9.70 that is left over must cover the Club’s operating expenses, such as staff, the Greenville office, IT maintenance, insurance, chapter congresses, event subsidies, travel, promotional materials and everything else that makes what we do possible. So yes, we do what we can to associate ourselves with companies who offer products and services useful to our members—and who are willing to pay for the privilege of associating with the BMW CCA.

And in this day and age, those e-mails are the best way to let you know about benefits and special offers; without them you might be missing out on a part of the Club you really enjoy.

Of course, if our membership numbers were higher, we might not need such support. How about making a mid-year resolution? We all know of a few BMW drivers who don't know about the Club; why not make it a personal resolution to recruit just one new member this year? That would double our numbers for 2010!

Meanwhile, here are some other incentives that might help you commit to recruiting new members:

### *2009 Membership Drive*

Since the beginning of 2009 the Club has experienced a drop in membership each and every month. Some months have seen smaller decreases than others, and the national

office is doing as much as it can, with limited resources, to stimulate growth. National office staff and volunteers are attending more functions than ever before, to actively recruit new members. We redesigned our recruitment materials and are placing ads in a variety of car related outlets.

Actions taken on the national level are valuable and necessary as part of concerted effort to maintain the Club during these difficult economic times. However, these actions are require a grassroots effort from our Chapters and individual members. The Club could spend tens of thousands on advertising and still not be as successful at recruitment as our members can be one on one. A smile, a handshake and a heartfelt invitation to join "our" club will do more to increase our ranks than anything else.

To encourage members to help the Club grow, we hold an annual membership drive with meaningful rewards.

The membership drive for 2009 runs from Feb. 19, 2009 though Dec 17, 2009. There are three membership drive categories. The categories for the awarding of prizes include one for the club's members in general, one for those members who work for a BMW dealer or independent BMW shop, and one for BMW CCA chapters.

The rules are detailed below. If you want to get credit for signing up a member, make sure the person adds your name and member ID to any paper form or online form.

### **BMW CCA Membership Contest rules: the fine print!**

*These are the official rules and supersede any description listed elsewhere and any verbal communications.*

### **February 19, 2009 to December 17, 2009**

The BMW CCA membership drive is open to three categories of participants:

<b>MEMBERSHIP STATS as of 6/18/2009</b>			
	<b>Full</b>	<b>Associate</b>	<b>Total</b>
Current Membership	<b>63,150</b>	<b>9,261</b>	<b>72,411</b>
Last Month's Membership	<b>63,542</b>	<b>9,295</b>	<b>72,837</b>
Monthly Net Gain (Loss)	<b>-392</b>	<b>-34</b>	<b>-426</b>
Monthly % Change	<b>-0.62%</b>	<b>-0.37</b>	<b>-0.58%</b>
Last Year's Membership	<b>65,977</b>	<b>9,678</b>	<b>75,655</b>
Annual Net Gain (Loss)	<b>-2,827</b>	<b>-417</b>	<b>-3,244</b>
Annual % Change	<b>-4.28%</b>	<b>-4.31%</b>	<b>-4.29%</b>
2007 Membership	<b>66,104</b>	<b>9,872</b>	<b>75,976</b>
Net Gain (Loss) for 2 years	<b>-2,954</b>	<b>-611</b>	<b>-3,565</b>
% Change for 2 years	<b>-4.47%</b>	<b>-6.19%</b>	<b>-4.69%</b>
New Members <b>840</b> Renewals <b>55.85%</b> Roundels Mailed <b>64,591</b>			

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 that has not previously belonged to BMW CCA, or an individual that was previously a 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 in good standing through December 31, 2009 (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. The reason for this is because 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 a reward for the new member, they will only be competing against other members in their own category for the grand prizes.

#### **Category 1: Rewards for current BMW CCA members who refer new members**

for each new member that joins, referring members will receive \$5.00 in "BMW CCA Bucks" that can be used for the purchase of BMW CCA merchandise or applied to BMW CCA memberships. There is no limit to the amount of "BMW CCA Bucks" a member may receive based on new member referrals. Additionally, there will be grand prizes for the three BMW CCA members who refer the most members.

- "BMW CCA Bucks" will be applied as a credit in the membership record of the Primary Member.
- "BMW CCA Bucks" may be used to purchase BMW CCA merchandise or they may be applied toward the renewal of a BMW CCA Membership. Example: A member with 20 "BMW CCA Bucks" may opt to apply the 20 "BMW CCA Bucks" toward the cost of their upcoming membership renewal resulting in a \$20.00 decrease in the renewal fee.
- "BMW CCA Bucks will expire one year from date of accrual and have no cash surrender value. Date of accrual will be December 18, 2009. "BMW CCA Bucks" are non transferable.

#### **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 \$5.00 in "BMW CCA Bucks" that can be used for the purchase of anything sold by BMW CCA. There is no limit to the amount of "BMW CCA Bucks" a member may receive based on new member referrals. Additionally, there will be grand prizes for the three BMW CCA members in this category who refer the most members.

- "BMW CCA Bucks" will be applied as a credit in the membership record of the Primary Member.

- “BMW CCA Bucks” may be used to purchase BMW CCA merchandise or they may be applied toward the renewal of a BMW CCA Membership. Example: A member with 20 “BMW CCA Bucks” may opt to apply the 20 “BMW CCA Bucks” toward the cost of their upcoming membership renewal resulting in a \$20.00 decrease in the renewal fee.

- “BMW CCA Bucks will expire one year from date of accrual and have no cash surrender value. Date of accrual will be December 18, 2009. “BMW CCA Bucks” are non-transferable.

*Please note that memberships purchased by dealers for their customers are not eligible. This exclusion is in effect even if a current BMW CCA member is listed on the application as a referrer. However, BMW Dealers or independent BMW Shops who purchase forty memberships will be entitled to one half-page ad in Roundel. BMW Dealers or independent BMW Shops who purchase eighty or more memberships will be entitled to one full-page ad.*

### **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. Secondary 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 February 18, 2009. 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 10 percent; that is, the chapter will have reached its goal if, by December 17, 2009, its total number of primary members is equal to 110 percent of the number of primary members assigned to the chapter as of February 18, 2009.

- The renewal goal for each chapter is 78 percent; that is, the Chapter will have reached its goal if, by December 17, 2009, at least 78 percent of its primary members as of February 18, 2009 have renewed their memberships.

- Chapters that meet either their total membership goal or their renewal goal, but not both, will receive \$100.00 of “BMW CCA Bucks” or \$5.00 of “BMW CCA Bucks” per 100 members, whichever is greater.

- Chapters that meet both their total membership and renewal goals will receive \$150.00 of “BMW CCA Bucks” or \$15.00 of “BMW CCA Bucks” 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 \$200.00 of “BMW CCA Bucks” or \$20.00 of “BMW CCA Bucks” per 100 members, whichever is greater, and a 5 percent discount on driving event insurance premiums for the year 2010.

- Chapters that meet their renewal goal and meet or exceed 120 percent of their total membership goal will receive \$300 of “BMW CCA Bucks” or \$30.00 of “BMW CCA Bucks” per 100 members, whichever is greater, and a 10 percent discount on driving event insurance premiums for the year 2010.

The top ten chapters in percentage of new members and the top ten chapters in renewal rates will be officially recognized in Roundel Magazine.

## **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 December 16, 2009, 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 "BMW CCA Bucks."

"BMW CCA Bucks" will be awarded at the end of the program and only to those who are members in good standing as of December 31, 2009.

Prizes for Category 1 and 2.

1st Prize One day M School at the BMW Performance Center plus 2 nights lodging for one, not including transportation. Minimum of 30 referrals to qualify. Must be redeemed by December 31, 2010.

2nd Prize 2010 Oktoberfest Registration. Minimum of 20 referrals to qualify.

3rd Prize Valentine 1 Radar Detector, Minimum of 10 referrals to qualify.

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 grand prizes.

Referral credit will not be given to applications received without the referring member's BMW CCA member number. "BMW CCA Bucks" awarded under this program will be mailed to members within 45 days of the end of the Membership Drive.

To help members earn credit for every referral they make we suggest you use the attached link in all your e mails, forum and website postings. Delete "Your ID" from the end of the link replacing it with your membership number. When a potential member uses the link to join the club your membership number will automatically fill in on the join form.

[http://bmwcca.org/index.php?pageid=club\\_join&ref\\_by=YOUR\\_ID](http://bmwcca.org/index.php?pageid=club_join&ref_by=YOUR_ID)

**Questions?** Questions about the 2009 BMW CCA Membership Drive may be directed to Frank Patek in the BMW CCA office, by e-mail to [frank\\_patek@bmwcca.org](mailto:frank_patek@bmwcca.org). We have new recruitment brochures and "take one" applications available -- please call or write to order some.

For a PDF of this announcement, [click here](#).