

BMW CCA News From National

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

FROM: Frank C. Patek II, Executive Director

Late September 2009



It's been a busy month in Greenville! Besides setting up O'Fest and finalizing the raffle, I held regional conference calls with officers of each chapter in September. The information covered in those calls appears in this issue of *News From National*. To bring all Chapter officers up to speed, you'll want to be aware of the following topics:

- 1) Dues increase
- 2) DE insurance application procedure.
- 3) Chapter non-compliance with DEC rules
- 4) Ongoing plans for newsletter and website assistance from National.

Oktoberfest 2009: CCA's 40-year celebration draws a crowd

In late September, 775 BMW CCA enthusiasts—and yet another 245-plus Club Racers and instructors—converged on Lake Lanier Islands and Road Atlanta for our 40th annual Oktoberfest. The success of this year's national event is due in large part to the two host chapters and their teams of dedicated volunteers; the amount of time and work that the Peachtree and Sandlapper Chapters put into their respective events was well received by the large turnout of Oktoberfest attendees. Our first-ever BimmerMeet was a success as well, with a large contingent of "Sharktoberfesters" in attendance. Parade laps on the world-renowned Road Atlanta were a huge hit.

Look for a complete roundup of the 40th Oktoberfest in the December issue of *Roundel*.

Oktoberfest 2010: Elkhart Lake and Road America!

Mark your calendars: Oktoberfest 2010 will kick off on **Monday evening, August 23**, in Wisconsin. Once again, we're gathering at a historic track; racing began on the roads of Elkhart Lake in 1950, using local roads *à la* Watkins Glen, and the Road America track opened five years later. Almost unchanged in half a century, the four-mile track is among the longest tracks in North America—and nestled in the Kettle Moraine, it is certainly one of the most scenic motorsports venues in the world. (Besides, Road America's track food is considered a gourmet delight; the German-Scandinavian heritage of the region guarantees great brats and beer!)

Our Oktoberfest closing banquet is slated for Friday, August 27, followed by BimmerMeet II on Saturday. In addition, we will have a bonus track days on Saturday, August 28 and Sunday, August 29.

The host hotel is the Osthoff Resort in Elkhart Lake—and reservations are now open at 800 876-3399. See you at Road America!

Membership down 5% over two years

The Club's rate of decline seems to be level at about 5% over a two-year span; the good news is that our annual loss is even less, at 4.56%. In these chaotic economic times, perhaps we can even derive some comfort from leveling out at a rate that could be much worse.

Of course, we would rather not lose any members, and we are constantly looking for ways to bring in new enthusiasts to “the best damn car club in the world.” But at least the loss of members seems to be a trickle instead of a stream—and our associate membership continues to increase.

Down nearly 5% in the last two years, the BMW CCA has been forced to implement a dues increase for regular membership. The cost of an associate membership will remain at \$10, but the cost

of a primary membership will go up to \$48; this way we hope we won’t have to raise dues for several years. The good news: The rate increase won’t go into effect until November 15. You can renew before then at the old \$40 rate!

MEMBERSHIP STATS as of 9/18/2009			
	Full	Associate	Total
Current Membership	63,083	9,308	72,391
Last Month’s Membership	63,139	9,306	72,445
Monthly Net Gain (Loss)	-56	2	-54
Monthly % Change	-0.09%	0.02%	-0.07%
Last Year’s Membership	66,096	9,759	75,855
Annual Net Gain (Loss)	-3,013	-451	-3,464
Annual % Change	-4.56%	-4.62%	-4.57%
2007 Membership	66,387	9,838	76,225
Net Gain (Loss) for 2 years	-3,304	-530	-3,834
% Change for 2 years	-4.98%	-5.39%	-5.03%
New Members 927 Renewals 56.13% Roundels Mailed 64,439			

Dues increase details

Effective November 15, BMW CCA will institute a dues increase of \$8 for a one-year primary membership. The increase will affect all primary membership levels—one-year, two-year, three-year, and life memberships—and we are adding a new five-year membership. Associate members will not see an increase in fees.

The need for a fee increase was discussed by the Board for several months. The current economic climate has impacted the Club; membership is down, sponsorship is down and advertising in Roundel is down. In spite of staff cuts and a reduction in the page count of Roundel the Club faces a budget deficit of more than \$300,000.00.

Our last membership fee increase was in 2004. To keep pace with inflation our fee should currently be \$45.38. Going to \$48.00 will allow the Club to maintain its current level of service and work toward needed upgrades in database and website technologies.

Here’s a chart detailing the new fee structure:

Membership Type	Rates 06/04/06 - 04/30/08			Rates 05/01/08 - 11/14/09			New Rates Effective 11/15/09		
	Dues	Chapter	Total	Dues	Chapter	Total	Dues	Chapter	Total
1 Year Primary	24.70	15.30	40.00	24.70	15.30	40.00	32.70	15.30	48.00
1 Year Associate	5.00		5.00	10.00		10.00	10.00		10.00
2 Year Primary	45.40	30.60	76.00	45.40	30.60	76.00	60.40	30.60	91.00
2 Year Associate	10.00		10.00	20.00		20.00	20.00		20.00
3 Year Primary	66.10	45.90	112.00	66.10	45.90	112.00	88.10	45.90	134.00
3 Year Associate	15.00		15.00	30.00		30.00	30.00		30.00
5 Year Primary							143.50	76.50	220.00

5 Year Associate					50.00		50.00
Life	540.00	540.00	760.00	760.00	617.50	382.50	1,000.00
Life Associate	105.00	105.00	155.00	155.00	155.00		155.00
** Turquoise indicates new rate							

DE insurance application procedure clarified

Following the Driving Events Conference in New Orleans, we created an online application procedure for driving events. This procedure came about at the request of our insurer as a way to ensure verification of events by the DEC. Event applications should be filed online, and will automatically be forwarded to your DE rep for approval and/or questions. Once completely filled out, the form should be printed, signed, and mailed to Wells Fargo with a check to cover any fees.

Chapter sanctioned for non-compliance with DEC rules

A recent chapter driving event included topless cars without proper roll-over protection—in violation of CCA rules. The DEC investigated, and after discussions with the chapter, levied sanctions. However, those sanctions have been suspended pending proper compliance by the chapter with all CCA rules during its probationary period. To date, the chapter in question has complied with all requests and is operating within CCA guidelines.

National to offer newsletter/website services

The National Office is currently reviewing a proposal to provide newsletter templates, printing, and mailing services for any chapters that want such services. Templates would allow chapters without extensive design and editorial support to easily prepare a newsletter; through this service, chapters would have access to stock images and news stories supplied by BMW CCA and other approved sources.

Since editing the chapter newsletter is a daunting job, we want to provide one-stop shopping for newsletter publication. Depending on the number of participating chapters, most should see a savings in printing and mailing costs. Chapters wishing to maintain their current design format could still participate by using the printing and mailing options.

Over 32,000 “Car of Your Dream Raffle” tickets sold by deadline

If you were hoping for a chance to win a new M6—or any other BMW of your dreams!—I hope you bought your tickets early, because this year’s BMW CCA “Car of Your Dreams Raffle” has officially ended, and the winners have been notified.

The raffle has become a BMW CCA tradition, started back in the days when a used BMW Bavaria was the grand prize. Over the years, the contest has been woven into the fabric of the Club; it’s become a great chance for BMW CCA members to win— well, the car of their dreams. This year’s Grand Prize ticket won your choice of any BMW up to an MSRP of \$102,100—the price of a new M6.

But that ticket was not the only winner. The First Prize was your choice of any BMW up to a total MSRP of \$66,650. Then, based on the number of tickets sold, there were four Main Prizes—any BMW up to an MSRP of \$42,000. There was also a partial prize of approximately \$17,000.

Though the raffle is a popular BMW CCA program, we were apprehensive about the current economic climate. When the raffle opened in May, members began purchasing tickets at a fast pace, but sales soon began to slow—and before long, were trailing last year’s numbers. Fast-forward through several e-mail reminders, however, and by the end of ticket sales on September 14, sales had rebounded to just 577 short of last year’s total—or 32,058 tickets sold.

With odds of 5,000:1, this means the Club awarded a Grand Prize, a First Prize, and four Main Prizes, plus one partial prize. Prize drawings occurred at BMW CCA’s Oktoberfest at Legacy Lake Lodge at Lake Lanier Islands, Georgia. Unfortunately, none of the winners were present to be congratulated buy the O’Fest crowd, so following the event, each was notified by phone and/or mail.

This year, over a thousand members purchased the maximum of ten tickets; three times that many purchased just one ticket. For those who like statistics, here’s how ticket sales ran by members:

3,465 members bought 1 ticket

2,033 members: 2

323 members: 3

1,649 members: 4

617 members: 5

156 members: 6

49 members: 7

117 members: 8

18 members: 9

1,150 members: 10

Thanks to everyone who purchased a ticket this year . . . and now let’s move on to what you really want to know! The winners are:

Thomas Shelton, River City Chapter, 335i

Capt. John Flanagan, National Capital Chapter, 335i

Terry George , Sin City Chapter, 335i

David Buettner, Los Angeles Chapter, 335i

Gay Dawson, Tejas Chapter, X6

Joseph Stanistreet, Genesee Valley Chapter, M6

Brian Werst, Rocky Mountain Chapter, partial

ZF charitable-contribution funds awarded at O’Fest

The ZF Company has announced the winners of their annual BMW CCA matching charitable awards competition. ZF uses this program to encourage good works by chapters in their local communities; in 2008, chapters competing in this program raised \$113,360 for local charities.

The highest contribution was \$20,935 raised by the **Puget Sound Chapter**. The greatest chapter-membership involvement came from the **Central California Chapter**, with 15.83% of their members involved in community-service projects. The award for most non-member involvement

went to **Puget Sound** with 1,548, and the **Hoosier Chapter** takes the prize for the most members involved in event planning, with 13.62% involved.

Chapters winning cash awards from ZF—a total of \$10,000!—are:

Puget Sound: \$2,000

Delaware Valley: \$1,500

Windy City BMW: \$1,000

Patroon: \$700

Tarheel: \$500

Central California: \$400

Allegheny: \$300

Blue Ridge: \$300

Genesee Valley: \$300

Connecticut Valley: \$300

New Jersey: \$300

Northern Ohio: \$300

Florida SunCoast BMW CCA: \$300

Hoosier: \$300

Badger Bimmers: \$300

Tejas Chapter: \$300

Sunbelt: \$300

Buckeye: \$300

Sunshine Bimmers: \$300

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 other topics of interest.