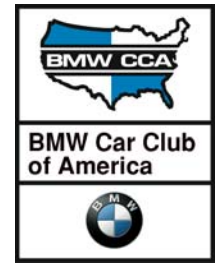


BMW CCA News From National

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

FROM: Frank C. Patek II, Executive Director

March 2010



It looks like Spring has finally sprung—and with it, we hope, so has your passion for everything BMW! A lot of you were with us for the Congress in Dallas, and we very much appreciate that. Post-event surveys gave the weekend high marks and asked some great questions about topics we did not have time to address in Dallas. In the next few News From National newsletters, I will do my best to answer some of those questions.

2010 Chapter Congress meets in Dallas

The BMW CCA's 2010 Chapter Congress attracted 62 chapters and 175 chapter leaders to Dallas over the March 5–7 weekend. Those in attendance had the opportunity to engage with Rick Barnes and his Leadership Seminar. In addition, Jeff Crilley from Real News PR spoke with the attendees about social/media marketing. The membership renewal/retention round table was such a huge success there was an encore presentation on Sunday morning.

2010 membership numbers continue decline—about 3% per year

Membership retention and recruitment was the topic *du jour* in Dallas, and our steadily falling membership totals tell you why. Throughout late 2008 and all of 2009, BMW's sales were down—and so were our BMW CCA membership numbers. In March, our renewals fell to under 50%. Though our annual membership loss remained just under 3%, our two-year decline rose to 6.10% (as of January 20, it was 5.04%).

Membership retention is primarily a chapter-driven

phenomenon, of course, because the chapters are the vital centers of Club activity—and only through chapter recruitment and enough activities to satisfy their members can we hope to grow the Club. Thank you for your continued efforts in this regard—we'll continue to do all that we can on the national level, but it's really the work of the chapter volunteers that make membership in the BMW CCA so worthwhile! We're happy to note programs like the San Diego Chapter's recent partnership with BMW South County to provide new memberships for new-car and CPO buyers—but it's up to all of us to keep those members once we have them!

MEMBERSHIP STATS as of 3/16/2010			
	Full	Associate	Total
Current Membership	62,270	9,247	71,517
Last Month's Membership	62,520	9,305	71,825
Monthly Net Gain (Loss)	-250	-58	-308
Monthly % Change	-0.40%	-0.62%	-0.43%
Last Year's Membership	64,177	9,471	73,648
Annual Net Gain (Loss)	-1,907	-224	-2,131
Annual % Change	-2.97%	-2.37%	-2.89%
2008 Membership	66,316	9,682	75,998
Net Gain (Loss) for 2 years	-4,046	-435	-4,481
% Change for 2 years	-6.10 %	-4.49%	-5.90%
New members: 942 Renewals: 44.55% Roundels mailed: 63,684			

2010 Car of Your Dreams Raffle Opens

We spent all winter waiting for Opening Day. Finally it's here. No, not Baseball! The BMW Car Club of America 2010 "**Car of Your Dreams Raffle!**" April 1st was the day. Buy your tickets now and get a jump on the competition. The drawing will take place at Oktoberfest 2010.

What are we competing for this year? The **Grand Prize** winner will be able to choose the car they want, up to a value of **\$102,350.00! (that's the value of a new M6 - might be your last chance to get one for a while!)**. A **First Prize** of up to **\$58,400.00 (can you say M3?)** will be awarded along with **multiple Main Prizes** valued at up to **\$42,650.00 (335i)**.

Primary and associate members are entitled to purchase up to **ten (10) tickets** each. Take a chance and buy a ticket today. Tomorrow you could be driving home in the "**car of your dreams!**" Current BMW CCA members may purchase tickets online at <http://www.bmwcca-raffle.org>, or use the form enclosed with the raffle mailing sent to your Roundel mailing address.

Members purchasing tickets online at <http://www.bmwcca-raffle.org> have until 5:00 PM EDT on Monday August 16, 2010 to complete their purchase and be entered to win. Ticket orders submitted by mail must be received at the Club's Office no later than 5:00 PM EDT on Monday August 16, 2010.

2010 features outstanding regional events for BMW CCA members

If membership recruitment and retention depends on terrific events, then 2010 should see us grow! From the South Atlantic Region to Monterey, from Pittsburgh to our Oktoberfest celebration in Wisconsin, our members have a lot of great driving to do this summer!

Nurburgring School Opens Registration

This event gives BMW CCA members a chance to experience the hallowed place where the world's best cars, including every BMW model, are perfected for production. Over its 13-mile length, the North Loop of the Nürburgring includes about every type of turn known to man, over 170 in total. The so-called "Green Hell" climbs and plunges through about 1000 ft. of elevation change, and fits in a 2-mile-long straightaway for good measure. There's nothing like it!

For 2010, the School will be Sunday, August 1 to Wednesday, August 4. Registration will be in the Dorint Hotel at the track on the afternoon of August 1. A pre-School tour is a tradition, with visits in recent years to attractions such as BMW factories, museums, the Mobile Tradition Collection, and Alpina. This year's itinerary is still in the planning stage, but typically we will start in Munich the week before the event.

The International BMW Driving School at the Nürburgring is not an official BMW CCA event, but has been conducted by a German BMW Club annually since 1964. The website www.bmwccaringschool.com provides information for BMW CCA members who wish to experience the ultimate racetrack. The BMW CCA package includes all arrangements with the School organizers, a commemorative shirt and nametag, special activities before the School, and lodging reservations, all intended to make it easier for you to participate.

Online registration for the event is now open. Register at www.motorsportreg.com.

Vintage At The Vineyards set for May 28-30 in North Carolina

Shelton Vineyards, in Dobson, North Carolina, is a picturesque setting offering a secluded, intimate feeling—until the vines surround some two or three hundred classic BMWs every year. In late May, **Vintage At The Vineyards**, sponsored by Liberty Mutual Insurance and the BMW CCA, will again draw classic-BMW fans and owners to Dobson for the celebration that has grown from a modest display of BMW 2002s to an impressive array of all sorts of BMW icons.

The host hotel is the Hampton Inn in Dobson, and those checking in early on Friday can pick up a self-guided driving tour in the lobby. Later that evening, plan to meet everyone at the BMW CCA Foundation-sponsored barbecue.

Saturday's activities include scenic drives, wine tasting, hayrides, a live rockabilly band—The Straight Eights—and more, all at the beautiful Shelton Vineyards. An added bonus to this year's event will be a special display of prominent BMW race cars assembled by the BMW CCA Foundation. For more info and a link to registration, please visit www.vintageatthevineyards.com or send inquiries directly to *Festmeister* Scott Sturdy, scottsturdy@yahoo.com. Registration is \$10 per car.

Pittsburgh Vintage Grand Prix July 16–25

You won't want to miss the annual BMW Gathering at the Pittsburgh Vintage Grand Prix (PVGP) scheduled for July 16–25 and sponsored by Liberty Mutual Insurance and the BMW CCA. The Allegheny Chapter is planning a host of activities for your enjoyment across two weekends. In 2009, we held a tremendous event honoring BMW as PVGP's Marquee of the Year. Although BMW is not the featured marque this year, the activities we have planned will once again showcase the hospitality and energy of the local BMW community as we again offer much of the excitement which made last year so special.

BeaveRun Race track, located approximately one hour north of Pittsburgh, is the site of our driving school, scheduled for Friday, July 16. Up to twenty beginning and intermediate-level students will have track and classroom sessions typical of BMW CCA schools.

Saturday and Sunday, we host a multi-marque German car corral overlooking the front straight at BeaveRun. Catered lunch, beverages, and corral parking—accompanied by plenty of sweet-sounding engine notes—are included. Historic races for post-1960 cars and a BMW Club race are the order of the day.

Penn Alps is the destination of our day-long driving tour scheduled for Friday. We'll travel through picturesque parts of southwestern Pennsylvania through the late morning and arrive at Penn Alps for a German-style lunch. Before heading back toward the city, you'll want to take a leisurely stroll around the unique gift shops and enjoy various artisans demonstrating their crafts throughout the historical hamlet. Penn Alps is located near Grantsville, Maryland.

Friday evening features the Allegheny Chapter's reception at the Radisson Greentree, our host hotel. BMW CCA members of any chapter affiliation and their guests are invited for hot and cold *hors d'œuvres*, hosted bar, and plenty of BMW camaraderie.

The rolling green landscape of historic Schenley Park provides acres of parking for 2,000 show cars of various marques. The BMW pavilion and corral overlooking Turn Thirteen of the temporary race circuit affords us one of the most desirable vantage points to fully appreciate practice heats and races of pre-1960 cars roaring through the park all weekend. Schenley Park's course is the only venue of its kind in the United States, consisting entirely of city owned streets. An overnight transformation results in an appropriate road course consisting of hairpin turns, a double serpentine, and several straights amid a golf-course setting. If you ever wondered what road racing of yesteryear was like, this is your chance to find out!

Catered lunches and hosted beverages will be served under the BMW CCA pavilion on Saturday and Sunday. Planned activities include a non-judged participant's choice, door prizes, drawings, and plenty of Germany's finest machines, new and old. A BMW concours will be held in our corral on Sunday.

The Radisson Greentree located approximately six miles from Schenley Park. Be sure to reserve your room before June 30 to get the special group rate for BMW Club guests. Designated BMW parking and a car-washing area will be available at the Radisson.

The PVGP is a wonderful backdrop for a Club gathering, but also a source of revenue for two very worthwhile charities, the Allegheny Valley School and the Autism Society of Pittsburgh. Your tax-deductible registration directly supports the PVGP charities. In 2009, this BMW CCA marque event raised over \$70,000 for the charities. While last year's result is likely to be unmatched for quite some time, the Allegheny Chapter's event at PVGP is intended to provide a donation to PVGP each year. Please join us for the fun and also to support its very worthwhile cause.

Event registration can be accomplished online at www.pvgp.org. From the PVGP home page, click on Car Shows, then International Car Show, then BMW Car Show. While payments can be made directly to PVGP, we ask that completed BMW concours registration forms be submitted to us directly (Allegheny Chapter BMWCCA—Concours, P.O. Box 1285, McMurray, PA 15317).

Central Cal Chapter sets German marque concours for Monterey

Sponsored by Liberty Mutual Insurance and BMW CCA, the BMW CCA West Coast Summer Concours is expanding this year; we're happy to announce the addition of the Porsche and Mercedes-Benz clubs as participants in the event. The **Legends of the Autobahn**, this year's theme, will feature separate club concours judging sites and club corral parking areas. The event will once again kick off the BMW CCA Festorics weekend held annually during the Monterey historic-race weekend on Friday, August 13, at the Rancho Canada Golf Course located on Carmel Valley road just east of California Highway 1.

This event will be limited to Club members only. Space will be limited to 200 BMWs, 100 Porsches, and 50 Mercedes-Benz, and will include a parking corral area for those registered but not participating in the judging activity. It is also a perfect location for a picnic lunch, and attendees are encouraged to bring their own picnic baskets. Food and beverages will also be available on-site. Additional attractions may include guest speakers and specialty vendors.

Tentative schedule: The event will begin with registration at 7:00 a.m. Cars will be placed on the field during the morning, and judging will begin promptly at 10:00. Box lunches will be available at noon, and the awards ceremony will begin at 1:00 p.m.. The event will officially end at 3:00.

On-line registration for this event will open soon via each respective club's website, where you may register your car and pre-order lunches and event T-shirts. All registrations will be handled online. For additional information visit www.cccbmwcca.org or www.summerconcours.org.

BMW CCA Festorics set for Monterey historic weekend

Also sponsored by Liberty Mutual Insurance and the BMW CCA, this annual event at the Monterey historic races—the BMW Festorics—celebrates the mystique of BMW and our appreciation for the marque. Set for August 13–15, 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 CCA banquet at the Rancho Canada Country Club in Carmel Valley, or the insiders' tour of the whole Monterey weekend. It's an affair you won't want to miss!

For additional information send e-mail to festorics@bmwcca.org.



GET FUELED UP AT OKTOBERFEST

Join us at Road America, Elkhart Lake, Wi.

	Monday 8/23	Tuesday 8/24	Wednesday 8/25	Thursday 8/26	Friday 8/27	Saturday 8/28	Sunday 8/29
To register, or for more details, visit www.bmwccaofest.org or call 800-878-9292	First Timers' Meeting	Concours	TSD Rally Gymkhana Car Control Clinic Driving School Club Race School	Autocross Car Control Clinic Driving School Club Race School	Autocross Driving School Club Race	BimmerMeet II Driving School Club Race	Driving School Club Race
	Fun Rally Beach Party	Fun Rally Buffet	Fun Rally Lunch at Road America	Fun Rally Buffet at Road America Karting Drive-In Movie	Fun Rally Final Banquet		

Oktoberfest 2010: Elkhart Lake and Road America!

O'Fest registration has begun! Visit bmwccaofest.org for details. Registration opened in March as scheduled, and if early-bird registration is any indication, this will be the most successful Oktoberfest to date. In addition to the traditional Oktoberfest activities, we have two social tours planned; on Thursday, August 26, there will be a tour to Milwaukee with visits to the Harley Davidson Museum and the Milwaukee Art Museum. On Friday, August 27, there is a tour scheduled of the Kohler Design Center and John Michael Kohler Arts Center.

Our Oktoberfest host hotel, the Osthoff Resort (www.osthoff.com) at Elkhart Lake, is now sold out. However, the resort has started a waiting list, and if last year is an indicator, there will be rooms available later in the summer. If you don't want to take that chance, we have added a block of rooms at the legendary **Siebkens Resort**, right next door to the Osthoff (www.siebkens.com). Please call 920 876-2600 to book your reservations. Siebkens features the famous Stop-Inn Tavern, internationally known as "the best bar on the racing circuit."

Additionally, we have secured a block of rooms at the [Baymont Inn & Suites](http://www.baymontinn.com) in Plymouth, Wisconsin. To make a reservation at the Baymont, please call 920 893-6781, 7:00–5:00 (Central Time) Monday through Friday. You may also send e-mail to one of the following addresses: seidesha@gmail.com or ertelhal@wynhg.com. Please use the group code: BMW Car Club of America when making your reservations.

- **Liberty Mutual** will sponsor the opening night/welcome party.
- **Bridgestone** is scheduled to sponsor the two-day autocross and the drive-in movie at Road America.
- **Odometer Gears** will sponsor the TSD Rally.
- **BMW North America** will again sponsor the final banquet and the BMW test-drive program.

BMW South County partners with San Diego Chapter

Like several other enthusiast-oriented BMW dealerships, San Diego's BMW South County supports its local chapter, the **San Diego Chapter**, going as far as paying for a one-year membership for each new-car or CPO purchaser. But BMW South County goes even farther, tailoring dealership

events to intersect with Club activities. “We’ve been putting on Women Only tech session,” says Nick Owen, a service tech at the facility. “We get anywhere from eight to a dozen women and pick a few cars to put up in the air and talk about what various components look like, and their function. We offer this to both customer and Club members, because we hope we can get customers to join the Club so they’ll participate more often.”

Those free memberships to buyers are more than just a token gesture; Owen serves as a natural point of contact because he is also vice president of the San Diego Chapter. His interactions between the chapter and BMW South County—primary sponsors of the chapter’s autocross season—have convinced him that dealer support of the CCA builds a loyal business clientele. “We’re implementing a tracking system into the software program we use at the store,” says Owen. “This will allow us to keep CCA membership information on file, so customers can register with us, have their membership number and expiration date on file, and automatically give them their 10% discount so they will not have to bother asking. This will also provide BMW CCA and us with data as to how much members spend—and on what.” The dealership is also looking into a method of letting CCA members register with the dealership on line so their data is complete when they visit the dealership.

This win-win relationship between chapter and dealership allows a genuine measure of the importance of dealer loyalty and Club support—and may well allow the San Diego Chapter to increase by 50% in the next year.

2010 BMW CCA membership drive

Last year CCA members participating in our annual membership drive brought over 900 new members into the Club. That’s a great number—but it’s not as good as in years past. To keep the Club growing and healthy, we are launching PROJECT NEW MEMBER today! Will you help us?

In the midst of a recovering economy, now is the best time to be a member of the BMW CCA. No one knows better than you how vital our discounts and technical help are to affordably keep your Bimmer on the road. Who has more fun doing it than we do?

Why not let a friend, or even a total stranger in on these benefits? Refer someone today—and all year long, not only will you help the Club grow, but you can earn yourself BMW CCA Bucks for Club merchandise, memberships, and events—and be eligible for some great prizes. We all know the cars are what bring us together, but it’s the people who keep us here year after year. Let’s increase our ranks in 2010!

2010 BMW CCA membership drive

The membership drive for 2010 runs from February 18 through December 16. There are three membership drive categories: The categories for prizes include one for the Club’s primary members in general. There’s also a category 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: February 18, 2010 to December 16, 2010

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

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

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 who has not previously belonged to BMW CCA, or an individual who 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, 2010—that is, they may not be members by virtue of being “comped” by the BMW CCA or a BMW CCA chapter.

Categories: The program differentiates between BMW CCA members who work at BMW dealers or independent shops and those who don’t 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 the 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 in “BMW CCA Bucks” that can be used for the purchase of anything sold by BMW CCA or applied to CCA memberships. There is no limit to the amount of BMW CCA Bucks a member may receive based on new-member referrals. BMW CCA Bucks will expire one year from the date of issue and have no cash surrender value. Additionally, there will be grand prizes for the three BMW members who refer the most members.

- BMW CCA Bucks will be applied as a credit in the membership record of the awardee.
- 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 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 17, 2010.

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 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 members in this category who refer the most members.

- BMW CCA Bucks will be applied as a credit in the membership record of the awardee.
- 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 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 17, 2010.

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.

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, 2010. 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 15%; that is, the chapter will have reached its goal if, by December 16, 2010, its total number of primary members is equal to 115% of the number of primary members assigned to the chapter as of February 18, 2010.

The renewal goal for each chapter is 90%; that is, the Chapter will have reached its goal if, by December 17, 2010, at least 90% of its primary members as of February 18, 2010 have renewed their memberships.

Chapters that meet either their total membership goal or their renewal goal, but not both, will receive \$100 in BMW CCA Bucks or \$5 of BMW CCA Bucks per 100 members, whichever is greater. Chapters that meet both their total membership and renewal goals will receive \$150 in BMW CCA Bucks or \$15 of BMW CCA Bucks per 100 members, whichever is greater.

Chapters that meet their renewal goal and meet or exceed 110% of their total membership goal will receive \$200 in BMW CCA Bucks or \$20 of BMW CCA Bucks per 100 members, whichever is greater, plus a 5% discount on driving-event insurance premiums for the year 2011.

Chapters that meet their renewal goal and meet or exceed 120% of their total membership goal will receive \$300 in BMW CCA Bucks or \$30 of BMW CCA Bucks per 100 members, whichever is greater, plus a 10% discount on driving-event insurance premiums for the year 2011.

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

How new members can join

1. By calling 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 website 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 and BMW CCA brochures are available from the National Office by calling 864 250-0022 or sending an e-mail to stevens@bmwcca.org.

Deadline, Procedures, and Restrictions

In order to be counted, all new-member applications must be received by the National Office no later than December 16, 2010. 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 only to those who are members in good standing at that time.

New-member recruitment Grand Prize drawings

1st Prize: One-day M School at the BMW Performance Center, plus two nights' lodging for one, not including transportation. Minimum of 50 referrals to qualify. Must be redeemed by December 31, 2011.

2nd Prize: 2011 Oktoberfest registration. Minimum of 30 referrals to qualify.

3rd Prize: Valentine 1 radar detector. Minimum of 15 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 members will be able to track their referrals by accessing their personal information through the BMW CCA website. 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. Replace "YOUR ID" at the end of the link 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

Questions? Questions about the 2010 BMW CCA Membership Drive may be directed to Frank Patek in the BMW CCA office, by e-mail to frank_patek@bmwcca.org. We have new recruitment brochures and Take One applications available—please call or write to order some.