

BMW CCA News From National

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

FROM: Frank C. Patek II, Executive Director **September 2010**

Whew! We just got back from Wisconsin and Oktoberfest! Busy, busy, busy! But things don't seem to be slowing down in BMW Club Land:



Oktoberfest 2010: CCA's 41-year celebration draws a crowd

In late August, more than 830 BMW CCA enthusiasts converged on Elkhart Lake, Wisconsin, and Road America for our 41st annual Oktoberfest. The success of this year's national event is due in large part to the Badger Bimmers and their team of dedicated volunteers. The amount of time and work that the Badgers put into our national event was extremely well received by the large turnout of Oktoberfest attendees—it was a picture perfect week in the Wisconsin Kettle Moraine!

Look for a complete roundup of the 41st Oktoberfest in the November issue of Roundel.

Oktoberfest 2011: Birmingham and Barber Motorsports Park

Mark your calendars: Oktoberfest 2011 will kick off Monday, October 10. The final banquet is slated for Friday, October 14. In addition, we will have bonus track days on Saturday and Sunday, October 15–16.

The host hotel is the Renaissance Birmingham Ross Bridge Golf Resort & Spa; reservations will open in November. A reminder: Our dedicated Oktoberfest website (www.bmwccaofest.org) is the best and fastest way to learn everything about this outstanding event. In addition, you will want to subscribe to the O'Fest 2011 mailing list. To subscribe, send a message to ofest11-request@bmwccaofest.org with the word "subscribe" as the subject. Just imagine: Oktoberfest in October! You won't want to miss it!

National Board meeting scheduled for October 30–31 in San Francisco

The BMW CCA Board of Directors will meet at the Embassy Suites in Burlingame, located near the San Francisco Airport. The meeting will begin at 8:00 a.m. on Saturday, October 30, and end at approximately 5:00 p.m. We will take care of any follow-up work on October 31 and finish by noon. As always, local BMW CCA members are welcome to attend the meeting; those willing to endure the full day of meeting on Saturday are invited to dinner that evening!

If you plan to attend, please contact Linda Axelson at the national office at 864 250-0022 or via e-mail: lindaa@bmwcca.org.

Driving Events Committee seeks representatives

Now is the time to nominate candidates as regional representatives to the national **Driving Events Committee (DEC)**. Candidates for the South Central Region may be nominated using the form previously sent to chapter presidents and driving-school contacts. (Note: Because of BMW CCA By-Law changes moving RVP positions to three-year terms, DEC Regional Reps will now serve corresponding three-year terms.)

The BMW CCA supports driving events conducted by chapters, and national events such as Oktoberfest. The driving-events program is intended to promote driver education and safety by providing a framework for members to improve their driving skills in a fun and safe environment.

The Driving Events Committee is responsible for planning and overseeing the BMW CCA Driving Events Program. The Committee will:

- Update, maintain, and enforce the driving school, autocross, and other minimum standards published in the BMW CCA Operations Manual.
- Monitor the driving-school standards. In the event of a chapter violation, the elected DEC representative for that region will work with chapter representatives to arrive at an amicable solution that meets the standards. If the regional representative and the DEC as a whole cannot effect a solution, the matter will be referred to the National Board for resolution.
- Facilitate and oversee the National Driving School Instructor Training (ITS) programs.
- Assist chapters in creating or improving their driving-events programs. The Driving Events Committee consists of one representative from each region, to be elected by chapter representatives in each region. Additional members may be appointed by the National Board as deemed necessary.

Nominations for regional representatives to the DEC must be received at the National Office no later than **Monday, November 15, 2010, 5:00 p.m. Eastern time**. Both the nominator and the nominee must be BMW CCA members who reside in the region for which the nomination is being made. The form may be used to submit nominations, or nominations may be submitted by letter, but must include the name, address, BMW CCA member number, and signature of the nominator; and the name, address, and BMW CCA member number of the nominee. Nominees may include a 300-word candidacy statement that will be included with the ballots for their region.

Before their names are placed on the ballot, nominees will be contacted to confirm their willingness to serve. After all nominations have been received and confirmed, the National Office will prepare a ballot to be mailed to the driving-events coordinator (or equivalent position) of each chapter. Each chapter's driving-events coordinator may cast one vote for the representative for their region. If a chapter does not have a driving-events coordinator, chief instructor, or equivalent position, that chapter's vote may be cast by the chapter president.

Nominators and nominees should understand the process, eligibility, and responsibilities of DEC members, and consider these qualifications carefully prior to the nomination.

Driving Events Congress to be held in Dallas

Mark your calendars the upcoming DEC will be held in the Dallas area the weekend of March 5, 2011. We are finalizing a location now that will get you in and out of the Dallas/Ft.Worth area as quickly and conveniently as possible.

National Capital Chapter hosts ChapterFest 2010

Unless you've been hiding under a rock for the past two years, chances are you've heard about, read about, or maybe even attended ChapterFest at Bowie Baysox Stadium in Bowie, Maryland. ChapterFest is the National Capital Chapter's premier celebration of everything NCC. In 2008, more than 250 people attended, and in 2009 attendance doubled to more than 500. Both years attracted BMW CCA members and non-members from all over the East Coast, with folks coming from as far north as New Jersey and as far south as North Carolina. This year, the chapter

hopes to welcome more than 1,000 BMW CCA members—and a few enthusiasts of other marques!

ChapterFest 2010 will encompass everything NCC does as a chapter. There will, of course, be an autocross and a Street Survival school for teenage drivers, and a karting course will be set up to feed your inner speed demon. A concours d'elegance will show off some of the cleanest cars you'll ever see, and if you want to understand how the pros detail their cars, maybe the detailing tech sessions will be for you. In addition, the DIY and Ladies' DIY committees will each run tech sessions throughout the day. Mark October 30 on your calendar now! For details, visit www.chapterfest.com.

Membership offer from Michelin Tires

You know you want a set of Michelins—and now there's even more incentive! Buy a set of Michelin tires and get a \$50 Omaha Steaks gift certificate and a complimentary 2011 BMW CCA membership! Offer good when you buy any set of four new Michelin passenger or light-truck tires from August 30 through October 13, 2010, and submit a redemption form. Get your redemption form at www.michelin-rebates.com/BMW. See redemption form for complete offer details. Offer expires 10/13/10. Void where prohibited.

Performance Driving School event set for Savannah, Hilton Head Concours

Set for November 4–7, this four-day adventure is especially designed for BMW CCA members. Each guest has the opportunity to participate in a full-day driving program taught by the professionals of the BMW Performance Driving School. The BMW instructors are bringing their fleet to the Hutchinson Island track in Savannah for this event, where members will practice safety maneuvers, accident-avoidance techniques, and performance-driving skills. Several BMW models will be available for this driving school. In addition, a professional driver will offer hot-lap rides in several BMW vintage race cars!

When they are not behind the wheel of a BMW, members can choose to tour historic Savannah and explore its renowned gardens, pamper themselves at the luxurious Greenbriar Spa, or play a relaxing round of golf at the Hutchinson Island Golf Club. The spa and golf club are conveniently located adjacent to the Savannah Westin Hotel.

On the final day, guests will be transported by executive motor coach to Hilton Head Island for the annual Hilton Head Concours d'Elegance. This Concours is one of the finest in the country and showcases a unique collection of vintage and late model cars of all marques. Guests will have full access to the BMW Hospitality Tent, including lunch.

TRIP DETAILS:

This all-inclusive trip is organized by the BMW Performance Center exclusively for BMW CCA members and their guests. It includes:

- Four nights lodging at the Savannah Westin
- A full-day driving program
- Rides in vintage BMW race cars
- Choice of golf, a spa visit, or a tour of Savannah
- Private receptions and dinners on Thursday and Sunday nights
- Bus transfer to and from Hilton Head
- Passes to the BMW Hospitality tent

- Tickets to the Hilton Head Concours d'Elegance

ARRIVAL & DEPARTURE:

Arrival: Thursday, November 4, Savannah Westin

Departure: Monday, November 8

COST:

\$2,695 per person (single occupancy)

\$2,295 per person (double occupancy)

Airfare and ground transportation are not included

REGISTRATION:

This event is limited to 30 BMW CCA guests and closes on or before September 30, 2010.

To register, please call (888) 345-4269. For full details, e-mail jbbeck@aol.com.

Membership numbers still falling slightly

Membership renewals usually slow down in the summer—perhaps we're all too busy playing with our cars to attend to paperwork!—and as we head into October, our numbers confirm the decline. Now we are down nearly 2.5% from last year, and our two-year decrease has risen to nearly 7%. In actual numbers, even though we gained another 1,160 members this month, we're still down more than 4,500 members since 2008. I know you've heard it before, but it's still true: Membership retention is primarily a chapter-driven phenomenon, because the chapters are the vital centers of Club activity—and only through your

MEMBERSHIP STATS as of 9/16/2010			
	Full	Associate	Total
Current Membership	61,550	9,006	70,556
Last Month's Membership	61,824	9,094	70,918
Monthly Net Gain (Loss)	-274	-88	-362
Monthly % Change	-0.44%	-0.97%	-0.51%
Last Year's Membership	63,083	9,308	72,391
Annual Net Gain (Loss)	-1,533	-302	-1,835
Annual % Change	-2.43%	-3.24%	-2.53%
2008 Membership	66,096	9,759	75,855
Net Gain (Loss) for 2 years	-4,546	-753	-5,299
% Change for 2 years	-6.88%	-7.72%	-6.99%
New Members: 1,160 Renewals: 16.57% Roundels Mailed: 63,060			

chapter recruitment efforts—along with enough activities to satisfy your members on a local level—can we hope to grow the Club. Thank you for your continued offerings to your current members, and your efforts in recruiting new ones! We'll continue to do everything we can on the national level, but it's really the work of our chapter volunteers that makes membership in the BMW CCA so worthwhile and rewarding! Remember, regardless of why BMW enthusiasts join the BMW CCA in the first place, they stay because they find themselves among friends. We hope the new Membership Committee can work with the chapters to reverse the downward trend!

Another CCA benefit: nifty Brooks Brother duds at a discount!

Since 1818, Brooks Brothers has set the standard for modern American style. Throughout the years, Brooks Brothers has become an international icon revered for the quality and classic elegance of its services and merchandise for men and women. Now you can earn a membership discount by

enrolling for your Brooks Brothers Corporate Membership Card and save 15% on regular-price merchandise at Brooks Brothers U.S. and Canadian stores, by phone, or online at BrooksBrothers.com.

To enroll online, go to Membership.BrooksBrothers.com (do not type in <http://> or www. in front of the website address). Enter your Organization ID# XXXXX and your Pin Code #XXXXX. This information may be obtained by visiting the member discounts page on the Club Website and clicking on the Brooks Brothers logo.

To enroll by telephone, call Corporate Incentive Services toll-free at 866 515-4747, Monday through Friday, 9:00 a.m. to 5:00 p.m. ET. Please have your Organization ID# and Pin Code# available.

Please present your non-transferable Brooks Brothers Corporate Membership Card, temporary shopping pass, or email confirmation at the time of purchase.

(Redeemable for merchandise only; discount applies to regularly priced items only and cannot be combined with any other offer, discount, or promotion. May not be redeemed for cash or applied as payment to your Brooks Brothers Platinum MasterCard or The Brooks Card. If you return all or some of the merchandise, the dollar value of this promotion will not be refunded or credited to your account. Discount may not be applied toward taxes, shipping and handling, monogramming, engraving, alterations or personalization. Not valid on purchases of men's cordovan shoes or the Gift Card. No adjustment on previous or future purchases. Void in states where prohibited by law. No cash value except where prohibited, then the cash value is 1/100 cent. Other exclusions may apply. For a store location near you, please visit BrooksBrothers.com or call 800 274-1815.)