

BMW CCA News From National

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

FROM: Frank C. Patek II, Executive Director

October 2010



Busy busy busy—We just returned from New Zealand and the annual meeting of the International Council—just in time for a BMW CCA Board meeting in the California Bay Area. Here are some new items for your autumn attention!

New chapter logo standards are due soon

As we have been discussing for far too long, the official logo guidelines governing use of the BMW roundel—and promulgated by BMW AG—are changing. By January of 2011, every chapter needs to modify its official chapter logo to be in compliance with the new standards. To download a copy of the new logo standards, please utilize this link:

http://bmwcca.org/index.php?pageid=logo_standard

Any chapter that needs assistance in complying with these new standards should contact that nice, young executive director at the national office: 864 250-0022 or frank_patek@bmwcca.org.

Oktoberfest 2011: Birmingham and Barber Motorsports Park!

Amazingly enough, in 2011 we're celebrating Oktoberfest in October! Mark your calendars, because the time passes quickly: O'Fest 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 **Renaissance Ross Bridge Golf Resort and Spa** looks forward to welcoming you to Oktoberfest. To make your reservation, simply use [this link](#) to facilitate the reservation process online; this way you will be directed to the property's home page with the code already entered in the appropriate field! (You should see *bmwbmwa* as the online code.) All you need to do is enter your arrival date to begin the online reservation process.

You may also make reservations by phone at 800 593-6419 and provide the group code of BMA or simply ask for your group name. Please note that all reservations, both online and by phone, must be made by Thursday, September 15, 2011 to receive the group rate.

A reminder: Our dedicated Oktoberfest website (www.bmwccaofest.org) is the best and fastest way to learn everything about this outstanding event. To subscribe to the O'Fest 2011 mailing list, 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!

Harris Connect to produce picture book for BMW CCA members

In the next few weeks, members should expect to hear from the Club and from Harris Connect about an exciting new project. BMW CCA members will have the chance to submit personal photos and remembrances in a glossy photo book. Harris Connect is one of the nation's most reliable producers of alumni and membership publications.

This handsome publication will be a welcome addition to your personal library—a great way to show pride in being a member of the BMW Car Club of America, and a valuable resource as

well. (Not to mention making a great Christmas present for that BMW CCA gearhead in your life!)

Harris Connect, a leading publisher of alumni and membership publications for more than 45 years, has been selected to compile this first ever edition. It is expected to be the definitive “who’s who” of the BMW Car Club of America and an excellent tool that you can use to connect with other members. The publication will feature an introduction and history of the BMW Car Club of America with full-color pictures, as well as member-submitted photos and stories. In addition to personal information, members will also be able to list their chapter affiliations and year and model of their car.

BMW Car Club of America members will be contacted by phone and mail around the beginning of November to verify and update their contact information. Be on the lookout for information on how you can participate in this publication, and visit the BMW Car Club of America website at www.bmwcca.org for periodic updates!

BMW CCA campaign guidelines listed

Just when you thought it was safe to go take off your tinfoil hat and turn the TV on again. . . election season is back! Okay, maybe the stakes are not as great, but we will have some great candidates running for Club office this year. Before we announce them, we thought it would be a good idea to let everyone know about the campaign guidelines that were recently developed. So, directly from the BMW CCA Ops Manual, here they are:

2.15.6 Election Campaign Guidelines

2.15.6.1 Candidate Guidelines

1. Candidates are expected to engage with the membership primarily through the National website forum.
2. Speaking opportunities at chapter events are allowed when granted by the chapter.
3. E-mails, printed mail, and any other communication may be sent using only your personal network of friends and contacts within BMW CCA. Candidates are prohibited from using chapter or national member information/databases for campaign purposes.

2.15.6.2 Chapter Guidelines

1. If a chapter chooses to publish a candidate’s statement, all candidates should be given equal opportunities.
2. Chapters needing to express their point of view should do so using editorials within their communication channels.

2.15.6.3 National Guidelines

1. The national office will include all candidates and their statements in the election issues of *Roundel* and on the national website, and make the election forums available on the national website.
2. The candidate forums shall be promoted on the home page during the election season until voting is closed. The forums will be available to candidates within one day of the official announcement.
3. National will send e-mail notices that blanket the region with the specific purpose of promoting the elections, reminding members to vote, providing instructions for voting, and providing reminder links about the forums and candidate statements.

4. National officers should not endorse any one candidate while representing themselves as officers of the Board (i.e., speaking as a Board member at chapter events). Any national officer running for re-election shall follow the candidate guidelines.

BMW CCA charity matching funds awarded to chapters

Nearly \$20,000 in BMW CCA matching funds have been awarded to the charities of those chapters who submitted applications for their good works in 2009—and those chapters raised over \$100,000! Funds were apportioned according to percentages of the total reported charitable contributions; by far the biggest winner was the Allegheny Chapter for their work during the Pittsburgh Vintage Grand Prix. In 2009, BMW was the featured marque of this unique event, which sees historic cars racing through the beautiful tree-lined roads of Pittsburgh’s Schenley Park. The Allegheny Chapter raised \$73,004.52, all of which was donated to the Autism Society of Pittsburgh and Allegheny Valley School. If you have not yet attended this event, make your plans for July 2011. Check the chapter website for details: www.alleghenyBMWCCA.org.

Chapter	\$ Raised	%	BMW CCA
Allegheny	\$73,004.52	63%	\$12,527.68
Windy City	\$13,461.00	12%	\$2,309.92
Genesee Valley	\$7,824.69	7%	\$1,342.72
CT Valley	\$4,456.39	4%	\$764.72
Badger Bimmers	\$4,315.51	4%	\$740.54
San Diego	\$3,907.00	3%	\$670.44
Tejas	\$3,655.00	3%	\$627.2034
Los Angeles	\$2,710.00	2%	\$465.04
Northern Ohio	\$2,476.00	2%	\$424.88
Totals	\$115,810.11	100%	\$19,873.14

Membership decline slightly slower in September

Though membership continues to decline, the rate seems to be slowing. Though we are down about 2.5% from last year, our two-year decrease has gone back down to under 7%. In actual numbers, even though we gained another 1,216 members this month, we're still down nearly 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 chapter recruitment efforts—along with enough activities to satisfy your members on a local level—can we hope to grow the BMW Car Club of America.

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!

MEMBERSHIP STATS as of 10/19/2010			
	Full	Associate	Total
Current Membership	61,384	8,962	70,346
Last Month's Membership	61,550	9,006	70,556
Monthly Net Gain (Loss)	-166	-44	-210
Monthly % Change	-0.27%	-0.49%	-0.30%
Last Year's Membership	62,976	9,294	72,270
Annual Net Gain (Loss)	-1,592	-332	-1,924
Annual % Change	-2.53%	-3.57%	-2.66%
2008 Membership	65,874	9,759	75,633
Net Gain (Loss) for 2 years	-4,490	-797	-5,287
% Change for 2 years	-6.82%	-8.17%	-6.99%
New Members: 1,216 Renewals: 14.94% Roundels Mailed: 62,927			

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.