

BMW CCA News From National

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

FROM: Frank C. Patek II, Executive Director

November 2010



We wish you and yours a very happy Thanksgiving! Please note that the National Office will be closed November 25-26 in observance of the Thanksgiving holiday. On Wednesday, November 24th we will close at 2:00 p.m.

New chapter logo standards are due

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 use this link:

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

Please be advised that every chapter MUST submit their logo for approval. When ready, send your logo to the executive director at frank_patek@bmwcca.org.

BMW CCA to introduce new website and database in 2011

Yep, it's Thanksgiving—and there are indeed blessings to be counted! One of them is the fact that our current website is about to die a merciful death! I know a few of you have thought I was pulling your leg about the advent of a new website and database, but I was telling the truth. Circle February 1, 2011, on your calendar for the rollout.

The new website and database are being built in tandem, so they actually work with each other—and not against each other. This should eliminate many of the problems we have experienced with membership renewals. Many of you are acutely aware that currently, renewing members cannot change their membership type unless they call the national office. That problem will soon come to an end!

Each chapter will now have its own “landing page” on the Club website. These new landing pages will meet the minimum standards for a chapter's web presence and can be linked to each chapter's existing home page. Look for more robust event pages as well. Chapters will no longer be limited to just a few sentences on the calendar. Starting February 1, you can have a full page devoted to each event!

Stay tuned for more!

We need your help!

To help us get the new website and your chapter landing pages started, we need your assistance. Please submit to frank_patek@bmwcca.org a 500-character (not 500-word) descriptive statement of your chapter. This statement will be included on your chapter's landing page.

Oktoberfest 2011: Birmingham and Barber Motorsports Park!

Mark your calendars: O’Fest 2011 kicks off **Monday, October 10**. Our 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** is our host hotel. To make your reservation, click [this link](#) to enter their reservation system; 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.) Just enter your arrival date to begin the online reservation process.

If you prefer, you may make your reservations by phone. Dial 800 593-6419 and provide the group code of BMWA, or simply ask for the group name.

For a sneak peak of the Oktoberfest 2011 schedule—and for ongoing details—please visit our dedicated Oktoberfest website, www.bmwccaofest.org and stay up to date on O’Fest news.

Oktoberfest junkies on a 24-hour O’Fest news cycle will want to subscribe to the O’Fest 11 Mailing List. This is an announcement-only 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!

Harris Connect to produce picture book for BMW CCA members

So. . . after more than a few bumps and bruises along the way, this project has begun. To clear away any lingering confusion, this is **NOT** a membership directory. Contact information will **NOT** be printed in this publication.

What are we publishing? The first-ever BMW Car Club of America 2011 Membership Album—the first publication ever to feature member-submitted photos and stories. This beautiful hardcover publication will include member-submitted photos and narratives detailing the story of us! The link below will show you a sample of what is being produced.

http://images.magnetmail.net/images/clients/BMW_/attach/BMW_Sample_withdata_hires2.pdf

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. 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 cars.

BMW Car Club of America members will be contacted by phone and mail, starting in 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 announces candidates for Board of Directors

The Club is pleased to announce the following candidates for office in 2011:

Executive Vice-President

Mark Doran (our current South Central Region Vice-President)

Steve Johnson (our immediate-past Pacific Region Vice-President)

Secretary

J.R. Schneider (our current Board Secretary)

Darcy Yench (currently president of Badger Bimmers)

South Central RVP

Dan Baker (currently AutoX Rep to Nat'l Driving Events Comm.)

Candidate forums will be open on December 1, 2010, at www.bmwcca.org.

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 have some great candidates running for Club office this year. Now that we've announced them, we thought it would be a good idea to remind you of 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.

National Board Meeting: January 15-16, 2011

The Board of Directors will meet in Dallas, Texas, at the Grand Hyatt DFW. The meeting will commence at 8:00 a.m. on January 15, and end at 5:00 p.m. Any follow-up work will occur on January 16 and end at noon. As always, local BMW CCA members in the area are welcome to attend the meeting; those willing to endure the full day 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 her e-mail: laxelson@bmwcca.org

Driving-Events Committee meeting cancelled

It is with regret that we announce the cancellation of the 2011 Driving Events Committee Meeting. Faced with shrinking resources, the Club felt it necessary to put on hold the DEC meeting that was scheduled for March 2011. Hopefully, an improvement in membership and other funding sources in the coming year will allow us to resume our normal schedule of chapter leadership educational/developmental conferences.

Membership decline slightly slower in October

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 1,079 members this month, we still managed to lose 298.

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.

MEMBERSHIP STATS as of 11/16/2010			
	Full	Associate	Total
Current Membership	61,086	8,879	69,965
Last Month's Membership	61,384	8,962	70,346
Monthly Net Gain (Loss)	-298	-83	-381
Monthly % Change	-0.49%	-0.93%	-0.54%
Last Year's Membership	63,115	9,333	72,448
Annual Net Gain (Loss)	-2,029	-454	-2,483
Annual % Change	-3.21%	-4.86%	-3.43%
2008 Membership	65,371	9,663	75,034
Net Gain (Loss) for 2 years	-4,285	-784	-5,069
% Change for 2 years	-6.55%	-8.11%	-6.76%
New Members: 1,079 Renewals: 12.79% Roundels Mailed: 62,554			

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!