



NEWS FROM NATIONAL

FROM: Frank C. Patek II, Executive Director
 TO: BMW CCA National and Service Officers,
 Chapter Presidents, Newsletter Editors
 DATE: 1/27/2011

MEMBERSHIP STATS as of 1/19/2011

	Full	Associate	Total
Current Membership	61,317	8,865	70,182
Last Month's Membership	61,081	8,860	69,941
Monthly Net Gain (Loss)	236	5	241
Monthly % Change	0.39%	0.06%	0.34%
Last Year's Membership	62,807	9,379	72,186
Annual Net Gain (Loss)	-1,490	-514	-2,004
Annual % Change	-2.37%	-5.48%	-2.78%
2009's Membership	65,046	9,621	74,667
Net Gain (Loss) for 2 years	-3,729	-756	-4,485
% Change for 2 years	-5.73%	-7.86%	-6.01%
New Members 1,234			
Renewals 12.39%			
Roundels Mailed 62,824			

Snow Delays introduction of new website and database in 2011

Okay, go ahead and laugh...I can hear the guffaws and chuckles from International Falls over to Burlington, Vermont. Believe it or not it does snow here in Greenville and apparently it was scheduled to happen the week we started training for our new database. See where this is headed? Unfortunately, we lost almost a week of work and have had to move our launch date back to March 1st.

As a reminder:

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 have its own “landing page” on the Club website. These new 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 improvements—but we still need your help! To help us get the new website and your chapter landing pages started, we need your assistance. Please send us a 500-character—not 500 word!—descriptive statement of your chapter. This statement will be included on your chapter’s landing page. Please send it to frank_patek@bmwcca.org as soon as possible!

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 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 a chance, we have added a block of rooms at the **Birmingham Marriott**.

<http://www.marriott.com/hotels/travel/bhmmc-birmingham-marriott/>. Please use the Group code **bmwbmwa** when making your reservations. Rooms start at \$99.00.

You may also call (205) 968-3775 to book your room.

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!

National Board Meeting: March 19- 20, 2011

The Board of Directors will meet in Greenville, SC, at the BMW CCA headquarters. The meeting will commence at 8:00 a.m. on March 19, and will adjourn no later than 4:55 p.m. The BMW CCA Annual Meeting will convene at 5:00 p.m. ET on March 19th. If needed the National Board will reconvene on Sunday, March 20th at 8:00 a.m. ET to address any open items on their agenda.

As always, BMW CCA members are welcome to attend the meeting. Those willing to endure the full day 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 her e-mail: laxelson@bmwcca.org

Street Survival and Foundation Update from Bill Wade

Greetings BMW CCA Registrars' of Tire Rack Street Survival schools!

2011 is here and many of you have asked about the reimbursement policy for this year. At the BMW CCA Foundation 1st Quarter Board meeting, we reviewed the results of all of our cost cutting measures. As you no doubt remember, last summer we announced that we would have to begin a system to limit the reimbursements back to chapters because we were losing so much money per school that we were succeeding ourselves out of business. We announced that we would have to cap reimbursements at \$1,500 and then decrease the amount to a \$1,000 cap in 2011.

We realize that this was not a well-received decision, and despite what may have seemed like Draconian measures to some of you -- with your help, and despite the cap -- we were able to stem the financial bleeding and have ended the year at a break-even. We are very pleased to announce that we will be able to raise the reimbursement cap to \$2,000 per school in 2011. Thank you very much for helping us reach our goals, and strengthen the infrastructure!

In line with the club policy, all reimbursements must be submitted within 90 days of the completion of the event. After 90 days we will consider any reimbursement not submitted to be a donation to the Foundation, and that will qualify your Chapter for Charity Matching Funds with the BMW CCA.

We will continue full coverage of any loss for any Chapter's first Tire Rack Street Survival School and beginning with the second school, the \$2,000 cap will come into play. Also starting with the second school a minimum of 15 students will be required for full reimbursement. The Foundation is offering enhanced marketing assistance to be sure your school is the success we all know it can be through community sponsorship.

So let's get started on a great 2011 and let us help you have the most successful and fulfilling year yet. Our goal for 2011 is 100 schools, won't you please help us meet this goal!

We hope to have more exciting news very soon. For instance, how would \$500 - \$1000 per school via a pavement sponsor appeal to you?

Our 1st school is less than 2 weeks away, in MINNESOTA! If you haven't yet, PLEASE let me know your plans for 2011! Bill Wade @ billw488@bellsouth.net