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NEWS FROM NATIONAL

MAY 2019

In this edition of News From National, we'll cover the upcoming national meeting dates, share an important article regarding a track-day incident, and provide several IT updates.

Upcoming Meetings

BMW CCA Second Quarter Board Meeting

Friday, June 7, 2019
Hyatt in Newport Beach, CA

1107 Jamboree Rd
Newport Beach, CA 92660

BMW CCA Third Quarter Board Meeting

Saturday, August 3, 2019
Embassy Suites at Boston Logan, MA
207 Porter St
Boston, MA 02128

Save The Date! 2019 Chapter Congress

November 1-3, 2019
Dallas, TX



Interesting Article: Track Day Lawsuit

We wanted to share this article about a motorcycle track day incident at Laguna Seca that resulted in an ongoing lawsuit. It perfectly displays exactly what we talk about. Waivers were signed, due diligence was executed and yet lawyers took the case and Judges have allowed the case to progress.

We must ensure we follow our rules and procedures every time. Driver's meeting attendance, classroom instruction attendance, and pre-race meetings must be mandatory or the participant doesn't get to go on track.

[Read The Article >>](#)



IT Update: New Email Service for Chapters

The National Office had long endorsed MagnetMail as the official email marketing system partner. The National Staff used the platform to send all mass email messages to members, and recommended its use to Chapter Representatives. MagnetMail was acquired by Higher Logic in October of 2017. Until recently, their pricing and service offerings had not changed. However, Higher Logic has now increased their price for MagnetMail: instead of charging fractions of a penny per message sent, they now charge a flat rate of \$20,000 per year for unlimited messages. We attempted to negotiate with them, but now they only bundle MagnetMail with other marketing features and won't budge. We didn't see the value in their marketing features for the club.

One of the features of our new membership software, AssociationAnywhere, is the ability to send mass emails. The National Staff have been testing this feature to send email since the beginning of April. We found that it has a high deliverability rate, and is a suitable replacement for MagnetMail. The best feature is that it doesn't increase the monthly recurring cost of AssociationAnywhere! So, we save the club money by taking full advantage of the new membership system.

[Read More >>](#)



New And Improved App!

A new version of the *Roundel* viewer you use in a web browser, and the app for your tablet will be available on June 3, 2019. The two apps will now appear and function very similarly to each other. The browser app will still have an archive dating back to January 2002, and now the tablet app will as well! The best new feature is that you'll be able to log in using your username and password from bmwcca.org. You'll no longer have to remember separate login information!

[Read More >>](#)



Notice of Attempted Fraud Scams

We would like to notify all chapters of the potential for **wire fraud scams and check fraud scams**. Recently there have been attempts on the National Office and chapters. These are sophisticated scams where they are masking another officer's e-mail address and asking another officer to pay a bill via wire transfer. The invoice attached to these requests looks reasonably in line with services that would be used by the Club. The request also appears to come from the president—or another key officer's e-mail—and is signed by that person.

In addition, the National office had a fraudulent check produced and presented for payment on its checking account. This, too, was not a large amount that would automatically set off alarm bells.

If anyone e-mails you a request for payment (check or wire), **we strongly encourage you to call the person requesting the payment to verify the request**. In addition, it is very important to **remain diligent in reviewing your bank statements**.

The National Office is pursuing the case and will make every attempt to prosecute if the person(s) are apprehended.

If there are any questions or concerns related to this matter, please call Lindsey Branston (National Office DFO) at 864-438-0961 or e-mail at lbranston@bmwcca.org.



New Operations Manual Released

The Board has finished a complete re-write of the Ops Manual. This current volume is now the controlling document. All previous documents should be discarded.

[Download New Operations Manual >>](#)



Driving Events Manual

The Driving Events Manual is now on the website. You must be logged in as a current member in order to see the menu item.

[Read Driving Events Manual >>](#)



Important Update For Chapter Officers Regarding Insurance Procedures

Recently we announced a major change in how chapters are billed for liability insurance. Part of the reason for the change was the ever-present request for the ability to do events like drives and tours with less than 30 days' notice. All chapters now have that ability. However, all chapters are still required to submit a notification via our online system that they are planning a drive/tour or that one occurred within the last 48 hours.

[Read Insurance Update From 1-2-2019 >>](#)

[Read Insurance Update From 2-4-2019 >>](#)



Three-Year Membership Reward Rebate Program

We have an amazing recruitment tool in the form of the rebate! Anyone can purchase a three-year membership for \$134 and immediately qualify for the membership reward rebate program!

Individuals who purchase a club membership of three or more years immediately qualify for the Membership Reward Rebate Program and may be eligible to receive a rebate of up to \$1,500. Yes, that means you can skip the old waiting

period of 365 days and immediately apply for a rebate with this option! It's important to note the membership must be purchased within 15 days of the purchase/lease date of the vehicle or any time prior to. Also, the member must apply for the rebate within 60 days of purchase using the form found at bmwcca.org/vehicle_rebate.

To see the full program rules, eligible models, and offer details please visit bmwcca.org/vehicle_rebate.

As always, individuals who have been club members for 365 days or more without a lapse remain eligible for the Membership Reward Rebate Program.

Please make your local dealers aware of the program and let's boost membership!

[One-Page Rebate Flyer >>](#)

[Block Membership Purchase Program Flyer >>](#)

MORE INFORMATION:

To access all of the chapter admin forms, and many other helpful tools designed specifically for chapter officers please login to the website [here](#).

QUESTIONS?

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