

THE
HEART
of
DIXIE
BMW CAR CLUB
NEWSLETTER

2011 ISSUE NO. 2

BMW IM HERZEN DES SUDENS

BMW IN THE HEART OF THE SOUTH

2011 Driver's Event, Barber Motorsports Park

A WEEKEND AT THE TRACK – A WANNABE TRACKEE'S FIRST EVENT....

Paula Holly

Today I opened up my mail to find a CD with a picture of me speeding along Barber's track on the front. A smile crossed my lips, as I recalled my fun weekend. For those of you who might not know me, I am a 43 year old, mother of 2 and a "girly girl" type. Let me say that I had never even entertained the idea of being a "trackee" before this weekend.

My husband, Jonathan, and my stepsons, Dylan and Christian, are car NUTS and thought a weekend at the track would be just what I needed to hone my aggressive (please read scary) driving techniques I have refined on the freeways of Houston, Dallas and Birmingham. I relented to the DE Weekend over Memorial Day – I mean how hard can it be???

Friday night I was able to assist with registration and meet many of the drivers and instructors. I was made to feel right at home by the real workers and drivers of the event. Thank you Jack, Dale, Steve and Carol for allowing me to help out. Everyone I talked to was excited about their upcoming weekend and had words of encouragement for me as I ventured into this new arena. Little did I know how much I would need those words as I donned my stepson's helmet?

Saturday morning the nerves really started to set in. What was I doing? I could be injured or worse...wreck Jonathan's BMW! My husband's faith in me and his encouraging smile and words helped calm me and I decided I could do this – I have an instructor and a competent car. I am set... I HOPED!

I want to offer my sincere thanks to our classroom instructors, Billy Jack Ethridge and Mike Street. Their knowledge of car control, track turns and the importance situational awareness really helped me understand what I was going to encounter and do on the track. I took something from each class that helped me not only on the

track but in my day to day driving. Some tips I have passed along to my daughter who gets her license this month. Who knew that when I lifted the gas pedal that the nose of the car would dive and the front tires would bite better going into a turn? However, nothing prepared me for the first trip around the track in Carol Lowery's car. WOW!!! & HANG ON!!! Was I supposed to drive this fast, brake this late and whip around the corner with so many people around me?? Maybe I wasn't ready after all!



It was my group's turn on the track; I grabbed my helmet and jumped in the car. Several emotions were coursing through my heart and brain, excitement, nervousness, and I will admit some fear was lurking around as well. After the first session, I felt more confident and with each passing lap. Carol's instruction and coaching gave me the confidence to increase my speed, brake a little harder and turn a little tighter. I appreciated my classmates and their instructors, not once did I feel I was in a dangerous or reckless situation. I realized everyone was out here to work on their skills, become better drivers and truly enjoy their passion for driving.

Even though I was flat out exhausted on Saturday night, I was excited to go back out on Sunday and work on a couple of the turns that I knew I could do better. Thank you so much to Carol Lowery and Doug Neil for their pointers while on the track. I owe a huge thanks to my husband for trusting me with his car and my family for opening my eyes to how fun being a trackee can be! If someone asked me the question, "Would you spend your extra money on a pair of Christian Louboutin shoes or R compound tires?" I guess my answer for now would be, "Only if he makes driving shoes with a high heel that allow me to heel and toe comfortably!" See you at our next track event!

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www.albmwcca.org

Written & photographic contributions to the Heart of Dixie Newsletter are welcomed. Please send them to:

ldrenning@albmwcca.org

PO Box 361645
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PRESIDENT'S CORNER

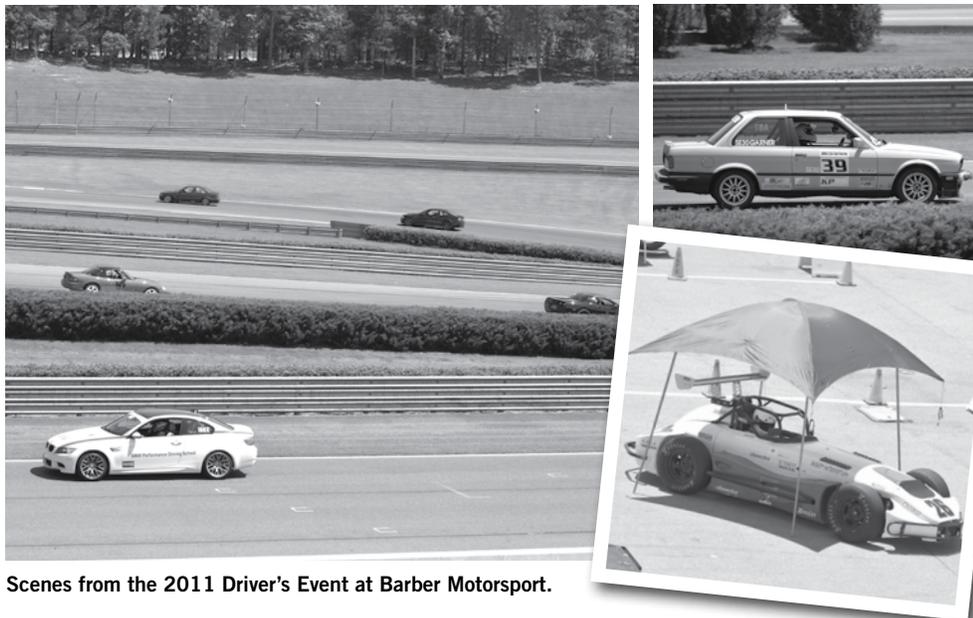
We've got a couple of important happenings coming up in the second part of 2011. First off, Oktoberfest is going to finally happen in Birmingham from October 10 - 16. This is a great opportunity for our local members to participate in the Club's annual national event without having to go on the road to get there. Write to me at rdrenning@albmwcca.org if you'd like to volunteer (and you have not already done so) and to find out more about the different events, visit www.bmwccaofest.org. At this time it looks like it will be a sellout for all the events so sign up soon if you plan to attend.

Secondly, this is my last year to be the club President. We will be holding our biannual elections later this year and the Heart of Dixie Chapter is looking for a few good officers (and grunts too!). Do you want to be involved with the growth of our club? Is the enjoyment of your BMW high on your priority list? Do you plan your personal calendar around club activities? If you answered *yes!* to any of these questions, you might be the perfect candidate for President, Vice President, Treasurer, or Secretary. You need to be committed and willing to fulfill these requirements for two years if elected. The membership depends on the officers for the direction and success of the chapter. We also have appointed positions that include event coordinator, new member chair, newsletter editor, sponsorship chair and web master. See the article on the next page to find out more and contact me if you're interested in an appointed position.

I can just hear the "gasps" of our members thinking – me, a board member—ARGH, actually its kind of fun. Got to admit it though, I had to be talked into running for the position 4 years ago and I'm glad I did. Like any organization you don't really understand everything that goes on until you sit at the helm where the view is much clearer. I've met lots of BMW CCA folks and BMW USA representatives during my stint and it's been enlightening. I have a lot more respect for the energies applied by the BMW CCA staff in Greenville.

All that aside—I'm almost out of here, just 5-6 more months and I'll be another head in the crowd at club events.

Ron



Scenes from the 2011 Driver's Event at Barber Motorsport.

2012-2014 OFFICER ELECTIONS COMING SOON

The officer election ballots will be printed in the 4th quarter newsletter, so if you've considered becoming an officer, now is the time to throw your hat into the ring. Elected and appointed board member positions are listed below.

- Submit a short candidacy statement on why you want to run for office and what qualifies you for that position.
- Include a recent photograph. Your candidacy statement and photo will be published in the 4th quarter 2009 Chapter newsletter, which will contain the ballots.

Send your statement and photo by October 31, 2011 to: BMW CCA Heart of Dixie Chapter, PO Box 361645, Birmingham, AL 35236 or email to: rdrenning@albmwcca.org

ELECTED OFFICER DUTIES AND RESPONSIBILITIES:

You must be an active member to run for an elected position.

President: The president presides at all meetings of the Chapter and the Board of Directors, briefly reports the actions of the Board of Directors to the Chapter, and supervises and coordinates the duties of the other officers. The president will be the chief spokesman for the Chapter in all dealings with the public and with BMW CCA, Inc. The president retains ex officio status for six months following election of new officers.

Vice president: The Vice President assists the president in the performance of the his/her duties and acts in his/her stead in the event of absence, disability or disqualification. He/she is be responsible for overseeing event scheduling and functioning as the liaison between the Board of Directors and event organizers.

Secretary: The Secretary keeps full and complete minutes of all Chapter meetings. At these meetings, he/she is responsible for ensuring that full compliance with the bylaws is maintained. He/she is responsible for notice to the members of all annual and special meetings. He/she is responsible for all past minutes of the Chapter.

Treasurer: The Treasurer has custody of all moneys, debts, obligations, and assets of the Chapter. He/she is be authorized to make

normal ongoing disbursements as required to operate the Chapter. Extraordinary disbursements in excess of an amount determined by the board and specified in the Operations Manual shall not be made without special authorization by the board. The treasurer keeps the Chapter's books of account on a calendar year basis beginning January 1. He/she shall give a financial report at each regular meeting of the chapter. The treasurer has custody of the past financial records of the Chapter.

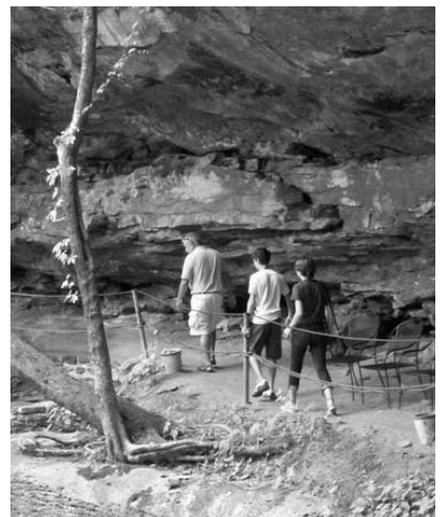
If you would like to contribute to the club in an appointed Coordinator Position, please contact any of the officers and submit your name for consideration for one of the appointed positions below:

- **Activities / Event Coordinator:** Plans the yearly calendar of events and coordinates each activity, plans and organizes all track or autocross driving events.
- **New Member Chair:** Contacts all new members monthly with welcome letter, club information and phone contact if required.
- **Newsletter Editor:** Assembles, edits, publishes and distributes quarterly club newsletter per club guidelines.
- **Sponsorship Chair:** Contacts all current and potential sponsors of the club. Collects all sponsor contributions and insures correct implementation of the program.
- **Web Master:** Responsible for all website content remaining current on a weekly basis.

The 2012 officers will select the members to fill all appointed Coordinator Positions for the 2012/2014 period. The members selected to fill the coordinator positions has a vote on all decisions concerning their area of responsibility. The Board of Directors has final approval of all activities of the nominated positions listed above.

The Rattlesnake Saloon Fun Run. In July, the club took a trip to the Rattlesnake Saloon, a western-style saloon wedged under a unique rock shelter in Colbert County. The saloon was built in 2009 by the William Foster, whose family owns the nearby Seven Springs

Lodge. A four door pick-up truck, the Saloon Taxi, makes trips back and forth from the parking lot to the Saloon to deliver customers. This was a first-time trip, but it was such a good experience, that we plan to make a return trip in the future.



PRITCHARDS DISTILLERY

The club made its annual trip to Lynchburg Tennessee in April, stopping first at Falls Mill, a water-wheel-powered grain mill and museum, and heading on to a southern lunch with all the fixin's at Miss Mary Bo-Bo's Boarding house. This year, instead of continuing on for a tour of the Jack Daniels distillery, we went for a tour of nearby Pritchard's Distillery, a distiller of Whisky, Bourbon and, surprisingly, Rum.



The Benefits of a BMW CCA Membership

- **Membership Rewards: Rebates Up to \$1,500 on BMW purchase.**
BMW CCA members in good standing (membership for 12 months prior to the purchase) may be eligible for substantial rebates up to \$1,500 on the purchase or lease of a new or Certified Pre-Owned BMW from any authorized U.S. BMW Center. See bmwcca.org for details.
- **Outstanding national events** including BMW CCA's premier annual gathering, Oktoberfest, which will be held for the first time in Birmingham in October 2011.
- **12-month subscription** to the Club magazine, *The Roundel*.
- **Driving schools**, autocrosses, safety schools, fun runs and Club Racing.
- **Regional club-sponsored car corrals** at major road races, like the Indy and Grand Am Series at Barber Motorsports Park.
- **Free classified ads** on the website and in Roundel magazine.
- **Access to our Technical Service Advisors** for personalized advice.
- **Ombudsmen** to help with dealer issues.
- **Friends of BMW:** A roster of fellow BMW CCA members who can offer coffee and conversation, repair tools, workspace, sometimes even help when you're out on the road.
- **Club library and video services.**
Borrow BMW-related books and videos.
- **Availability** of a BMW CCA affinity credit card.
- **Free BMW CCA decals** available from the club office.
- **Access** to all areas of the growing online community at BMWCCA.org.
- **Access** to the BMW CCA social networking tools!

ADVANTAGES OF CORRECT TIRE INFLATION

www.tirerack.com

Maintaining correct tire inflation pressure helps optimize tire performance and fuel economy. Correct tire inflation pressure allows drivers to experience tire comfort, durability and performance designed to match the needs of their vehicles. Tire deflection (the tread and sidewall flexing where the tread comes into contact with the road) will remain as originally designed and excessive sidewall flexing and tread squirm will be avoided. Heat buildup will be managed and rolling resistance will be appropriate. Proper tire inflation pressure also stabilizes the tire's structure, blending the tire's responsiveness, traction and handling.

Can you easily identify which tire is 30% underinflated? Here is what they would look like in the morning parked in your garage:



Tough to tell; isn't it? The left tire is underinflated at 20 psi cold. Tire pressure must be checked with a quality air gauge as the inflation pressure cannot be accurately estimated through visual inspection.

DISADVANTAGES OF UNDERINFLATION

An underinflated tire can't maintain its shape and becomes flatter than intended while in contact with the road. If a vehicle's tires are underinflated by only 6 psi it could lead to tire failure. Additionally, the tire's tread life could be reduced by as much as 25%. Lower inflation pressure will allow the tire to deflect (bend) more as it rolls. This will build up internal heat, increase rolling resistance and cause a reduction in fuel economy of up to 5%. You would experience a significant loss of steering precision and cornering stability. While 6 psi doesn't seem excessively low, remember, it usually represents about 20% of the tire's recommended pressure.

DISADVANTAGES OF OVERINFLATION

An overinflated tire is stiff and unyielding and the size of its footprint in contact with the road is reduced. If a vehicle's tires are overinflated by 6 psi, they could be damaged more easily when running over potholes or debris in the road. Higher inflated tires cannot isolate road irregularities well, causing them to ride harsher. However, higher inflation pressures usually provide an improvement in steering response and cornering stability up to a point. This is why participants who use street tires in autocrosses, track events and road races run higher than normal inflation pressures. The pressure must be checked with a quality air gauge as the inflation pressure cannot be accurately estimated through visual inspection.

AIR PRESSURE—HOW AND WHEN TO CHECK

Check and adjust first thing in the morning. Set according to the vehicle manufacturer's cold tire pressure(s) recommended on the vehicle's tire placard or in its owner's manual. This must be done before rising ambient temperatures, the sun's radiant heat or even driving short distances temporarily warms the tires.

ACCOMMODATING VARIABLES

- Indoor-to-outdoor Temperature Variation. Significant differences between the conditions tire pressures are set (the warmth of an attached garage, heated garage or service shop) and in which the vehicle will be driven (winter's subfreezing temperatures) requires inflating tires 1 psi higher than recommended on the placard for every 10° F difference in temperature between interior and exterior temperatures.
- Afternoon Ambient Temperature Increase.* Set 2 psi above vehicle manufacturer's cold inflation recommendations when installing new tires or if the vehicle has been parked in the shade for a few hours.
- Tire Heat Generated While Being Driven (or at speeds of less than 45 mph).* - Set 4 psi above vehicle manufacturer's cold inflation recommendations.

Correct tire inflation pressure allows drivers to experience tire comfort, durability and performance designed to match the needs of their vehicles.

(Continued on next page)

CORRECT TIRE INFLATION (CONTINUED)

- Heat Generated While Being Driven Extensively (or at sustained speeds greater than 45 mph). * Set 6 psi above vehicle manufacturer's cold inflation recommendations.

- Do Not Release Hot Tire Pressure if any of these variables could be the cause of measured tire pressure exceeding the maximum psi branded on the tire's sidewall by the 2, 4 or 6 psi indicated above for

the various conditions. This temporary pressure increase is expected and designed into the tire's capabilities.

*NOTE: Tires on a parked vehicle exposed to direct sunlight will appear overinflated due to the heat absorbed from the radiant energy of the sun. Pressures cannot be accurately set on these tires until all have stabilized in the shade.

2010 FINANCIAL STATEMENT

Statement of Assets, Liabilities, and Equity—Unaudited

As of December 31, 2010

	<u>Dec 31, 2010</u>
ASSETS	
Current Assets	
Checking/Savings	
100 · Regions Checking	4,532
105 · Regions CDs	14,167
109 · Regions Money Market	48,019
Total Checking/Savings	<u>66,718</u>
Other Current Assets	
200 · Inventory	215
Total Other Current Assets	<u>215</u>
Total Current Assets	66,933
Fixed Assets	
300 · Equipment	75
Total Fixed Assets	<u>75</u>
TOTAL ASSETS	<u><u>67,008</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
215 · SAE Ticket Assistance	460
Total Liabilities	<u>460</u>
Equity	
500 · Fund Balance	57,530
Net Income	9,018
Total Equity	<u>66,548</u>
TOTAL LIABILITIES & EQUITY	<u><u>67,008</u></u>

Statement of Cash Receipts and Disbursements—Unaudited

January through December 31, 2010

	<u>Jan - Dec 2010</u>
Income	
600 · Membership dues	8,868
615 · Driving School fees	42,197
625 · Other event fees	1,593
630 · Merchandise sales	21
635 · Interest income	544
Total Income	<u>53,223</u>
Expense	
800 · Newsletter costs	3,239
801 · Bank Charges	13
805 · Postage	33
810 · Insurance	1,544
815 · Driving school expenses	35,945
825 · Meeting expenses	2,434
835 · Other event expenses	842
841 · Web hosting/development	155
850 · Misc./Other expenses	0
Total Expense	<u>44,205</u>
Net Income	<u><u>9,018</u></u>

Free BMW tech help.

Have a technical question about your BMW or MINI? Our free tech blog – blog.BavAuto.com – has a searchable database containing hundreds of tech Q&As, D.I.Y articles and videos.



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Come into the BMW Drive for Team USA event and experience the best that BMW has to offer. And in turn, BMW will make a donation to the U.S. Olympic and Paralympic teams. For even more thrills, drive our models against their biggest rivals at our special driving events and see who comes out on top. Hurry into the BMW Drive for Team USA event today. It's a classic "win win."

THE BMW DRIVE FOR TEAM USA IS ON.

Don't miss this special competitive driving event at Tom Williams BMW on July 23rd from 10:00 am until 6:00 pm. Call 1-800-956-4BMW or go to TomWilliamsBMW.com to reserve your spot. Drivers who register and attend will receive an exclusive special offer on all 2011 and 2012 models. Do it today, as space is limited.



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HEART OF DIXIE CHAPTER

BMW CCA

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HEART OF DIXIE BMW CCA UPCOMING EVENTS

FUN RUN TO CATHEDRAL CAVERNS

Saturday, August 20

Meeting time and place TBA

The first thing you notice about Cathedral Caverns is the massive entrance. The huge opening measures 126 feet wide and 25 feet high. And it gets even better. Inside the cavern, you will find Big Rock Canyon, Mystery River and some of the most beautiful formations Mother Nature has ever created. Among them, you will see Stalagmite Mountain, The Frozen Waterfall and Goliath, a huge stalagmite column that reaches the ceiling of the cave some 45 feet above. Admission is \$12 (13 yrs and up), Child admission \$6 (6 yrs - 12 yrs), and 5 years old and under, free. Meeting place and lunch details to come in email updates. Register at motorsportsreg.com.

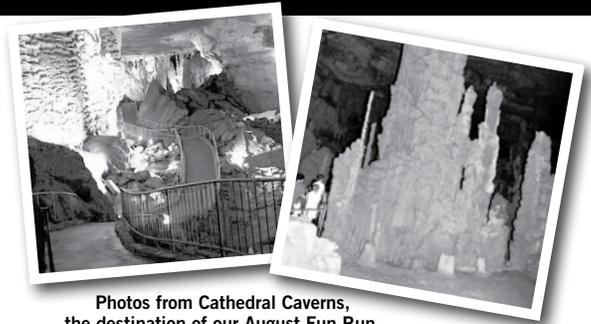
TECH SESSION

Saturday, September 17

9:00 am

Tom Williams BMW

Tom Williams BMW will offer a tech session to BMW Club members, demonstrating the changing of brake pads and rotors, a safety inspection, and demo oil changes. The shop foreman will do a question and answer session, and there will be giveaways and special discounts in Parts and Service. Register at motorsportsreg.com.



Photos from Cathedral Caverns,
the destination of our August Fun Run.

OKTOBERFEST 2011

Monday, October 10 - Sunday, October 16

Birmingham, AL

Ross Bridge Resort / Barber Motorsports Park

You're probably aware of Oktoberfest in Birmingham if you've been reading this newsletter or the Roundel. Well, it's almost here. For those new to the BMW Club, Oktoberfest is the BMW CCA's big national event, held each year in the fall at different locations around the country, attracting about 800 attendees. The locations are chosen because of a proximity to a desirable track for the track events, and in our case, the track is Barber Motorsports Park. The event lasts for 1 week and includes activities such as a car control clinic, autocross, driver's school, club racing, and gymkhana, among others. Contact Ron Drenning at rdrenning@albmwcca.org if you would like to volunteer at this event, and visit www.bmwccaofest.org for more information or to sign up for an event.