

# BMW IM HERZEN DES SUDENS

2015, Issue 4 • October 2015

Join us for an adventure!

## Cloudland Canyon Fun Run

Saturday, October 17, 2015



Photos Courtesy of  
Troy Wesson

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Join us on **Saturday, October 17th** for a spirited run to Cloudland Canyon, Georgia. We will be meeting up off I-65 near Cullman for a scenic drive to lunch at the Wildflower Café in Mentone. Afterwards, we will be driving to Cloudland Canyon State Park to catch the fall colors. Monitor your e-mail for details and registration.



HoD Member Charles Lewis having fun at Cloudland Canyon in 2008

Vote Today!

## Club Officers

### **President**

Jonathan Holly  
205.397.1234 (work)  
205.240.2459 (cell)  
jholly@albmwcca.org

### **Vice President**

Steve Lowery  
256.773.1814 (home)  
256.464.2147 (work)  
slowery@albmwcca.org

### **Secretary**

Carol Lowery  
256.773.1814 (home)  
256.722.7200 (work)  
clowery@albmwcca.org

### **Treasurer**

Dale Sitton  
205.987.2680 (home)  
205.822.0299 (work)  
dsitton@albmwcca.org

## Board Members

### **Membership Chair**

Paula Holly  
palsabama@gmail.com

### **Event Coordinator**

Carol Lowery  
256.773.1814 (home)  
256.722.7200 (work)  
clowery@albmwcca.org

### **Driving Event Coordinator**

Jack Joyner  
chiefinstructor@  
albmwcca.org

### **Newsletter**

Troy Wesson  
troy.wesson@gmail.com

## **President's Letter**

### **Passing the torch, again...**

My Bimmer Friends,

It's election time at your chapter.

Yes, it's been another 2 years for me at the helm of the best car club in America and I've had a blast. All good things do come to an end and it's time again for me to step aside and let someone else run the show.

I've devoted 13 years to this chapter and I'm proud to say we've grown in our membership, activities and budget. The days of a few guys gathering in a garage to wrench on someone's e30 with a few cold ones to events like our High Performance Driving school at Barber entering its 14th year, the kickoff parties at Tom Williams and the soon to be growing Historics Festival at Barber show how much we've grown as a chapter. We've been lucky enough to host BMW CCA's National O'fest a few years ago that enabled us to showcase what we have to offer here in Alabama to all the other chapters across the country. It's been quite a transition and I'm so blessed to have been a part of this change.

Thanks to all that have devoted your time and energy to plan, run and come to these events. Now I get to take a back seat for a couple of years and enjoy some of these banner events as just a member...how nice.

Check out our website for the latest happenings and the latest pictures at <http://>



Jonathan Holly, President and volunteer, directing the "tailgating" exercise at Street Survival School

[albmwcca.org/](http://albmwcca.org/) and like us on Facebook.

Happy Motoring and I hope to see YOU at our next event- *Jonathan*

**p.s.** Don't forget to sign up your young driver for the BMW CCA Tire Rack Teen Street Survival school. If you have a teen driver in your home you owe it to them to sign them up. Our next event will be at the Hoover Met stadium parking lot on November and for \$75 your child will learn more car control and skills than they will EVER get in a Driver's Ed class at school. We spend the entire day teaching kids car control, accident avoidance using knowledgeable driving coaches in the car with your child. We include breakfast and lunch and for \$75 I don't think it can be beat. Parents are welcome to attend with their child and observe. I can't stress enough how great this school is for your new drivers. We just held one in September and had 24 kids go through a full day of training. See all the great pictures of that event on page 7. (Thanks **Troy Wesson** for bringing your daughter and taking such great shots.)

Bye for now!

### **APPOINTED COORDINATOR POSITIONS DUTIES AND RESPONSIBILITIES:**

If you would like to contribute to the club in an appointed Coordinator Position, please contact the current President (and soon to be ex officio), Jonathan Holly at [jholly@albmwcca.org](mailto:jholly@albmwcca.org) by **November 30, 2015** and submit your name for consideration for one of the appointed positions below. The newly elected 2016 officers will select the members to fill all appointed Coordinator Positions for the 2016-2017 period at their first board meeting. 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.

- **Activities / Event Coordinator:** Plans the yearly calendar of events and coordinates each activity
- **Driving Event Coordinator:** 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. Provides copies to Regional and National chapters.
- **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.



**Vote  
Today!**

## 2016-2017 Officer Election Ballot

The Heart of Dixie Chapter elections are held every two years (even when candidates are running unopposed). Below are the nominations for the posts and their candidacy statements. Ballot postmark deadline is **November 30, 2015**. Show your support for our club and send in your ballot!

Name: \_\_\_\_\_

Membership Number: \_\_\_\_\_

Print this page, fill in your name and membership number, make selections, and mail by November 30, 2015 to:

**HOD BMW CCA**

c/o Sitton & Hard, CPAs

2870 Old Rocky Ridge Road, Suite 110

Birmingham, AL 35243.

### SELECT ONE FOR PRESIDENT:

PRESIDENT: CHAD BRIDENBAUGH

I have been an active member of the BMWCCA for over ten years and I enjoy being around others who share a similar interest. I often meet BMW owners around town and encourage them to participate in our events. I would really love to see the club continue to grow with new faces and fresh ideas. As president, I would work together with the members to help grow our active membership and encourage creative input.



PRESIDENT: STEVE LOWERY

Over the past enjoyable 18 years I have served as President or Vice President of our chapter. During that time we have seen membership grow over eight fold. We have had a variety of events from local fun runs, annual driving schools to the national event of Oktoberfest 2011. I would appreciate your vote for the position of Chapter President to allow us to expand on this tradition of serving a broad membership base while encouraging national club participation. I would consider it an honor to serve as your Chapter President for the next term.



### SELECT ONE FOR VICE PRESIDENT:

VICE PRESIDENT: CHRIS JONES

My name is Chris Jones. I've been an active member of the Heart of Dixie chapter for almost five years. I've thoroughly enjoyed participating in the diverse activities our chapter offers such as Fun Runs, Driver Education programs, and social events. I would be honored to serve as your Vice President and do my part to give back to our Heart of Dixie BMW CCA chapter.



### SELECT ONE FOR TREASURER:

TREASURER: DALE SITTON

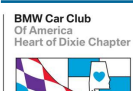
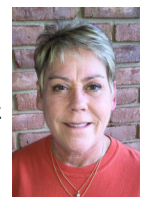
It has been a privilege to serve the Heart of Dixie Chapter of BMW CCA as Treasurer for the past 11 years. I have owned BMWs almost continually since 1979, joining BMW CCA in 1992. I have been part of the Heart of Dixie Chapter from its very beginning, having attended the first informational gathering in 1998. I consider it a distinct honor to be an Officer of this Chapter.



### SELECT ONE FOR SECRETARY:

SECRETARY: CAROL LOWERY

I have served as secretary and / or event chairman of the chapter for the last 18 years. I have truly enjoyed being a part of the growth and success of our chapter. I would consider it an honor to receive your support for the position of Chapter Secretary to continue my service to this wonderful group of BMW enthusiasts.



See Page 2 for how you can volunteer in one of our Appointed Coordinator positions. If you would like to help plan a fun run, see page 5. Have articles or photos to share, see page 8.  
**Thanks for taking the time to vote and volunteer for your club!**



Tom Williams  
BMW  
Authorized  
Center



# IT'S HERE!

The NEW 2016 BMW 340i!



**340i:** Generating 320 hp and 330 lb-ft of torque, the new 340i is the first model in the BMW line-up to be powered by the lightweight, all-aluminum inline 6-cylinder engine from the EfficientDynamics family. With TwinPower technology and innovative features like High Precision Injection and Double-VANOS, the 340i is capable of achieving 0 - 60 mph in as fast as 4.6 seconds in the xDrive model.

**Available in:** 340i Sedan, 340i xDrive Sedan

### TRACK HANDLING PACKAGE

Enhance your 3 Series with a package that combines Variable Sport Steering, Adaptive M Suspension and M Sport Brakes together with specifically designed non-run-flat Michelin Pilot Super Sport performance tires on 18" light-alloy Orbit Grey wheels.



All 2015 New BMW X5 Models

**\$5,000 off MSRP on all remaining in-stock 2015 X5 Models!**



**TOM WILLIAMS BMW**  
1000 Tom Williams Way Irondale, AL 35210  
Contact us: 800-550-3865

Free maintenance for 4 yrs. / 50000 miles, Pay Nothing \$0

\*Valid at Tom Williams BMW. See dealer for details. Must present web special for this pricing.

Receive an **EXTRA \$700.00** of Heart of Dixie Chapter money when purchasing a new BMW in stock! For questions or to schedule a product demonstration and test drive, please contact **Parker Rosenberger** at 205-443-8613 or email [parker.rosenberger@tomwilliamsbmw.com](mailto:parker.rosenberger@tomwilliamsbmw.com).



BMW Car Club  
of America  
Heart of Dixie Chapter



\*\*\*Must bring this flyer and active CCA Membership card to claim money\*\*\*

## BMW Tail of the Dragon Fall Driving Event

Organized by the BMWCCA River City Bimmer Chapter (Greater Memphis Area). **"Tail of the Dragon"** Fall driving event, which will be held the weekend of November 13th through the 15th. Invite to all regional BMW Chapters including: Old Hickory, Heart Of Dixie, Choo Choo Bimmers, Peachtree Chapter, Sandlapper, Tarheel, and Mountain State.

Tail of the Dragon. It's a magical route that car and bike enthusiasts alike put on their bucket list. It's more than 318 curves in 11 miles, it's a long established route that dates back before the asphalt and roaring engines were graced with its presence. Before men used the route and built upon it, it belonged to nature and was a route that was carved out by large herds of buffalo. If you really think about it, this is a path as nature intended it to be. It's not just a road, it's a dream, it's a feeling, and it's everything you envision driving to be before you get your driver's license. This isn't the same route you take to work every day, or the long interstate you clamor on to get where you're going, it is more than a road, a path, a route. It is freedom, togetherness, and a sound belief that any road so beautiful, majestic, treacherous, should be driven, and with great enthusiasm.



The weekend of November 14 we will be driving the mystic route, and for those of us who have never been, we will be living a dream, and for those of you have already driven those 318 curves, you will be

reliving that dream. Whatever it may be, we hope that you join us and make a drive that has been so memorable for ages and generations before us. Let's be a part of history together, and even make a little history of our own.

More info at <http://www.facebook.com/events/1464629340515195/>  
Registration is now open! Please see below for the hotel...

RCB has contracted a group rate for 16 rooms in the main lodge of the Fontana Village Resort (<http://www.fontanavillage.com/>), the group rate is \$99 a night and to be able to use this rate you will need to call the main number to make your reservation and mention you are with the River City Bimmers - BMWCCA Chapter group. These rates will only go for a month, so keep in mind that you need to do this before October 13th!!!! After this date, the non-booked rooms will be released. You can still book rooms if they are available after the cut-off date at regular rates. Please call this number to make your reservation: 828-498-2211

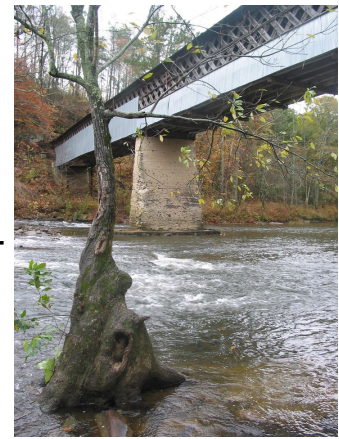
For questions, contact:  
Juan Larin  
President—River City Bimmers  
[juan.larin@rcbimmers.org](mailto:juan.larin@rcbimmers.org)  
901-619-6652

## Looking for 2016 Fun Run Ideas!

The new board will be meeting in December to plan the calendar for 2016.

We have heard you *LOUD and*

*clear* that there is a desire for more fun runs next year. It takes many volunteers to put together a full calendar of adventures. If you are willing to commit to planning and leading a fun run, please send your ideas to Jonathan Holly by **November 30** at [jholly@albmwcca.org](mailto:jholly@albmwcca.org). We can't rely on the same few individuals to plan and run our events. You must be willing to test the route and coordinate in advance with the restaurant and destination. (We find that you also need to confirm reservations again the week of the event.) The board will reimburse of to \$50 in gas for planning AND dry-running the route.



## Muscle Shoals Fun Run by Chris Jones



Photo Courtesy of Florence-Lauderdale Tourism



"Now Muscle Shoals has got The Swampers, and they've been known to pick a song or two." This famous line from Lynyrd Skynyrd's hit song "Sweet Home Alabama" put Muscle Shoals, AL in the spotlight in 1974. Lynyrd Skynyrd dedicated not only this line but an entire verse of their most famous song to the studio musicians of Muscle Shoals Sound recording studio. These studio musicians had contributed to not only their success but dozens of other recording artist during the 60's and 70's.

A 2013 documentary titled "Muscle Shoals" put the city in the spotlight again and highlighted the tremendous influence Rick Hall, FAME Recording Studios, Muscle Shoals Sound and the "The Swampers" had on music from 1960's, 1970's and continuing today. On August 8th, 2015, the Heart of Dixie chapter made a Fun Run to see and experience the history firsthand.

We met at our usual rally point in Athens at the Shell station. From there, we took some nice back roads (and newly paved I might add) from Athens to downtown Florence. Our lunch was at City Hardware where we have dined before and they did an excellent job once again.

After lunch, we made a short drive to the Florence Tourism Center where our tour began. Some of us took a little bit longer drive as we got separated but it was only for a short time.

We were in for a real treat since Judy Hood, wife of one of the original Swampers, David Hood, was our tour director. Judy did an incredible job and was so informative and enthusiastic. Her firsthand accounts of the music story had our full attention from start to finish. After a short video we boarded the trolley and left for our first stop, FAME Recording Studios in Muscle Shoals, AL.

FAME Recording Studios was established in 1959 by local resident Rick Hall. Originally located in Florence, AL, FAME moved to its current location in Muscle Shoals in 1961. Aretha Franklin, Little Richard, Wilson Pickett, The Osmonds and Otis Redding are just some of the artist who recorded at FAME which is still a functioning studio today. More recently artists like Jason Isbell and the 400 Unit, The Civil Wars, and The Drive by Truckers have recorded at FAME. Over the last 50 years FAME has been involved in recording or publishing records that have sold over 350 million copies worldwide.

Thanks to the notoriety received from the Muscle Shoals movie, not only is the recording studio busy but so are the tours. FAME has recently hosted tours for people all over the country and the world.

Our tour of FAME was hosted by its Studio Manager, John Gifford III. We toured the two recording studios and we were amazed to be standing in the same rooms as some of the most legendary recording artists in music history. The studio looks have not changed much and still had that 60's and 70's vibe. Of course, recording technology has changed dramatically and John showed us how he uses modern computer technology to record. It was a neat contrast to see a functioning studio with a 70's look with new modern computer recording equipment. This is where the "Swampers" got their name as studio musicians. In 1969, the "Swampers" left FAME and started their own recording studio in nearby Sheffield, AL called Muscle Shoals Sound.

We boarded the trolley again and made the short trip to Sheffield to tour Muscle Shoals Sound (yes I know it's

(Continued on the next page)

## Muscle Shoals (continued)

confusing). Jimmy Johnson, David Hood, Roger Hawkins and Barry Beckett (aka The Swampers) started the studio in 1969 with a partnership with Jerry Wexler. They quickly began recording hits from artists such as the Rolling Stones, Paul Simon, Bob Segar, Traffic, Rod Stewart, Cat Stevens, the Staple Singers, Joe Cocker and many more. Judy Hood led the tour and gave us so many interesting stories of the music recorded in this legendary studio.

Muscle Shoals Sound moved to a new studio in 1978 leaving behind the original location. It's no longer a functioning studio but thanks to donors and volunteers it's a fantastic place to experience music history. And thanks to the exposure received by the Muscle Shoals movie and the generosity of Beats Audio, the studio will be undergoing renovations so its history can be preserved. As a matter of fact, The HOD tour was one of the last tours before remodeling began in September.

Our day concluded with a short trolley ride back from



Sheffield and Muscle Shoals Sound to Florence (even more confusing I know) and we all began our drives back home.

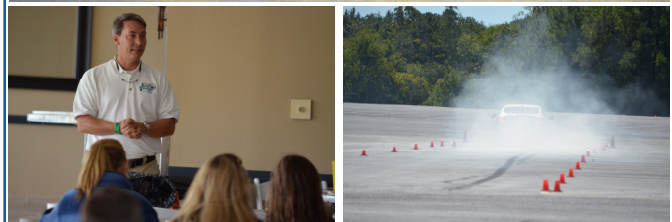
Finally, if you have some ideas for a Fun Run or activity please let the officers of HOD know. Amy and I have planned two Fun Runs and it's really a fun and easy way to give back to the club. All you need are three key components: an interesting place to see or tour, a good place to eat lunch, and some nice driving roads on the way!!!! No matter where you live there is something of interests that club members would want to see. These interesting places are all around us if we just keep an eye out for them and it can be a great way to promote your local area. If you are interested in planning a run or activity let us know and we will most certainly answer any questions and provide assistance.

It was great seeing all of you on the Fun Run. Hope to see you soon!!!!

Photos Courtesy of Troy Wesson



## Street Survival School—September 13



Highlights from our recent Street Survival School on Sunday, September 13, 2015. The **next class** will be offered on **Sunday, November 15** at the Hoover Met in Birmingham. Contact Jack Joyner for details (see page 2) or visit <http://www.street-survival.org> to sign up your teen or to volunteer.



Photos Courtesy of Troy Wesson

THE HEART OF  
DIXIE CHAPTER  
BMW  
CAR CLUB  
OF AMERICA  
NEWSLETTER

Heart of Dixie  
BMW CCA  
P. O. Box 361645  
Birmingham, Alabama  
35236-1645

[www.albmwcca.org](http://www.albmwcca.org)

Got an idea for a story?  
Interested in providing  
pictures or a story from  
our next club event? If  
so, contact Troy Wesson,  
Newsletter Editor, at  
[troy.wesson@gmail.com](mailto:troy.wesson@gmail.com)

BMW Car Club  
Of America  
Heart of Dixie Chapter



2015, Issue 4 • October 2015

## The Benefits of a BMW Club Membership

- Vehicle Rebate: 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](http://bmwcca.org) for details.
- Outstanding national events including BMW CCA's premier annual gathering, Oktoberfest.
- 12-month subscription to the Club magazine, *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 [www.bmwcca.org](http://www.bmwcca.org).



Photo courtesy of Troy Wesson

Steve and Carol Lowery  
show off their "new" E46 M3  
at the Muscle Shoals Fun Run



You can also find your local chapter on Facebook at:  
[www.facebook.com/HeartOfDixieBmwCca](http://www.facebook.com/HeartOfDixieBmwCca)