

BMW CCA National Board Meeting January 23-24, 2010 – Birmingham, Alabama

The meeting was called to order at 9:13 AM, Central time, by President Hazard at the Barber Motorsports Museum in Birmingham, Alabama. Guests in attendance included Larry Koch of BMW of North America, Gary Davis, the new Club Racing chairman, former President and Interim Club Racing Chairman Scott Blazey, Frank Patek, BMW CCA Executive Director and Linda Axelson, National Events Manager. President Bruce Hazard was presiding with all National Board members present.

The Minutes of the October 2-3, 2009, Board Meeting, having been previously approved by the Board of Directors on December 28, 2009 by e-mail vote was ratified by unanimous vote of the Board. Reading of the Minutes was waived. Motion was made by Louis Goldsman to affirm the conference call votes conducted since the last board meeting regarding bylaw changes, approval of regional status for the Vintage in the Vineyards event, and the appointment of Gary Davis as the Club Racing Chairman. The motion was seconded by Michael Lingenfelter. The vote passed by a vote of 9-0.

BOARD MEMBER REPORTS

President Hazard advised that he had no amendments to his previously filed pre-meeting record. Executive Vice President Mark Jon Calabrese advised that he had submitted a letter to the special interest groups advising the necessity for reapplication to continue in existence for the next year. He also advised of a pending request from the E24 Special Interest Group for consideration as a virtual chapter. South Atlantic Regional Vice President Paul Dunlevy reported that he has four chapters with newsletter deadlines having been exceeded. North Atlantic Regional Vice President John Sullivan, amended his report by noting that he has two regional events for subsequent consideration. Pacific Region Vice President, Steven Johnson advised that he has an application for new chapter approval for a consideration by the board, bringing the Pacific region to 15 chapters. North Central Regional Vice President Michael Lingenfelter added to his report that the St. Louis Chapter has not submitted the required annual financial reports since 2005 and the chapter rebates have now been withheld since April of 2009. All other Board Member reports were submitted without modifications.

NATIONAL OFFICE REPORTS

National Congress National Events Manager Linda Axelson reported that 37 registrations for the National Chapter Congress have been received following two e-mail notifications. A third follow-up e-mail has been scheduled for the Dallas event, the first weekend of March 2010. Telephone contact with non-responding chapter officers will be utilized following the third e-mail broadcast. A question

was raised as to whether e mail notifications are reaching all intended recipients. The suggestion was made to utilize the U.S. Postal Service as well.

Michael Lingenfelter reported that professional broadcaster and former IndyCar racing driver Scott Goodyear, who serves as a spokesman for the Street Survival program is planning to attend the Congress and participate in the program promotion for Street Survival. He will be presenting tips for dealing with media promotion of the program.

The Driving Events Committee will present Congress segments dealing with Autocross Rules and Guidelines updates by Dan Baker with the assistance of Bill Wade and Neil Maller, DEC Chairman and North Central Regional Representative. A motion was made by Mark Doran to reimburse expenses for Dan Baker and Neil Maller to attend the Congress. John Sullivan seconded the motion, which passed by a vote of 9-0.

Case study scenarios have been developed for the five regional breakout sessions that will be facilitated by the Regional Vice President for each region, with assistance from another board member. The exercise is designed to develop chapter officer accountability for being part of the solution and improving networking within the region.

Oktoberfest 2010 at Elkhart Lake, Wisconsin, is reported to have a substantial portion of the room block at the host hotel now committed. It was also reported that the group rate will be available for the ALMS race on the weekend before the beginning of Oktoberfest. Event Chairs from participating chapters have been designated. Sponsorship commitments have been received from Michelin, Bridgestone, Odometer Gears, Liberty Mutual Insurance, and are pending with BMW of North America. The November 2009 planning session involved 25 chapter members from the host Badger Bimmer Chapter. Driving day trips are being developed to include the Harley-Davidson factory and Museum and the Kohler Museum. A tour of the Experimental Aircraft Association Museum at Oshkosh was also suggested. BMWNA Oktoberfest 2010 plans will include the BMW test drive program and the charity on track rides of various prominent BMW racing vehicles. It has been suggested to incorporate the original Road America road course utilizing county roads as a portion of the BMWNA test drive route. Event registration is scheduled to begin on March 1, 2010.

Oktoberfest 2011 site visits of potential host hotels have been made in conjunction with the Birmingham Board Meeting. Currently under review is the Renaissance Ross Bridge Resort and Spa as one of the possibilities that have adequate facilities space. Potential host facilities being considered would be approximately 15 to 25 minutes from Barber Motorsports Park.

Oktoberfest 2012 Staff requested direction from the Board as to where the 2012 O'fest should be held. The Board directed the National Events Manager and

Executive Director to investigate potential sites in Colorado for a summer family-oriented event. It is recognized that the driving school options will not include any tier 1 tracks. The fabulous, family oriented vacation destination will provide another memorable event location.

Oktoberfest overall participation award Discussion regarding the merits and presentation of the Overall Participation Award yielded a general consensus as to the importance of the award while also recognizing the need to more completely promote the award in pre event advertising. The current rules will be published. Registrants will be requested to designate the events they intend to participate in for scoring purposes at the time of on site registration.

Multi-chapter national events In the effort to better serve a segment of our membership, the National Events Manager has been directed to investigate the possibility of developing a national driving tour program. The original concept is to give consideration to one tour per region per year. The national office staff would be available to provide logistical support planning and registration assistance for the activities. Communication of the potential program is to be distributed to the chapters at the coming Congress. Chapters and regions will be invited to request planning and organizational assistance from the national office, should they have the interests and suggestions for the presentation of a program in their region.

REGIONAL EVENTS

Corrals BMW of North America M Brands Manager Larry Koch reported on the anticipated corral support program for the 2010 American Le Mans series races. Escort Radar Detectors have signed as co-event sponsors for the corrals. BMW NA is to create an application form that chapters will complete and submit to the National Office for review. The National Office has been asked by BMW NA to screen applications for funding to determine worthy requests.

BMW NA funding for 2010 ALMS races will be limited to \$3000.00. Funding will not be available for races in Canada, Long Beach, CA, Utah and Lime Rock.

Regional events approval Events discussed for classification as multi-chapter regional events eligible for Roundel advertising benefits included the previously approved Vintage in the Vineyards event over the Memorial Day weekend. The Pittsburgh Vintage Grand Prix event has now been expanded to a nine day festival type event. Application for regional status for this charity fundraising event was sponsored by John Sullivan, who also presented the motion in support of Regional Event designation status. Steven Johnson seconded the motion, which was approved by a vote of 9-0.

John Sullivan also presented the application for the Patroon Chapter Concours to be developed and presented in late July at Saratoga Springs, New York. The

non-judged Concours is to be conducted on the grounds of the Saratoga Auto Museum in the Saratoga Springs State Park, with the proceeds to benefit the BMW CCA foundation. Concern was expressed regarding potential conflict with the horse racing season, however, it was noted that season would not begin until after the Concours. Mr. Sullivan's motion was seconded by Michael Lingenfelter. The motion passed by a vote of 9-0.

Monterey Weekend The plans for the events surrounding the Monterey historic races conducted in August will include the Central California Chapter German Auto Show and dinner, as well as the corral for the Monterey historic races. A new organizing committee for the race corral is being assembled. The motion to grant regional status to the two events was presented by Steven Johnson and seconded by Paul Dunlevy. The motion passed by a vote of 9-0. The advertising space allocation agreement for Roundel has been to allow a one half page display ad to be equally split between the two events.

Sebring Corral An application for regional event status was presented on behalf of the Florida Suncoast Chapter for the 12 hour Sebring race in March. South Atlantic Regional Vice President Paul Dunlevy presented the motion in favor of granting regional status and Michael Lingenfelter seconded the motion. The motion passed by a vote of 7-2. Following discussion about financial support for the Sebring corral, Paul Dunlevy made a motion to provide support by the BMW CCA for the Sebring corral at the requested amount as set forth in the Florida Suncoast proposal. Michael Lingenfelter seconded the motion. The motion failed by a vote of zero in favor and eight against with one abstention by Paul Dunlevy. Concern was expressed that the financial support requested would constitute a subsidy for the event that was being promoted as cost free to a limited number of participants.

NATIONAL PROGRAMS

Club Racing Chairman Gary Davis presented his plans for making the BMW Club Racing program into the premier amateur racing experience. The steps involved include the re-examination of the class structures to maximize racer participation; conducting a staff workshop, concurrent with the Dallas chapter Congress to present an SFI certification course; and performing a business operation and finances review of current capital equipment. It is anticipated that business equipment upgrades will be necessary in future years.

A discussion in regards the origins of BMW Club Racing and the relationship to the National club, from its inception in 1994, included a review of the original business plan to operate club racing in the black on a regular basis, while building operating reserves. Chairman Davis reported that all major national sponsors have renewed their contracts for the current year.

President Hazard and the Board recognized, with appreciation, the efforts of Interim Club Racing Chairman Scott Blazey who had served during the candidate search for a new permanent Chairman.

Driving Events Committee activity plans for the coming year were presented by Board liaison Mark Doran. Current plans include the presentation of the instructor training school (ITS) at up to six locations. Potentially eligible locations would include chapters who have not previously presented an instructor training school program. The tentative schedule includes events at Barber Motorsports Park and a June event with the Iowa Chapter. Other events remain pending. It is anticipated the training and mentoring program of our driving school instructors will result in an enhanced database of trained instructors available to assist driving education programs throughout their home regions and nationwide. The proposal for new autocross minimum standards, revising the current autocross procedures in the operations manual to be consistent with the DEC Autocross proposal has been presented and will be discussed at the next board conference call in February. The Driving Events Committee is also working on improving DEC/Chapter Communication and developing best practices procedures for posting on BMW CCA forums.

Chapter Charity Awards will be placed on hold pending identification of a new sponsor. The club sponsored matching funds program for participating chapters will continue with existing budgeted funding from the BMW CCA.

Annual Raffle ticket sales will end approximately August 15, 2010, to allow for the printing and mailing of the raffle tickets. Determination of the raffle odds will be finalized within the next two weeks upon receipt of pricing information from BMW of North America. The launch of ticket sales is anticipated to take place electronically, the last of March.

Information Technology services for the National Office will be provided by an IT services contractor, Acumen, as of February 1, 2010. The contractor will provide a full time employee to be housed in the National Office. The outside contracting will provide additional benefits of improved consistency of skills and availability of further resources from the other staff associates at the contracting entity. Proposals are being evaluated for business operations database software license acquisitions. The project of updating the website to interface with necessary office operations will be addressed following the implementation of the new database program. There are no anticipated hardware upgrade needs anticipated for the implementation of the new database program.

Foundation support has been requested in the nature of additional subsidy for the expenses of the complementary club membership presented to Street Survival school graduates. The foundation request would help extend their available sponsorship funds received from the commercial sponsors. Louis Goldsman presented the motion to provide a charitable contribution to the

foundation from set aside funds contained in the 2009 budget in the amount of \$20,000. The motion was seconded by Steven Johnson and passed by a unanimous vote of 9 - 0.

FINANCIAL

Budget review of the 2009 calendar year budget revealed the success of the National Office in minimizing the 2009 deficit by reducing expenses at a level greater than the reduction of income experienced. The 2010 insurance program contract quote has been received with a slight reduction in premium pricing. The 2010 operating budget, developed by Louis Goldsman and Frank Patek was submitted for approval by the motion of Paul Dunlevy. Michael Lingenfelter seconded the motion, which passed by a vote of 9 - 0.

POLICY AND ADMINISTRATION

Operations Manual review is continuing with a target of submission for Board approval prior to the next scheduled conference call on February 18. The intent is to present the revised operations manual at the National Congress. The Oktoberfest cookbook, a how to manual, is being revised as a guidelines and procedures tool to assist chapters with their event planning.

Ombudsman Update steady support being provided from the three Ombudsmen. Calls typically deal with dealer and service issues.

TECH Reps service assistance calls continue to decline. Continued monitoring of the need for this member ownership benefits program remains ongoing. The declining frequency of calls, and the availability of the Internet empowered resources has reduced the extent of TECH Reps service requests.

Benefits Updates upgrades to Premier Membership status continue to increase with 1021 members now participating in this enhanced membership benefits package. The High Performance Driving Event insurance program offered for driving education, physical damage coverage is now available at a 9% discount to club members at club driving events. A total of 516 policies for the HPDE insurance program had been sold as the conclusion of 2009. The Partners First affinity credit card program continues to draw positive reviews as we enter the second year of a five year contract, with more than 1500 cardholders.

CHAPTER ISSUES

New Chapter Status was recommended for the application for the Oregon Chapter in the Pacific region by Pacific Region Vice President Steven Johnson. The motion for acceptance and the creation of the new chapter was made by Steve Johnson and seconded by John Sullivan. The motion passed by a vote of 9 - 0. The new chapter will cover the entire state of Oregon, and a number of

members in southern Washington State. The new chapter will begin operations with approximately 700 current BMW CCA members. The geographic area of the new chapter was coordinated with the Inland Empire and Puget Sound Chapters.

Conference Calls are currently conducted in the North Central Region on a monthly basis, with chapter officers discussing the topic schedule previously agreed upon for the coming year. Conference calls will begin in the South Central Region in early February on a schedule yet to be determined. North Atlantic Region calls continue in January with invitations extended to the chapter president, membership chairman and newsletter editor. Schedules have not yet been determined for the South Atlantic and Pacific Regions.

Probation Reports will be developed, following the expiration of various chapter reporting deadlines, pending at the end of March.

Chapter Toolbox contents will be a topic for discussion at the National Congress.

Regional Discussion Forums are being developed for use by chapter leadership members. This tool for enhancing communications within the Region will have access limited to designated chapter officers.

Recess and Executive Session The General Board Session was recessed at 4:15PM until Sunday January 24, 2010 at 8AM. The Board then convened in Executive Session until 5:15PM.

BOARD MEETING – SUNDAY JANUARY 24, 2010

The Board Meeting re-convened by President Hazard at 7:59 AM on Sunday, January 24, 2010, with all Board Members in attendance plus Frank Patek, Linda Axelson, and Club Racing Chairman Gary Davis.

BMW Clubs International Awards Following discussion regarding current and past procedures, the consensus of the Board was that a defined protocol should be developed and incorporated into the Operations Manual that would be applicable too all special recognition awards assuring that proper due diligence has been given to all nominations. The suggested protocol would involve Board review of any nominations with input from local chapters and any other sub-group having special knowledge of the nominee and any qualifications for the special award. Input from BMW NA will also be solicited before determination is made by the Board regarding the requested endorsement.

National Membership Drive The current campaign has been concluded with the results and awards pending formal announcement. The Drive, while

considered successful, did not yield a dramatic gain of new members as has been typical of the current economic times.

Board Meeting Minutes A review of the required pre-meeting reports from all Board Members was discussed with emphasis on the completeness of the contents. Pre-meeting reports are appended to the Meeting Minutes and represent a significant component of the Board Member's meeting presentation if not later supplemented with new developments or information. Discussion of the creation of a formal document retention policy yielded agreement that Board Meeting Minutes must be retained in perpetuity, although a defined time frame for the duration of website posting would be appropriate. Louis Goldsman is drafting a Document Retention Policy proposal.

Deferred Action Discussion and possible action on the development of Election Campaign Guidelines was deferred until the March 2010 Board Meeting. Review of the club's Privacy Policy for the handling of the club membership roles and records was likewise deferred.

Future Meetings and Telephone Conference The next Board Conference call is scheduled for February 18, 2010. The next National Board Meeting and the BMW CCA Annual Meeting will be held in the Greenville, SC, National Office on March 20 – 21, 2010.

Adjournment The meeting was adjourned following unanimous vote at 9:35AM.

BMW CCA
Board of Directors Meeting
January 23-24, 2010

Birmingham Marriott
3590 Grandview Parkway
Birmingham, Alabama



**BMW Car Club of America
Board Meeting
Birmingham, Alabama
January 23-24, 2010**

Agenda

Saturday January 23rd

09:00 Call to Order

Introduction: Members, Guests.

Minutes: The minutes of the October 2-3, 2009 Board meeting were approved by vote of the Board December 28, 2009 via email. Reading of the minutes will be waived.

Affirmation of votes on conference calls since the last Board Meeting.

- Bylaw changes, Vote: 8 In favor, 1 Absent - Steve Johnson
- Approval of Vintage in the Vineyards, Vote: 8 In Favor, 1 Absent - Mark Calabrese
- Appointment of Gary Davis as Club Racing Chairman, Vote: Unanimous

08:05 Reports

- President
- Executive Vice-President
- Secretary
- Treasurer
- South Atlantic Regional Vice President
- North Atlantic Regional Vice President
- Pacific Regional Vice President
- South Central Regional Vice President
- North Central Regional Vice President
- Executive Director
- Roundel
- Driving Events Committee
- Club Racing

08:35 Reports Continue Until Completed

Discussion of Listed Topics

09:45 Break

10:00 Resume Discussion of Listed Topics

New Business

Noon Lunch

1:00 Continue Discussion & New Business

Executive Session

5:00 Recess

**BMW Car Club of America
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Sunday January 24th

08:00 Resume Discussion Topics, New Business, Executive Session as necessary

10:00 Adjourn

**BMW Car Club of America
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Discussion Topics

1. National Events

Oktoberfest

- 2009
- 2010
 - o Aug 22-28
 - o Elkhart Lake, WI / Road America
- Future
 - o 2011 – Barber Motorsport Park
 - o 2012 – Colorado?

2010 Chapter Congress

- o March 5-7, 2010, Westin Dallas Ft. Worth Airport,
- o Agenda
- o Goals
- o Responsibilities & Roles

Support of multi-chapter events

2. Regional Events

Vintage at the Vineyards May 28-30, 2010

Pittsburg Vintage Grand Prix July 2010

Monterey Historics August 2010

- o Festorics
 - Golden Gate requests National Office to assume responsibility for this event
- o West Coast Concours
 - Inclusion of other marques

3. National Programs and Services

IT Update

Club Racing

- o Introduction of new Chairman

Driving Events

- o Update from recent committee meeting

ZF support of the Charity Awards

**BMW Car Club of America
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4. Policy and Administration

- Operations Manual Review for outdated items
- Ombudsman update
- Tech Rep's update
- Benefits Update

5. Financial

- 2009 budget status
- 2010 budget review and approval

6. Chapter Issues

- Conference Calls
- Chapter probation report
- Chapter toolbox
- Encourage Chapters to communicate issues and topics of interest to them to their RVP or the National Office.

7. Membership

- Membership Drive Update

8. Foundation

9. BMW Clubs International

- Review and approval of nominees for Council awards

10. BMW of North America

- Member Rewards Program

11. Board Meeting Minutes

12. New Business:

13. Future Meetings

- Board meetings –
 - March 20-21, 2010

**BMW Car Club of America
Board Meeting
Birmingham, Alabama
January 23-24, 2010**

Conference Call –
February 2010



BMW Car Club of America, Inc.
Bruce Hazard
President
2984 S Milwaukee Circle
Denver, CO 80210
303-324-6541
President@bmwcca.org

January 7, 2010

To: Board of Directors, BMW CCA
Executive Director, BMW CCA

Subject: President Pre Meeting Report – January Board Meeting

Travel:

- Board Meeting – October and Oktoberfest, Atlanta, GA – \$677.26

Planned Travel:

- Board Meeting – January, Birmingham, AL
- Chapter Congress – Dallas Fort Worth, TX

No other business of note to report.

Respectively Submitted

Bruce Hazard



BMW Car Club of America, INC
Mark Jon Calabrese
Executive Vice President
2774 Scarlet Rd
Germantown, TN 38139
(901) 759-9085 Home
(901) 378-1888 Mobile
E-Mail MJ@calabrese.cc

January 9, 2010

To: Board of Directors, BMW CCA
Executive Director, BMW CCA

Subject: Vice President's Pre-Meeting Report, January 23-24 Meeting

TRAVEL EXPENSES

- Oktoberfest and Board Meeting, Atlanta, GA, October 2-3, 2009 \$0.

PLANNED TRAVEL

- Board Meeting, Birmingham, AL, January 23-24, 2010
- Chapter Congress, Dallas, TX, March 6-9, 2010
- Board Meeting & Annual Meeting, Greenville, SC, March 20-21, 2010

SIG's

- I received an email this month from a Mr. Tom Schmidt asking about the guidelines for forming a new 2002 SIG. I sent Mr. Schmidt our policy and an application and so far have not heard anything in response. I've also sent all current SIG's a letter this month reminding them they must complete a new application for the year 2010.

No other business of note to report.

Respectively submitted

Mark J Calabrese



BMW Car Club of America, Inc
Mark Jon Calabrese
Executive Vice President
2774 Scarlet Rd
Germantown, TN 38139
Home (901) 759-9085
Mobile (901) 378-1888
E-Mail MJ@calabrese.cc

January 15, 2010

To: Special Interest Group / Special Interest Resource

Subject: Yearly Renewal

The various Special Interest Groups (“SIGs”) and Special Interest Resources (“SIRs”) associated with the BMW CCA provide additional benefits, information and resources for many of our members. I’d like to take this opportunity to extend my thanks and the thanks of the Board of the BMW CCA for all the benefits these groups provide. In order to maintain its association with the BMW CCA it is imperative that each SIG and/or SIR meet the minimum standard requirements set forth in the attached. Please take a few minutes to review the minimum standards and your SIG’s/SIR’s compliance with the requirements therein.

Please reply before February 28, 2010 to avoid loss of your SIG/SIR status. If you are no longer associated with this SIR/SIG, please forward this to the appropriate party so they may continue to provide benefits to our members.

Should you have any questions regarding the minimum standard requirements, please contact me.

Please return your application to the National office.

M J Calabrese
Executive Vice President
BMW Car Club of America

BMW Automobile Special Interest Group/Special Interest Resource Minimum Standards

Definitions:

- Special Interest Group (SIG): A group with a national scope and focus on a BMW automobile-related subject, which provides to BMW CCA members only contact and dues/benefits information.
- Special Interest Resource (SIR): An individual who provides expert or reference information to all BMW CCA members on a specific BMW automobile or BMW automobile-related subject with a national scope and focus.
- Non-Commercial: Does not exist for the purpose of generating customers for a business.

Status:

BMW Automobile Special Interest Group/Special Interest Resource status is subject to approval by the BMW CCA Board of Directors. The primary point of contact for SIG's and SIR's is the BMW CCA Executive Vice President.

Minimum Standards:

- Submit a written application and a renewal each year thereafter.
- An SIR or a principal individual in a SIG will maintain a BMW CCA membership.
- Maintain non-commercial status.
- Publish dues/fees and list of benefits to its members.
- Provide the published benefits to its members.
- Notify BMW CCA National Office of change of contact information within 30 days of change.

BMW Automobile Special Interest Group/Special Interest Resource Benefits:

- Listing in the Roundel Special Interest Group/Special Interest Resource Section.
- Listing on the BMW CCA web site Special Interest Group/Special Interest Resource Page with link to group or individual's web site if applicable.
- Dues collection by BMW CCA National Office upon request and approval.

Non-Compliance

Failure to comply with the minimum standards will result in termination of the Roundel and web site Special Interest Group/Special Interest Resource listings and dues collection services.

BMW Car Club of America
Application For Special Interest Group Recognition

Date:

Name of Group:

Purpose of Group:

Target Membership/Membership Restrictions:

Dues or Fees to Members:

Member Benefits:

Web Site (if applicable):

Principal Contact:

Principal Contact's BMW CCA Membership Number:

Mailing Address:

Telephone Number:

E-mail Address:

I attest that this special interest group meets/will meet the BMW CCA SIG/SIR minimum standards. I acknowledge that this group is not a part of the BMW Car Club of America, Inc., and that BMW CCA has no responsibility or liability for this group's operations, members, officers, staff, or events.

Signature of Principal Contact:

Mail:
SIG/SIR Renewal
BMW Car Club of America
640 South Main St, Suite 201
Greenville, SC 29601

Email:
stevens@bmwcca.org

Fax:
(864) 250-0038



BMW Car Club of America, Inc.
Louis P. Goldsman
Treasurer
5296 Via Jacinto
Dos Vientos Ranch, CA 91320-6895
Phone: 805-499-3849
E-Mail: treasurer@bmwcca.org

January 19, 2010

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

Travel: BMW CCA Board Meeting, October 2-3, 2009 – \$762.23
Planned Travel: BMW CCA Board Meeting, Birmingham, AL,
January 23-24, 2010
Chapter Congress, Dallas, March 6-7, 2010
BMW CCA Board and Annual Meetings, Greenville, SC
March 20-21, 2010

Income Statement – Period Ending December 31, 2009 (Preliminary)

	January 1 – December 31, 2009	Budget
Ordinary Income/Expense		
Total Income	\$4,972,444.70	\$5,157,575.00
Total Cost of Goods Sold	1,329,279.26	1,271,000.00
Gross Profit	\$3,643,165.44	\$3,886,575.00
Total Expense	3,530,430.77	3,750,528.32
Net Ordinary Income	\$112,734.67	\$136,046.68
Net Other Income	(215,216.95)	(104,100.00)
Net Income	<u><u>\$(102,482.28)</u></u>	<u><u>\$31,946.68</u></u>

Balance Sheet – As at December 31, 2009 (Preliminary)

Assets	
Total Current Assets	\$494,989.49
Total Fixed Assets	265,900.93
Total Other Assets	2,243,174.87
Total Assets	<u><u>\$3,004,065.29</u></u>
Liabilities & Equity	
Total Current Liabilities	<u><u>\$2,703,161.28</u></u>
Total Liabilities	\$2,703,161.28
Total Equity	300,904.01
Total Liabilities & Equity	<u><u>\$3,004,065.29</u></u>

Treasurer's Pre-meeting Report
January 19, 2010
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The amounts above are through the end of the fiscal year, as reported through January 19, 2010. As such the amounts may not include all month-end or year-end Journal entries or adjustments. Furthermore, the results of the annual audit may necessitate adjustments or recalculations. Accordingly, the amounts reflected above for the year ending December 31, 2009 are likely to change.

Respectfully submitted,
Louis Goldsman



BMW Car Club of America, Inc.
J.R. Schneider
National Secretary
2320 NW 59th Street
Oklahoma City, OK 73112
405-840-0073
jrschneid@earthlink.net

January 21, 2010

To: BMW CCA Board of Directors

Subject: National Secretary January 2010 Pre-Meeting Report

Travel Expenses: \$346.90 Birmingham Board Meeting

Conference Call Voting:

10/16/09 Bylaws Revision Proposal
Motion: Mark Doran; Second: John Sullivan
Vote: 8-0 in favor; Steve Johnson absent

11/19/09 Vintage in the Vineyards Regional Event status
Motion: Louis Goldsman; Second: Mark Jon

Calabrese

Vote: 8-0 in favor; Steve Johnson absent

12/07/09 Selection of Gary Davis as Chairman of
BMW CCA Club Racing
Motion: Louis Goldsman; Second: Paul Dunlevy
Vote: 7-0 in favor; Steve Johnson/Mark Jon

Calabrese absent



BMW Car Club of America, Inc.
John E. Sullivan
North Atlantic Region Vice President
334 Elmwood Ave.
Wollaston, MA 02170
northatlanticrvp@bmwcca.org

To: Board of Directors, BMW CCA
Executive Director, BMW CCA

Date: January 6, 2010

Subject: North Atlantic RVP Pre-Meeting Report for January 23-24 2010 BOD Meeting.

Travel & Expenses:

- Oktoberfest Atlanta, GA & BOD Meeting September 29-Oct. 3, 2009 Air Fare, & Travel Expenses \$565.17
- BOD Meeting Birmingham AL January 22-24, 2010 \$476.40 Airfare
- Chapter Congress Dallas TX March 5-7, 2010.
- RVP Discretionary Funds Disbursed to GMC, Pine Tree, Mountain State & Pocono Chapters for Membership Recruitment \$800.00.
- RVP Discretionary Funds Disbursed to Allegheny & Green Mountain Chapters for their Regional Events \$1,000.00 for Tent Rentals.
- Annual Meeting in Greenville SC, March 19-21, 2010

Relevant Notes:

- Regional Conference Call "Growing Membership" October 26, 2009 17 persons attended the Call.
- Scheduled Regional Conference Call "Newsletter Economies" January 11, 2010.

Respectfully submitted,

John E. Sullivan



BMW Car Club of America, Inc.
Michael Lingenfelter
RVP, North Central Region
15106 Kampen Circle
Carmel, IN 46033
317-513-0788
E-Mail northcentralrvp@bmwcca.org

January 21, 2010

To: Board of Directors, BMW CCA
Executive Director, BMW CCA

From: Michael Lingenfelter, North Central Regional VP

Subject: Pre-Meeting Report, January 2010 Board Meeting

Chapter Highlights: None to report.

Completed Travel:

12/05/09 Bluegrass Bimmers holiday party (Louisville KY)
12/13/09 Illini Chapter consultation (Danville IL)

Planned Travel:

01/23/10 Board meeting (Birmingham AL)
02/12/10 Chapter congress/Okttoberfest prep (Greenville SC) *
03/06/10 Chapter congress (Dallas TX)
03/20/10 Board meeting (Greenville SC)

* no travel expenses planned

Conference Calls:

10/12/09 NCR chapter presidents, CCA Executive Director
10/26/09 NCR chapter presidents **
11/23/09 NCR chapter presidents **

** notes available upon request

Regards,

Mike

Steve Johnson, Pacific Region Vice President

January 6, 2010

Executive Director BMW CCA
Board of Directors BMW CCA

Pre Meeting Report,

Travel This Quarter; O-Fest & Board Meeting.	\$701.24 spent
Start-Up Meeting, Portland OR Chapter	\$1,070.44 spent
Central CA Party.	No funding
San Diego Party	No funding

Travel Next Quarter: Puget Sound Party
Board Meeting, Alabama
Congress, TX
Annual Meeting, SC

Discretionary Funds; None this Quarter

There will be a new Pacific Region Chapter ready for their charter by the March Meeting located in Portland OR. This will up the count to 15 Chapters in the region.

Golden Gate Chapter is walking away from their premier event of the last 12 years. They would like to pass this event on to National because as they said to us “we think you can handle it now”. I think we need to discuss this and the connected topic of how much ownership should National have in Regional Events we help fund.

Regards,

Steve Johnson
Pacific Region VP



BMW Car Club of America, Inc.
Mark Doran
South Central Regional Vice President
1777 South Harrison Street
Suite 70
Denver, Colorado 80210
303-758-4200
southcentralrvp@bmwcca.org

**To: Board of Directors, BMW CCA
Executive Director, BMW CCA**

Date: January 6, 2009

Subject: South Central RVP Pre-Meeting Report for January 23-24, 2010 Meeting

Completed Travel & Expenses:

9/29-10/4/09 – Oktoberfest & Board Meeting, Atlanta, GA - \$463.20

RVP Discretionary Funds – None

Newsletter Delinquencies - Choo-Choo over 120 days and Lone Star over 100 days It appears in both cases the chapters believe quarterly satisfies the every 90 days requirement publishing a 4th quarter edition late Sept/Oct then assuming a 1st quarter newsletter (anytime in first quarter) is sufficient.

Planned Travel

January 23-24, 2010 Board Meeting – Birmingham, Alabama
March 5-7, 2010 Chapter congress – Dallas, Texas
March 19-21, 2010 Annual Board Meeting - Greenville SC

DEC - Annual committee meeting Denver 1/8-1/10/10 report will be provided. Neil has provided agenda and meeting should be productive. New Autocross committee member Dan Baker (TX) and Bill Wade (primarily working to increase ITS and Street survival programs) will join the elected DEC regional reps.

Conference Calls: Regional conference call scheduled for early December only generated two chapters participating (Rocky Mtn and Houston) similar to previous calls. I will schedule another for mid February and work on increased participation. One idea from conference call was to explore telemarketing for member retention. Chapters experience positive results from personal contact (telephone calls) can this be leveraged on a national level?

Respectfully submitted
Mark Doran



BMW Car Club of America, Inc.
Paul Dunlevy
South Atlantic Regional Vice President
6424 Littlewood Road
Kernersville, NC 27284
336-996-3149
southatlanticrvp@bmwcca.org

To: *Board of Directors, BMW CCA*
Executive Director, BMW CCA

Date: January 8, 2010

Subject: South Atlantic RVP Pre-Meeting Report for January 23 & 24 meeting

Florida Suncoast Chapter lowered their request for support for the Sebring Corral to \$4,000.00. They also wanted Regional Event status. I cannot support either request based on what I know.

Kai Xing from the SE Sharkfest group requested financial assistance and Regional Event status for his group. Unfortunately his date conflicts with an existing Regional Event in the same proximity. He was also struggling to get local chapter sponsorship. I steered him back to the new Peachtree leadership and gave him info n Sandlapper contacts as well.

Travel & Expenses

September 29 October 4, 2009 – Oktoberfest & Board of Directors Meetings
Expenses - Travel \$330.00

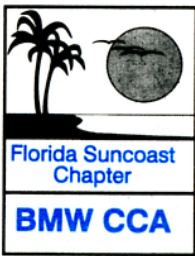
RVP Discretionary Funds – None

Newsletter Delinquencies – None

Planned Travel

January 22 - 24 Board of Directors Meeting at Birmingham

Respectfully submitted
Paul Dunlevy



FLORIDA SUNCOAST CHAPTER

BMW Car Club of America

P.O. BOX 10666

TAMPA, FLORIDA 33679

Gentlemen,

We at the Florida Suncoast BMW CCA are requesting that The 58th Mobil 1 Twelve Hours of Sebring race weekend be designated and funded as a regional event for the Southeast Region of the CCA. The 2010 event is held from March 17-20, 2010 by the International Motor Sports Association (IMSA).

The corral that we have run with our club funds has been attended by many more members of other chapters than our own, about a 3-1 ratio.

The following 21 regions were represented at the 2008 Sebring race weekend; Boston Chapter, Sandlapper, Windy City, Connecticut Valley, Peach Tree, Tar Heel, St Louis, Everglades, Delaware Valley, Nittany Bimmers, National Capital, 1st Coast, Smokey Mountain, BMW CC of Canada, BMW CC of England, Sunshine Bimmers, New England, Motor City, Cho-Cho Bimmers, Tejas and Lone Star.

There were a total of 89 members from the above clubs, while Suncoast BMW had 32 in members attendance. This was without any national advertising or a firm decision on our part to host the corral until 6 weeks prior to the event.

The Mobil 1 Twelve Hours of Sebring race is still the crown jewel of the road racing world in the United States and still considered the make or break event for the manufacturers that compete in road racing in North America, in fact many manufacturers just race at Sebring as a preparation for the 24 Hours of LeMans. The race weekend has a large attraction for spectators because it is held in mid-March in Southern Florida.

The additional attraction for BMW CCA members nationwide is that the BMW Corral is strategically located at the famous turn 17, also known as "Sunset Bend". This location is great for easy entrance and egress for corral participants. Additionally, turn 17 is in close proximity to other parts of the track, including a short walk to the "hairpin" at turn 7.

The financials of the event are quite daunting for a small to mid size club and it **currently consumes one quarter to one third of our membership dues revenue to benefit less than one half of one percent of our members!**

Sebring (IMSA) charges additional fees to participants for entrance to the corral, and we (FSC) do not receive any part of that fee. It would be difficult for us to charge an entry fee above the fee charged by Sebring (IMSA) and really expect members to attend. **Therefore, there is no chance of a "break even" or continued involvement for FSC without additional substantial funding.**

Please see the following Corral "Package Features" for IMSA's entrance charge.

Corral ticket features and price for the 2010 race:

Corral Package Features



- Exclusive Corral Parking
- Hospitality Tent Access
- Grandstand Seating Access
- Special Driver Appearances
- Parade Laps

Two Person Package:		Individual Pricing:	
(2) Tickets		(1) Tickets	
(1) Parking Pass		(1) Parking Pass	
4-day	Sat. Only	4-day	Sat. Only
\$265	\$225	\$165	\$145

Cars must have their corral specific pass to enter

IMSA is quite strict on what we can bring onto the property for the corral; basically a TV and a generator. We must pay their pricing for all the other items necessary to host a corral.

The breakdown for the corral is as follows (2009 pricing);

Corral space for 120 cars	\$4,000
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White Picket Fence	\$345
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Tables and chairs	\$421
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Lighting	\$165
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Tent	\$1,200
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Port-o-let (2)	\$253
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Tax	\$167
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Rental Space Total	\$6,551
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Food and Beverage (approx)	\$3,500
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Total Corral Cost	\$10,051
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This is for a "basic" corral. Every other major manufacturer or club hosting at the race has much larger corrals, which makes the BMW Corral appear to be a weekend barbeque. We feel that this race carries a high degree of interest for BMW NA and AG and club member race fans; as such, we cannot over-stress the importance of continuing the sponsorship of a corral at this race. An FSC BMW CCA Corral at Sebring offers significant bang for the buck because it is the largest attended IMSA endurance race and the most highly visible to the media and the manufacturers. It deserves recognition as a regional event with the financial support of BMW CCA National - not just for the members' benefit but also for BMW racing and the prospect of adding members.

Thank you for reading our proposal. We will be presenting advertising artwork at a later date. For any additional information please contact me at the e-mail address or number below.

Sincerely,

Dennis J Costantino Jr.
Treasurer
Florida Suncoast BMW CCA

E-Mail: Blue325i@verizon.net

Cell: 813-293-1827

A little more history from the Sebring website;

"Sebring International Raceway is America's premier sports car racing facility. Nestled among the orange groves and cattle ranches of central Florida, it is the oldest permanent road racing track in North America, evolving from a World War II air base. Sebring is world famous for the annual 12 Hours of Sebring endurance race, part of the prestigious American Le Mans Series. Every year on the third Saturday of March, the raceway hosts thousands of race fans from around the world to witness the historic 12 hour classic. All the legends have raced at Sebring... Mario Andretti, A.J. Foyt, Dan Gurney, Stirling Moss, Juan Manuel Fangio, Phil Hill and dozens of other international motor racing legends, driving race cars built by the world's great manufacturers such as Ferrari, Porsche, Jaguar, Audi, Ford, Maserati, Aston Martin and Nissan.

Today, Sebring International Raceway is owned by the Panoz Motorsports Group, whose founder Dr. Don Panoz revived the famous Sebring circuit in 1999 by initiating a multi-million dollar enhancement program. The track is active 365 days a year with automotive testing, club events, racing schools, corporate events and other activities. Conveniently located adjacent to the Sebring Regional Airport, it is less than 100 miles from Tampa, Orlando, West Palm Beach and Sarasota. The raceway has its own hotel, the Four Points by Sheraton Chateau Elan, and is the home to two major racing schools."



BMW Car Club of America, Inc.
Frank C. Patek, II
Executive Director
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864-250-0022
frank_patek@bmwcca.org

To: BMW CCA Board of Directors
From: Frank C. Patek, II Executive Director
Date: January 13, 2010
Re: January 2010 Board Meeting

DATABASE/WEBSITE/OPERATIONS

Operationally, it is important to note that the Ipsos/Mendelsohn survey conducted of BMW CCA members in 2009 showed *members have a 96.4% favorable impression of the Club overall*. That is a fantastic number and one that every member, chapter, volunteer, board and staff member should be proud of. To continue that satisfaction rating we need to not only maintain but improve service levels and to properly staff our operations. In order to do this the Club announced a fee increase last fall. The increase of \$8.00 for a one year standard membership provides the national club with an equitable share of member revenue as it is split between *Roundel*, local chapters and the national club.

Internal operations have been improved by contracting for the services of EAB Accounting and Lindsey Jefferson, CPA to act as our Director of Financial Operations. Her presence has brought immediate relief to our accounting department and allowed board and management to have more timely assessments of our financial picture. Lindsey's expertise will become invaluable in the future should such a time arise when we might not have the luxury a treasurer with the same background and devotion of Louis Goldsman.

With the stabilization of funding it is time to turn our full attention to securing a new database and website that will aid the Club in its growth and will grow with it. We are not as far along in our evaluations of potential new database systems as I had hoped and predicted in my previous report. A comprehensive RFP was sent to a select number of database providers in the late fall of 2009. Three companies have been selected for in house presentations and the first of those presentations has occurred, the second is scheduled for the last week of January 2010.

Each of the three providers selected indicated that their product will, out of the box, meet most if not all of our needs. Our staff and Acumen IT will be present for presentations by each company and will fully question each to discover how accurate the company assessments are and what if any amount of customization will be required.

Several local and national companies have provided proposals to construct a new BMW CCA website. While the current website is only two years old it has never sufficiently addressed the needs of our members and/or staff. The current site does an adequate job of providing an online community but it falls woefully short in providing member services such as ease of renewal, classified ads, information dissemination and procurement.

Our current site, commissioned before my tenure began, was built with very little input from staff which led to critical failures in achieving the stated purpose of building a “world class” website. Failure to include BMW CCA staff in the development of this site led to a lack of customer centric features. The most critical failure evident in the current site is its lack of compatibility with our iMIS database. This lack of compatibility has created virtually every frustration felt by members attempting to join and/or renew their membership.

As we plan for a new website to effectively provide the customer service our existing members want and expect, as well as the unique appeal and navigability that will draw in new members we must not make the mistakes of the past. We will take the time to assure that staff and key users are consulted to determine the features necessary and essential for an outstanding website. The site will be built on a platform that integrates with our database allowing members to renew and change their membership status online, anywhere and at anytime without calling the office for assistance. We will partner with a developer that has demonstrated abilities to provide what we contract for and will provide ongoing support to both maintain and improve the site.

Roundel

December of 2009 marked the first issue of *Roundel* printed by Brown Publishing. Satch, Suzin and I were on hand for the press run to establish a baseline for print and color quality. I am very pleased with Brown’s ability to print and deliver an exceptional product to our members. Brown’s ability to deliver the magazine to the USPS sooner provides for early in home delivery. December also marked the soft launch of *Roundel* online. Members who found the portal for the online issue discovered an interactive edition with links to every advertiser, video of Oktoberfest and “The 308” historical presentation, a key word search feature and two years worth of back issues.

In January of 2010 we officially launched the online version of *Roundel* by sending an e-announcement to all members with valid e mail addresses. New for January is a guest feature that permits non members to access a sixteen (16) page sample of *Roundel*. Once a non member reaches the end of the sample issue they are invited to join the Club for full access and given a portal through which they may join the Club. Members who are logged onto the BMW CCA website have full access to the latest edition of *Roundel* online as well as three years worth of back issues.

Roundel remains one of the most significant membership benefits that BMW CCA provides to its members. In the readership survey conducted in 2009 94.4% of members indicated an Excellent/Good rating of *Roundel*. 92.1% of all members read three out of four issues of *Roundel*. About half feel the format is just about right the way it is and about a third would like to see fewer columnists and more feature articles.

As *Roundel* continues to provide a consistent touch to every member of the Club the survey proves just how valuable a tool it is in maintaining and growing our membership. To continue that track record future issues will focus on Club related activities and other areas that our members indicate are of interest. Soon we will add a recruitment envelope beside the Club benefits page for members to use to purchase gift memberships and/or to pass along to a friend to join the Club.

While *Roundel* maintains its place as the Club’s preeminent membership benefit it also maintains its place as our single largest expenditure. For 2010 *Roundel* revenues are projected to be approximately \$850,000.00 and expenses \$1.4 million. Approximately \$550,000.00 in expenses will be absorbed by the Club.

The decrease in budgeted expenditures is a direct result of savings realized by shifting our print contract from Publishers Press to Brown Printing, downsizing of *Roundel* staff, strict editorial control over page count maintained by Satch and business management of the magazine being assumed by the national office. However much control we exert over our expenses our revenue remains highly vulnerable to the economic climate and advertiser shifting from print to television and other electronic media.

Our ad manager Michael Slaff is doing his level best to maintain advertiser loyalty but is being challenged on all sides. In late 2009 we faced demands from BMW's ad agency to further reduce their discounted ad rates for *Roundel*. As 2010 approached BMW's agency announced they would no longer be a regular advertiser in *Roundel* and instead would shift their ad budget to television and other electronic media.

This dramatic turn of events highlights just how important it is that the Club poise *Roundel* to enter the electronic age of print publishing. The future of online publications holds good things for CCA. Electronic editions of *Roundel* will prove their value as the Club struggles to maintain its significant membership benefit in a marketplace that has devalued print publications. Electronic editions of *Roundel* will find a warm reception in the e mail boxes and electronic readers of a digital generation. Electronic editions will allow advertisers to be linked directly to members and allow them to track member responses to their products and special offers.

Equally important is the fact that electronic editions of this premier membership benefit are easier and cheaper to use as recruitment tools than print copies.

CHAPTER SERVICES

The broadcast e mail service Magnet Mail has been installed and we are using it to communicate to our members. Our next step is to roll this feature out to the chapters so that they can more easily communicate with their membership. Once we establish policies for e mails sent by chapters and train someone at each chapter on how to use the product we can begin system wide use.

PBM Graphics has begun work on the templates and website necessary for chapters to pull down stock images and stories for newsletters. Chapters are welcome to contact PBM for pricing to print and mail newsletters in their existing format.

Further discussion with PBM has elicited a promise that chapters wishing to use their own design and layout would be able to use PBM's print and mail capabilities and have access to stock images and news items that CCA posts to the site.

2010 CHAPTER CONGRESS

The conference will be held at the DFW Westin March 5-7th. A survey sent to chapter officers indicated a strong desire for assistance with long term and strategic planning. The agenda for this year's congress is geared toward providing that assistance. National Event Manager Linda Axelson will provide a more detailed report and copy of the agenda.

OKTOBERFEST 2010

Once again early hotel registrations indicate good attendance. The Osthoff Resort is almost sold out and neighboring Seibkens Resort is taking overflow. National Events Planner Linda Axelson will provide a more detailed report.

REGIONAL EVENTS

Vintage in the Vineyard has been approved for Regional Event Status.

OBX Cruise for the Cure has been approved for Regional Event Status.

The Pittsburgh Vintage Grand Prix – Allegheny Chapter will once again host their corral and concours at this historic event. Request for Regional Status has been made to NorthAtlantic RVP John Sullivan.

Saratoga Concours – Request for regional status has been made to NorthAtlantic RVP John Sullivan.

The West Coast Concours – the Ultimate Affair Regional Status already approved. This event is on track to be larger than last year and to become the German Marque Concours event on the peninsula. The Mercedes Benz Club of America is committed to joining BMW CCA and we are in the final stages of talks with PCA to bring them in as well. The Audi Club has indicated no interest in the event.

Monterey Festorics – Golden Gate Chapter has requested the National Office take over this event in 2010. This request deserves further discussion as the National Office will be severely limited in the amount of assistance it can offer due to O'fest beginning the next week.

The following division of duties between the National Office and the local volunteers has been suggested:

National Office - starting now through May:

- Budget
- Advertising (Roundel, ads for chapter newsletters (working with Pac Region chapters/newsletter teams), copy for chapter comms, other)
- Contracts
- Vendor agreements/negotiations (tents, chairs, turf, catering - and this is all part of the budget)
- SCRAMP management (SCRAMP is the event team for Laguna)
- Insurance
- Website and Registration (Festorics has it's own domain so building out that site or folding into bmwcca.org just note that building out the current site means a bit of graphic design work to update the images/text/links. You can leverage the shell) Note, we intended to use Motorsport Reg for the 2010 event rather than our custom code.
- Theme (this affects the website and graphics)
- Sponsors (Including BMW NA funding--part of budget)
- Banquet deets

National Office - From May through June:

- Banquet speakers, raffle or door prizes
- Graphic design for Name badges, Dinner/Lunch Tickets, Program guide. T-shirts
- More sponsors
- NA funding...as you know, this is much harder than it used to be.

National Office - July and early August:

- Race ticket acquisition
- Printing of all tickets/programs/T-shirts/Banners
- Packet stuffing/shipping
- Note that Reg closes end of July typically so we have time to manage the above items

Local Volunteers

Pre-event:

- General advice, historical context, input on attendee expectation
- Site inspections
- Site recommendations (if different from previous)
- One-off attendee handling (if someone misses a deadline but we allow them to participate, getting them a corral pass, etc)
- Coordination with National on hospitality/corral/banquet details
- Negotiating a group discount for Auction tickets and all logistics for this event

Onsite:

- Determine key volunteers (need 1 or 2 "right hand" folks...these are easy to find)
- General volunteers/schedule (set up, break down, door monitor, shirt sales, etc)
- Display cars in corral - Selecting/managing arrivals
- Parking grid (this is easy, pretty well defined from previous years)
- Signage/banner display
- Water/Ice run
- Coordination with GGC for use of chapter truck/trailer and other 'facilities' type items--assuming you want to do this. I would encourage this as it's more comfortable for us volunteers and we have cones, tents and other assets from the trailer. Just need to budget for fuel and hotel for the driver.

AFFINITY/MEMBER BENEFIT PROGRAMS

The **PartnersFirst Credit Card Program** formally launched in mid January 2009. To date 1560 CCA members are carrying our Affinity Card. The relationship with PartnersFirst has been very positive and they are working with us to assist in the development of chapter events and to increase membership. More than 600 members have applied for the card in response to Partners First offer to extend their membership by one year. To date 616 members were given membership extensions by PartnersFirst, those one year membership extensions have brought in an excess of \$24,000 in additional revenue. Total number of active members who have applied for the card based on the membership extension offer: 1282. Total number of inactive members who have applied for the card based on the membership renewal offer: 290. Total 1572.

BMW CCA member approval rate on a cumulative basis is high at 48%. It is important to note that much more stringent credit standards are in place today than a year ago. 64% of those members holding the card are actually using it and carry outstanding balances of \$2.5 million.

Members holding and using the BMW CCA affinity credit card are high value and high loyalty members. Their use and enjoyment of this card is an indication of their commitment to the Club.

Liberty Mutual began offering the BMW Performance Insurance Program to CCA Members in February of 2009. Liberty Mutual has renewed its agreement with BMW CCA for 2010. Currently they are committed to six full page ads in Roundel for 2010 as well as providing sponsorship to three BMW CCA Regional Events. Liberty Mutual will do a minimum of two direct mail campaigns per year.

Roadside Assistance has been available through Nations Safe Driving since November 2008. Program cost is \$3.00 per member per month or \$36.00 per year and provides coverage for the member, spouse and up to three children. As of December 31, 2009 **1,021** members have **upgraded to Premier Membership**. Premier Members receive a hard plastic card with their membership and benefits information.

High Performance Driving Event Insurance is now being offered to BMW CCA Members through Lockton Affinity. The affordable single-event, physical damage insurance offered by the HPDE Insurance Program can be used as a valuable tool to attract new drivers to our events that are concerned about their insurance coverage for track events and retain our current driving enthusiast members that are affected by auto policy exclusions. This coverage is available at a 9% discount to BMW CCA members attending BMW CCA events.

As of December 31 2009 516 policies have been purchased by BMW CCA members.

MEMBERSHIP

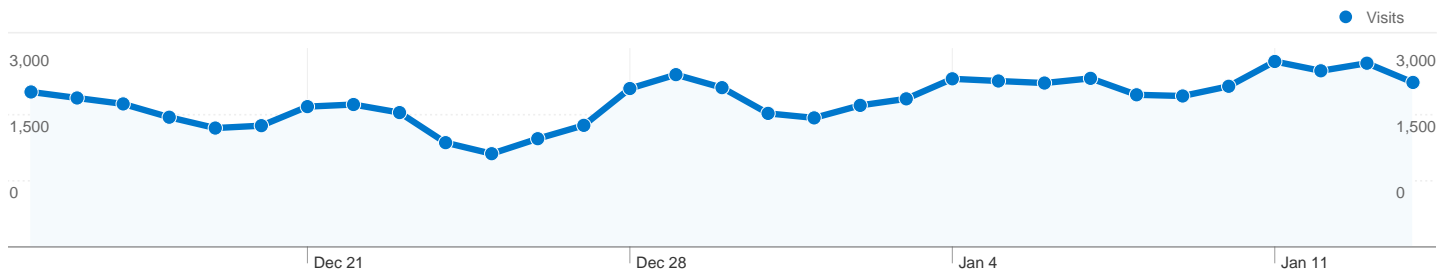
As the year ended membership hovered around 73,000. We saw growth in only two months of 2009; however our decline has slowed dramatically. The Club continues to bring in significant numbers of new members each year. In 2009 17,573 new members joined BMW CCA, of which 14,770 are primary members and 2803 are associate members. 737 of those members came from the Street Survival program and cost the Club \$20.00 each or \$14,720.00.

To put matters in perspective in 2008 the Club enrolled 18,941 new members. Of those 15,354 were brand new and the other 3,587 were reinstatements. 3276 were associates and 15,665 were primary members. Of the 18,941 new members enrolled in 2008, we kept 1755 associates and 7927 primary members and lost 1520 associates and 7739 primary members, said another way we kept 9682 of the total and lost 9259.

RAFFLE

Because O'fest is in August results of the 2010 raffle could be effected by an earlier than usual end date. In order to have the raffle onsite at O'fest ticket sales will need to end at 5:00 PM ET on August 16, 2010. Without overlapping the BMW CCA Foundation Raffle the earliest we can begin our raffle is May 1, 2010.

The Board may want to consider a drawing following O'fest or an earlier start date.



Site Usage

68,721 Visits

52.03% Bounce Rate

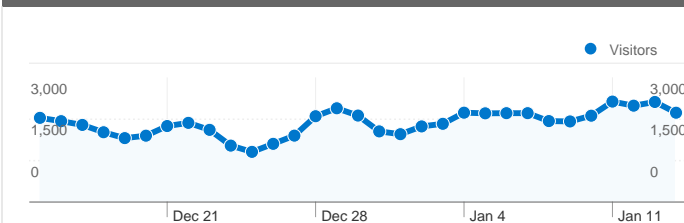
346,562 Pageviews

00:03:44 Avg. Time on Site

5.04 Pages/Visit

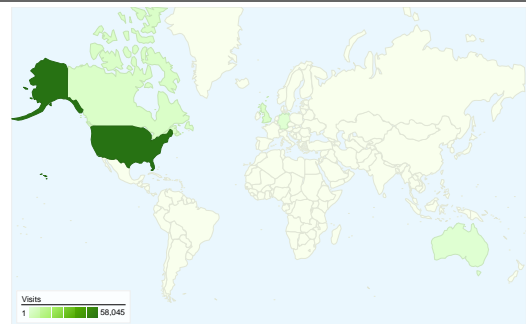
58.14% % New Visits

Visitors Overview

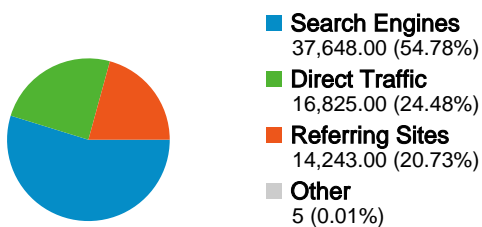


Visitors
47,544

Map Overlay

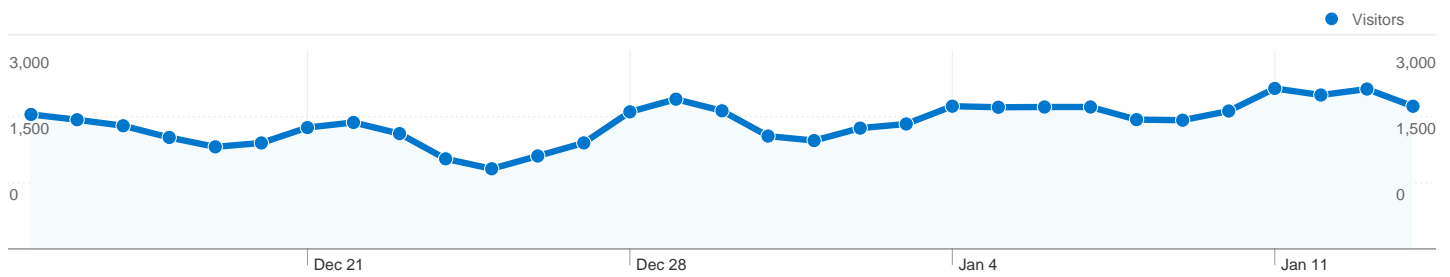


Traffic Sources Overview



Content Overview

Pages	Pageviews	% Pageviews
/	47,353	13.66%
/classifieds/	15,089	4.35%
/forum/	10,679	3.08%
/classifieds/showcat.php?cat=1	5,810	1.68%
/classifieds/showcat.php?cat=1	5,698	1.64%



47,544 people visited this site

 **68,721** Visits


 **47,544** Absolute Unique Visitors

 **346,562** Pageviews

 **5.04** Average Pageviews

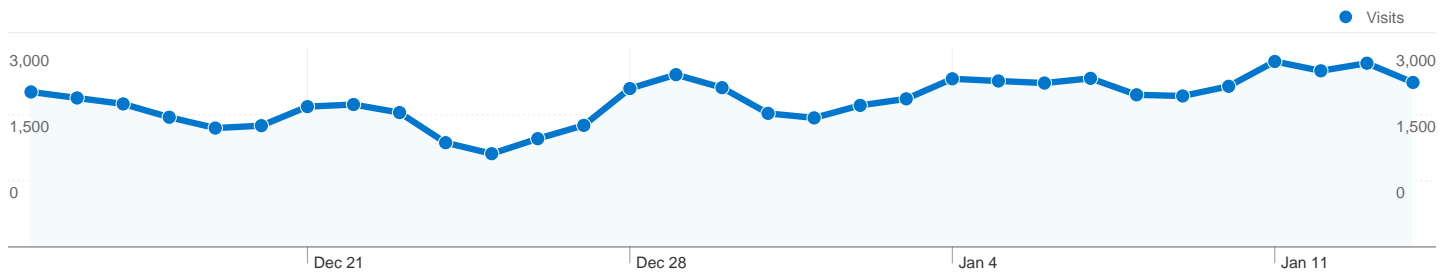
 **00:03:44** Time on Site

 **52.03%** Bounce Rate

 **58.14%** New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	34,290	49.90%	Cable	32,072	46.67%
Firefox	19,657	28.60%	DSL	16,246	23.64%
Safari	10,828	15.76%	Unknown	12,489	18.17%
Chrome	3,060	4.45%	T1	6,364	9.26%
Opera	359	0.52%	Dialup	1,067	1.55%



All traffic sources sent a total of 68,721 visits



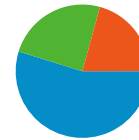
24.48% Direct Traffic



20.73% Referring Sites



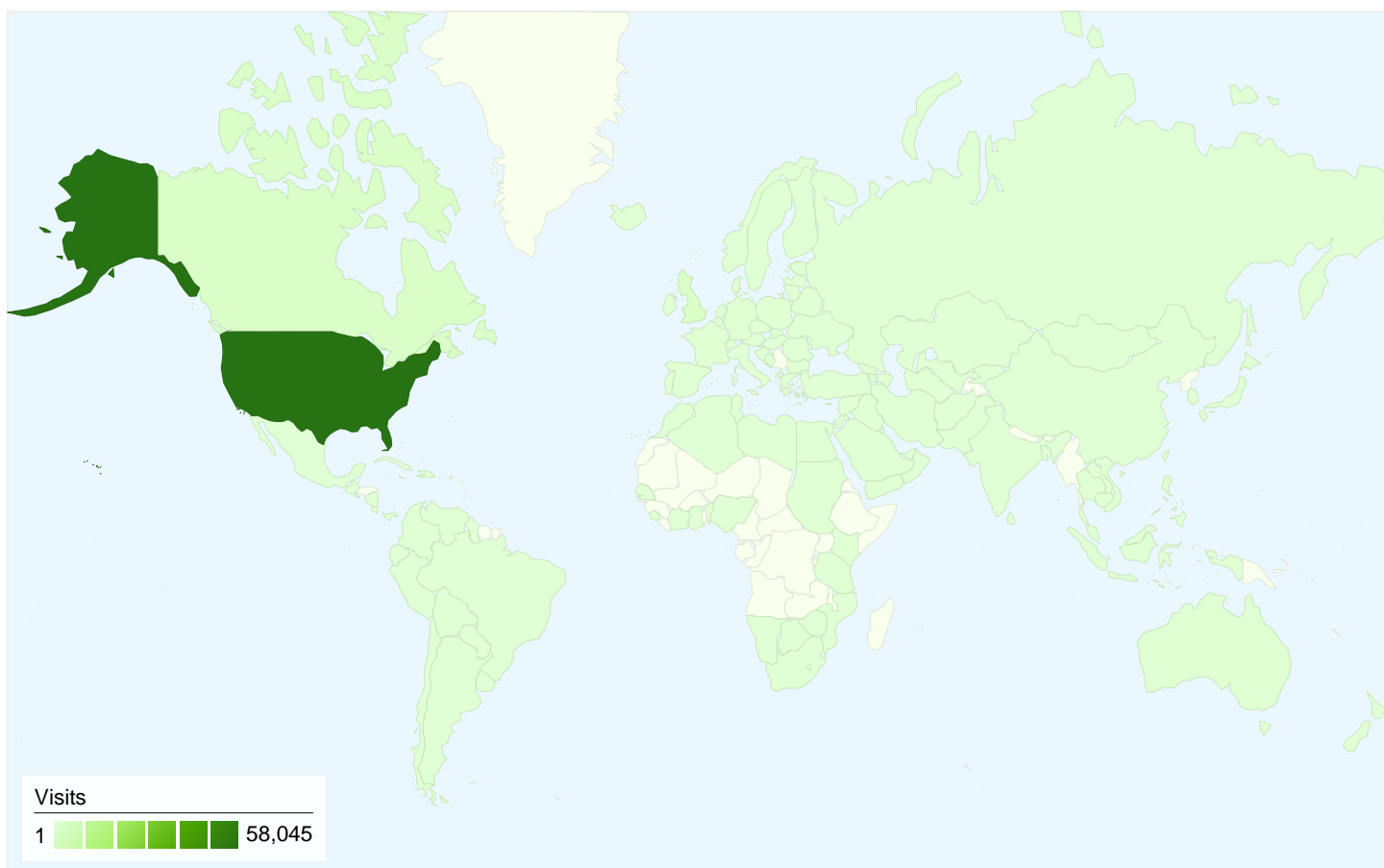
54.78% Search Engines



Search Engines
 37,648.00 (54.78%)
Direct Traffic
 16,825.00 (24.48%)
Referring Sites
 14,243.00 (20.73%)
Other
 5 (0.01%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	32,625	47.47%	bmwcca	2,650	7.04%
(direct) ((none))	16,825	24.48%	bmw cca	2,089	5.55%
bmwcca.org (referral)	4,655	6.77%	bmwcca.org	987	2.62%
bing (organic)	2,183	3.18%	bmw car club of america	834	2.22%
yahoo (organic)	1,936	2.82%	bmw club	780	2.07%

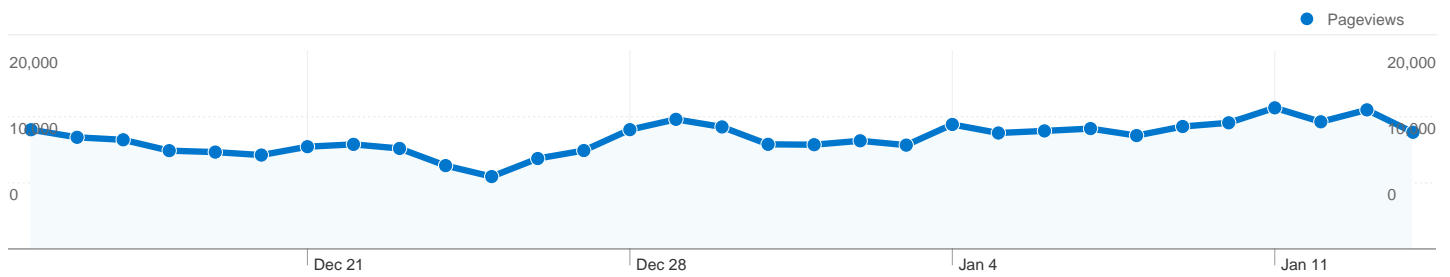


68,721 visits came from 153 countries/territories

Site Usage


Visits 68,721 % of Site Total: 100.00%	Pages/Visit 5.04 Site Avg: 5.04 (0.00%)	Avg. Time on Site 00:03:44 Site Avg: 00:03:44 (0.00%)	% New Visits 58.23% Site Avg: 58.14% (0.16%)	Bounce Rate 52.03% Site Avg: 52.03% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	58,045	5.59	00:04:13	53.72%	47.03%
United Kingdom	2,108	1.39	00:00:41	88.61%	87.90%
Canada	2,105	3.22	00:01:38	68.03%	66.65%
Australia	468	1.76	00:00:58	88.03%	81.20%
Germany	408	2.42	00:01:09	86.03%	78.19%
Netherlands	230	1.27	00:00:35	90.00%	89.13%
France	225	1.51	00:00:43	89.78%	80.89%
Poland	182	3.02	00:01:31	92.31%	81.87%
Italy	167	1.68	00:00:42	88.62%	79.04%


South Africa	167	1.44	00:01:01	89.22%	85.03%
1 - 10 of 153					



Pages on this site were viewed a total of 346,562 times

 346,562 Pageviews

 244,145 Unique Views

 52.03% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/	47,353	13.66%
/classifieds/	15,089	4.35%
/forum/	10,679	3.08%
/classifieds/showcat.php?cat=11	5,810	1.68%
/classifieds/showcat.php?cat=16	5,698	1.64%

Satch Carlson, *Roundel* editor-in-chief
January 2010 Pre-Board-Meeting Report

First of all, I am sorry I cannot be with you for the Board meeting. There was no good way to get back from the 5 Series launch in time to join you on Saturday—or even early on Sunday. If you have any questions or comments for me, please e-mail me, and I will try to respond before the Board meeting. Have a good time at Barber—and now, the latest in *Roundel* adventures:

The good news: Networking seems to work. I steered Wendie Martin—best described as a publications management consultant—in Frank’s direction, and she worked with him to solicit bids from major printing houses. Our final choice was Brown Printing, and the first two issues by Brown have been printed, bound, and delivered with only a few minor glitches. The most important part of this process, I think, is that Frank’s call should save us nearly \$10,000 per issue. Looking at the *Roundel* cost comparisons—actual costs to budgeted costs—shows that we were under budget for printing costs throughout the year, but in the early months this saving was due mostly to a lower-than-expected paper cost. The real result of Frank’s efforts can be seen in December, when the printing costs fell dramatically with our migration to Brown Printing. Looking at the data below the monthly comparisons, you can see that *Roundel*’s cost-per-page has dropped over a hundred dollars a page, to less than \$300.

Another cost saving has come from better control over our advertising-to-editorial ratio. Set by the Ops Manual at a maximum of 45%, our advertising has never come anywhere near that percentage; it has usually been between 30% and 35%. However, in 2009, Frank asked us to be a little more diligent, so our last five issues have been 128 pages (minus the covers), bringing the ad ratios up; the falling ad market dropped us to a 34% ratio for the September issue, but we were back up to over 37% for the December issue. And though January is always low in advertising, our 128-page January 2010 issue shows a 26.32% ad ratio, compared with a 24.36% ad ratio for the January 2009 issue (also 128 pages).

The online edition: Part of our arrangement with Brown Printing set us up with Imirus, a company that converts publications to online format. We started with the December issue and went public with the January issue after resolving some minor bugs. At this point we have the last three years of *Roundel* accessible through this service.

The online version of the print issue is prepared from the same files, but the online version can be augmented by everything from links to embedded video. This opens possibilities for our advertisers—besides the obvious bonus of having their ads online as well as in print. At this point, the ads in the online edition link directly to advertisers’ websites; but it is also possible to tailor specific editions and provide them to other companies as a premium they can send to their e-mail lists: For example, one airline sent a free online issue of *Travel & Leisure* to its elite mileage-club members; the magazine was customized and stripped of competing airline ads. Our possible uses of this technology might include making an issue of *Roundel* available to, say, Bavarian Auto to send out using their e-mail mailing list. Their customers get a freebie, and we get exposure.

Another benefit of our online edition is that the online issues are searchable. This makes Tech Talk, for example, available throughout the range of archived issues; it is not as convenient as one complete Tech Talk archive, but it should at least satisfy those who want

“all Tech Talk, all the time.” And we have already been approached by vendors who who want to make *Roundel* an iPhone app.

Of course, as we get farther into the possibilities of an increased online presence, we will need somebody with time to coordinate and assemble our online endeavors. I am hopeful that Sam Smith’s *Roundel* role can be expanded to take advantage of his abilities in this area—as well as using him more often for *Roundel* feature stories now that he is no longer tied to *Automobile* or *Forza*. While he does have an online position with jalopnik.com, he may well be able to provide us with similar services on a freelance basis, as we are not yet in a position to put anybody on fulltime status in regard to online projects. Meanwhile, I want to take as much advantage as we can of Smith’s youth, enthusiasm, and technical savvy.

Satch, Inc.: As you know, the Internal Revenue Service has been beating up on corporations with temps or subcontracted services. To more clearly establish our relationship as client and contractor, Frank advised a more distinct entity, so Satch Carlson Associates LLC was established. Providing editorial services in all areas up to pre-press final proofs, this company takes advantage of my long association with writers, editors, proofreaders, and graphic artists. Frank and I are looking into other ways this entity may be useful, such as the Sudden Bus Syndrome: That is, just as we were able to bring in a new columnist to retain our layout structure when Yale Rachlin left us, we also have associates who can immediately take over any sudden *Roundel* vacancies—including at least two editors who could fill my shoes.

Any contingency plan should include storage of work-in-progress files, so Frank and I have been discussing the possibility of archiving *Roundel* files and templates either on BMW CCA servers or on some sort of “cloud” server. These files should be updated on a monthly basis at the very least; right now I synchronize all *Roundel* files on two computers on a daily basis, but I believe one set of current files should be accessible from the National Office in an emergency.

Having completed proofing of the February issue, and buried in the final editing of the March issue, I must cut this report short—but as I said, I am happy to respond if you have questions or concerns. Meanwhile, I believe *Roundel* continues to fulfill its stated mission: to inform, entertain, and provide a sense of community for our members.

ISSUE MONTH	AUTHOR walton	STORY	NOTES
JANUARY 2010:			
	Walton	ELECTION PAGES	
	Morrison	X1 launch	
	Blazey	X3 versus GLK350	
	Shea	Bentley X5 manual review	
	Walton	X6 Active Hybrid	
		New Alpina for America (Alpina old and new sidebar)	
	Roemer	Dixi History	
	Walton	Modified Bavaria	
	Carlson	Yoko Neova tire review	
	Morgan	Street Survival for BMW NA	
	Haueter	Koni Challenge at VIR	
	Haueter	Bimmerworld goes to Koni Challenge	became sidebar for VIR finale
	Haueter	TC Kline 135i racer	
FEBRUARY 2010:			
	Wright	LA Auto Show	cover story
	Carlson	F10 5 Series debut	
	Roemer	320 mileage champ	
	De Witt	Chasing BMW Oracle	
	Bastiampillai	Rookie to Roadie	
	MacPherson	Z8 meet in Munich	
	Siuru	Z435is	
DECEMBER	Haueter	Z4 35i track test at Watkins Glen with sidebar on Z4 30i	
		vs. Audi TT-S roadster	
	Shea	5 Series xDrive wagon	
	Shea	320d in France	
FEBRUARY	Shea or Louv	BMW Motorcycle school	Are we ever going to really do this?
MARCH 2010:			
	Morgan	Racing 2010 preview	
	Smith	Dinan racing engines	
	Roemer	BMW privateer race cars	
	Haueter	Turner Motorsport Koni Challenge M6	
	Walton	Helga Goes Home: 635i in classic tour	
	Roemer	Privateer BMW race car	
	Aftanas	Autocross tire pressure	
	Burgess	E30 M3 SigFest	
JANUARY	Haueter	Jamie Kitman 2002tii	
	McComas	47 Years of BMWs	
	Miller	128i coupe review	
	Dorrington	Touring Connecticut (in a 327)	
	DeWitt	BMW Aero Engine	
February	Bunker	B is for Blower	
January	Whalen	Tour of Rheims	
	Potsch (OTT)	Autocross newbie	
	Sanata	Sanata 700 vintage racer	This might have gone well with Self's Isetta story...
	Tackett	Here und there: The Autobahn versus the Interstate	
	Jacobs (OTT)	Jacobs Back Pain	
	Hall	BMW Brabham	
	Sanata	Sandy Leith garage finds	
	Miller	Vendor profile: Euro Depot	
	Knowles	M1 at Le Mans	HOLD for a few months---early 2010?
	Mosley (OTT)	Buying an M3	
	Merriman	Merriman East Coast chapter drive	
	Bartolucci	Mottorrad rally and Eiffel tour	
January	Benson	West Coast Z groups	
	Tongue OTT		
	Berchak	Lance White profile	
	Bird	VIR country-club track	

April	Will Young	Cross-country Z1	
JUNE	Patterson	Korman M3	
	Saylor OTT	Great Pumpkin Run	
	Vossler	Vossler Buffalo Run	
	Bunker	Prime 2002tii	
	Korman	Argentine Odyssey	
January	Eric		Expand to the Internet
	Eickenberry	Modding the E46 M3	
	Lippert	E36 transmission swap	Expand to the Internet
March	Wright	Colin Bach profile	
April	Roemer	Bobby Rahall's 2002	sidebar by Jared Rahall on cross-country drive
January	Fink, et al	Country Club tracks (New Hampshire, BeaveRun, VIR)	
January	Galler (OTT)	Galler-Life With a Tii	
March	Haueter	BMW race cars book review	
	Miller/Schnitzer	Ed Ullom collection revisited	This was supposed to have been done already. . .
	Morgan	Grand-Am, Koni Challenge at Lime Rock	
January	Holan	Diesel conversion	
January	Lachman	Video cameras for your BMW	
March	Lippert (ott)	E36 trans swap	
May	Meissner	California Dreamin'	photos by Kris Linquist?
July	Timken	BMW-Warbird (restored airplane)	
March	Will Young	Bill Young's M700	
	Hailey (OTT)	Euro Delivery travelogue	COVER STORY---maybe early 2010?
	Smith	Dynomometers	
	Demorais	data acquisition	probably not appropriate for national market
DECEMBER	Morgan	Late-season Grand-Am race (Miller or Homestead)	May run in January 2010 <i>(let's assume this story has run!)</i>

APRIL 2010:

Huntoon	SS1000 R launch
Roemer	
Morgan	Mike Gallino E30 M3 convertible
Morgan	Daytona

MAY 2010

Carlson	Monte Carlo in a Z4
Morgan	Sebring test days
	maybe
Roemer	
Queck	502 restoration

JUNE 2010

Roemer	
Morgan	Sebring

JULY 2010:

Roemer	
TBD	Long Beach
Haueteer	VIR

AUGUST 2010:

Roemer	
Haueter (tent)	Laguna Seca
	Lime Rock
Haueter	Watkins Glen

SEPTEMBER 2010:

	Le Mans
Roemer	

OCTOBER 2010:

	Monterey
Roemer	
	New Jersey Motorsports Park
	Lime Rock
Schnitzer	Spa

NOVEMBER 2010:

	Oktoberfest
Roemer	
Haueter	Trois Rivières
Morgan	Road America
Morgan	O-Fest Club Race

DECEMBER 2010:

Roemer	
Morgan	Miller Motorsports Park
Morgan	Petit Le Mans

Roundel expenses: **January-December 2009**

(Figures in Column B in red exceed yearly budget totals)

	YTD Accumulated totals	Yearly budget:	Per Month:
6011 · Roundel Editor-in-Chief	\$101,726.66	\$98,500	\$8,208
6012 · Roundel Managing Editor	\$77,968.00	\$87,600	\$7,300
6013 · Roundel Design	\$82,628.20	\$85,200	\$7,100
6015 · Writers	\$182,025.00	\$193,500	\$16,125
6020 · Production	\$15,535.80	\$15,000	\$1,250
6025 · Printing	\$721,929.74	\$840,000	\$70,000
6026 · Postage	\$270,740.82	\$291,000	\$24,250
6041 · Meetings	\$24.27	\$8,000	\$667
6046 · Employee/Member Goodwill	\$0.00	\$1,500	\$125
6040 · Travel & Entertainment - Other	\$5,184.22	\$9,500	\$792
6050 · Office Supplies and Expenses	\$0.00	\$0	\$0
6205 · Other Expenses	\$261.04	\$0	\$0
	\$1,458,023.75	\$1,629,799.92	\$135,816.66

Advertising Ratios

	Pages (excluding cover)	Ad pages	Advertising-to-Editorial Ratio
January	128	32.16	24.36%
February	128	33.07	25.05%
March	144	47.16	31.86%
April	136	48.08	34.34%
May	128	44.08	33.39%
June	136	50.33	35.95%
July	136	47.33	33.81%
August	136	52.33	37.38%
September	128	44.41	33.64%
October	128	48.83	36.99%
November	128	46.66	35.35%
December	128	49.33	37.37%
January 2010 issue	128	34.74	26.32%

Over/under budget	January			February
	January:	MonthlyUnder/Over	RunningUnder/Over	
(\$3,227)	\$7,960.00	\$248.34	\$248.340	\$7,960.00
\$9,632	\$7,088.00	\$212.00	\$212.000	\$7,088.00
\$2,572	\$6,877.35	\$222.65	\$222.650	\$6,877.35
\$11,475	\$14,000.00	\$2,125.00	\$2,125.000	\$15,350.00
(\$536)	\$1,349.65	-\$99.65	-\$99.650	\$1,369.65
\$118,070	\$62,308.36	\$7,691.64	\$7,691.64	\$62,213.18
\$20,259	\$23,461.20	\$788.80	\$788.80	\$20,433.78
\$7,976	\$0.00	\$666.66	\$666.66	\$0.00
\$1,500	\$0.00	\$125.00	\$125.00	\$0.00
\$4,316	\$1,835.99	-\$1,044.33	-\$1,044.33	\$29.97
\$0	\$0.00	\$0.00	\$0.00	\$0.00
(\$261)	\$0.00	\$0.00	\$0.00	\$0.00
\$171,776.17	\$124,880.55	\$10,936.11	\$10,936.11	\$121,321.93

YTD Page average (ex cover)	Total Pages (including cover)	Cost	Print cost per page (inc cover)	Postage
128	132	\$62,308.36	\$472.03	\$23,461.20
128	132	\$62,213.18	\$471.31	\$20,433.78
133	148	\$68,140.19	\$460.41	\$23,292.99
134	140	\$64,410.56	\$460.08	\$23,332.98
133	132	\$65,359.51	\$495.15	\$23,293.95
133	140	\$63,508.37	\$453.63	\$20,477.40
134	140	\$63,132.79	\$450.95	\$25,294.18
134	140	\$64,852.07	\$463.23	\$23,018.19
133	132	\$59,310.72	\$449.32	\$22,059.79
132	132	\$58,617.60	\$444.07	\$18,427.50
132	132	\$53,052.25	\$401.91	\$26,858.71
132	132	\$37,024.14	\$280.49	\$20,790.15
131	132			

February			March		
Monthly	Under/Over	Running	March	Monthly	Under/Over
		Under/Over			Running
					Under/Over
	\$248.34	\$496.68	\$7,960.00	\$248.34	\$745.02
	\$212.00	\$424.00	\$7,088.00	\$212.00	\$636.00
	\$222.65	\$445.30	\$6,877.35	\$222.65	\$667.95
	\$775.00	\$2,900.00	\$14,300.00	\$1,825.00	\$4,725.00
	-\$119.65	-\$219.30	\$1,269.65	-\$19.65	-\$238.95
	\$7,786.82	\$15,478.46	\$68,140.19	\$1,859.81	\$17,338.27
	\$3,816.22	\$4,605.02	\$23,292.99	\$957.01	\$5,562.03
	\$666.66	\$1,333.32	\$0.00	\$666.66	\$1,999.98
	\$125.00	\$250.00	\$0.00	\$125.00	\$375.00
	\$761.69	-\$282.64	\$0.00	\$791.66	\$509.02
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	\$14,494.73	\$25,430.84	\$128,928.18	\$6,888.48	\$32,319.32

Total printing and shipping costs Total printing and shipping costs
per page

\$85,769.56	\$649.77
\$82,646.96	\$626.11
\$91,433.18	\$617.79
\$87,743.54	\$626.74
\$88,653.46	\$671.62
\$83,985.77	\$599.90
\$88,426.97	\$631.62
\$87,870.26	\$627.64
\$81,370.51	\$616.44
\$77,045.10	\$583.68
\$79,910.96	\$605.39
\$57,814.29	\$437.99

April			May	
April	MonthlyUnder/Over	RunningUnder/Over	May	MonthlyUnder/Over
\$7,960.00	\$248.34	\$993.36	\$7,960.00	\$248.34
\$7,088.00	\$212.00	\$848.00	\$7,088.00	\$212.00
\$6,877.35	\$222.65	\$890.60	\$6,877.35	\$222.65
\$13,200.00	\$2,925.00	\$7,650.00	\$15,900.00	\$225.00
\$1,229.65	\$20.35	-\$218.60	\$1,289.65	-\$39.65
\$64,410.56	\$5,589.44	\$22,927.71	\$65,359.51	\$4,640.49
\$23,332.98	\$917.02	\$6,479.05	\$23,293.95	\$956.05
\$0.00	\$666.66	\$2,666.64	\$0.00	\$666.66
\$0.00	\$125.00	\$500.00	\$0.00	\$125.00
\$0.00	\$791.66	\$1,300.68	\$0.00	\$791.66
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$124,098.54	\$11,718.12	\$44,037.44	\$127,768.46	\$8,048.20

	June			
RunningUnder/Over	June	MonthlyUnder/Over	RunningUnder/Over	July
\$1,241.70	\$7,960.00	\$248.34	\$1,490.04	\$7,960.00
\$1,060.00	\$7,088.00	\$212.00	\$1,272.00	\$7,088.00
\$1,113.25	\$6,877.35	\$222.65	\$1,335.90	\$6,877.35
\$7,875.00	\$13,550.00	\$2,575.00	\$10,450.00	\$14,175.00
-\$258.25	\$1,229.65	\$20.35	-\$237.90	\$1,269.65
\$27,568.20	\$63,508.37	\$6,491.63	\$34,059.83	\$63,132.79
\$7,435.10	\$20,477.40	\$3,772.60	\$11,207.70	\$25,294.18
\$3,333.30	\$24.27	\$642.39	\$3,975.69	\$0.00
\$625.00	\$0.00	\$125.00	\$750.00	\$0.00
\$2,092.34	\$0.00	\$791.66	\$2,884.00	\$55.46
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$6.05
\$52,085.64	\$120,715.04	\$15,101.62	\$67,187.26	\$125,858.48

July			August		
Monthly	Under/Over	Running	August	Monthly	Under/Over
		Under/Over			Under/Over
	\$248.34	\$1,738.38	\$7,960.00	\$248.34	\$1,986.72
	\$212.00	\$1,484.00	\$7,088.00	\$212.00	\$1,696.00
	\$222.65	\$1,558.55	\$6,877.35	\$222.65	\$1,781.20
	\$1,950.00	\$12,400.00	\$15,350.00	\$775.00	\$13,175.00
	-\$19.65	-\$257.55	\$1,289.65	-\$39.65	-\$297.20
	\$6,867.21	\$40,927.04	\$64,852.07	\$5,147.93	\$46,074.97
	-\$1,044.18	\$10,163.52	\$23,018.19	\$1,231.81	\$11,395.33
	\$666.66	\$4,642.35	\$0.00	\$666.66	\$5,309.01
	\$125.00	\$875.00	\$0.00	\$125.00	\$1,000.00
	\$736.20	\$3,620.20	\$0.00	\$791.66	\$4,411.86
	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	-\$6.05	-\$6.05	\$0.00	\$0.00	-\$6.05
	\$9,958.18	\$77,145.44	\$126,435.26	\$9,381.40	\$86,526.84

September			October	
September	MonthlyUnder/Over	RunningUnder/Over	October	MonthlyUnder/Over
\$7,960.00	\$248.34	\$2,235.06	\$7,960.00	\$248.34
\$7,088.00	\$212.00	\$1,908.00	\$7,088.00	\$212.00
\$6,877.35	\$222.65	\$2,003.85	\$6,877.35	\$222.65
\$17,750.00	-\$1,625.00	\$11,550.00	\$18,450.00	-\$2,325.00
\$1,309.65	-\$59.65	-\$356.85	\$1,329.65	-\$79.65
\$59,310.72	\$10,689.28	\$56,764.25	\$58,617.60	\$11,382.40
\$22,059.79	\$2,190.21	\$13,585.54	\$18,427.50	\$5,822.50
\$0.00	\$666.66	\$5,975.67	\$0.00	\$666.66
\$0.00	\$125.00	\$1,125.00	\$0.00	\$125.00
\$0.00	\$791.66	\$5,203.52	\$614.31	\$177.35
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	-\$6.05	\$6.05	-\$6.05
\$122,355.51	\$13,461.15	\$99,987.99	\$119,370.46	\$16,446.20

	November			
RunningUnder/Over	November	MonthlyUnder/Over	RunningUnder/Over	December
\$2,483.40	\$12,960.00	-\$4,751.66	-\$2,268.26	\$9,166.66
\$2,120.00	\$7,088.00	\$212.00	\$2,332.00	\$0.00
\$2,226.50	\$6,977.35	\$122.65	\$2,349.15	\$6,877.35
\$9,225.00	\$15,400.00	\$725.00	\$9,950.00	\$14,600.00
-\$436.50	\$1,329.65	-\$79.65	-\$516.15	\$1,269.65
\$68,146.65	\$53,052.25	\$16,947.75	\$85,094.40	\$37,024.14
\$19,408.04	\$26,858.71	-\$2,608.71	\$16,799.33	\$20,790.15
\$6,642.33	\$0.00	\$666.66	\$7,308.99	\$0.00
\$1,250.00	\$0.00	\$125.00	\$1,375.00	\$0.00
\$5,380.87	\$967.11	-\$175.45	\$5,205.42	\$1,681.38
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
-\$12.10	\$6.05	-\$6.05	-\$18.15	\$242.89
\$116,434.19	\$124,639.12	\$11,177.54	\$127,611.73	\$91,652.22

December	
MonthlyUnder/Over	RunningUnder/Over
-\$958.32	-\$3,226.58
\$7,300.00	\$9,632.00
\$222.65	\$2,571.80
\$1,525.00	\$11,475.00
-\$19.65	-\$535.80
\$32,975.86	\$118,070.26
\$3,459.85	\$20,259.18
\$666.66	\$7,975.65
\$125.00	\$1,500.00
-\$889.72	\$4,315.70
\$0.00	\$0.00
-\$242.89	-\$261.04
\$44,164.44	\$171,776.17



The Magazine of the BMW Car Club of America, Inc.

2009 Year-End Recap

2009 Advertising Pages	542.77
2008 Advertising Pages.....	594.13
Gain/loss.....	-8.64%
Advertising billings, 2009.....	\$889,445.11
Advertising billings, 2008.....	\$1,040,522.11
Gain/loss.....	-14.52%
Payments received, 2009.....	\$863,918.92
Payments received, 2008.....	\$1,015,830.68
Gain/loss.....	-14.95%

Figures for national magazine advertising:
Jan-June 2009 vs same period 2008 (year- end 2009 figures not available yet).
Source: Magazine Publishers of America Assoc.

All titles

ad pages: -27.9% billings: -21.2%

All Automotive titles

ad pages: -47.8% billings: -43.3%

Automobile Magazine

ad pages: -36.6% billings: -31.8%

Autoweek

ad pages: -32.1% billings: -30.0%

Car & Driver

ad pages: -21.6% billings: -17.7%

Motor Trend

ad pages: -31.3% billings: -26.5%

Road & Track

ad pages: -31.8% billings: -28.2%

BIMMER & Excellence Magazines

ad pages: -30% billings: -30% (approx - info from ad director)



BMW Car Club of America, Inc.

640 South Main Street
Suite 201
Greenville, SC 29601
Phone 864 250-0022

Pre-Meeting Report

January 19, 2010

To: BMW CCA Board of Directors

Subject: Manager/National Events

Birmingham Marriott

3590 Grandview Parkway
Birmingham, AL 35243

2010 Chapter Congress

The Westin Dallas Fort Worth Airport.

There are 37 registrations for the upcoming conference, representing 20 chapters, 1 RVP and 3 National Staff. Two separate e-mails have been sent to the chapter officers; a third will go this Friday. I will begin a follow-up phone campaign on Monday, January 25, 2010. An updated congress registration list by chapter will be distributed to the RVP's at the Board Meeting for their review.

DRAFT AGENDA FOR 2010 CHAPTER CONGRESS

Friday

7:00PM - 9:00PM

Welcome Reception

Saturday

7:30AM - 8:00AM

Continental Breakfast

8:00AM - 8:15AM

Intro's and Welcome

8:15AM - 9:00AM

General Session

Crisis Communication, Logo Standards

9:00AM - 9:15AM

Break

9:15 AM - 11:50 AM - Officer Roundtables

9:15AM - 10:00AM

President, Treasurer, Recruitment, Foundation

10:10AM - 10:55AM

National SVCS, Social Media/Marketing, Recruitment, Foundation

11:05AM - 11:50AM

National SVCS, Social Media/Marketing, Recruitment, Foundation

Noon - 1:00PM

Lunch

1:00PM - 3:00PM

General Session
Rick Barnes -- Leadership Development

3:00PM – 3:15PM

Break

3:15PM – 5:15PM

Case Studies with RVP's

7:00PM – 9:00PM

Dinner/Chapter Awards

Sunday

8:30AM – 9:00AM

Continental Breakfast

9:00AM – 9:15AM

Announcements

9:15AM – Noon

Regional Breakouts

Strategic Planning

Oktoberfest Profit/Loss

Year	Location	# of Registrants	Income	Expense	Profit/Loss	National/Chapter Split
1993	Golden Gate	?	\$20,120.36	\$12,488.05	\$7,632.31	
1994	Boston	?	\$139,368.26	\$120,302.53	\$19,065.73	
1995	Rocky Mountain	?			(\$7,304.13)	
1996	National Capital	?	\$178,198.26	\$176,347.37	\$1,850.89	
1997	White Mountain	823	\$194,607.75	\$166,148.20	\$28,459.55	
			\$160,			
1998	Florida Chapters	537	552.00	\$199,442.00	(\$38,890.00)	
1999	Hoosier	564	\$181,921.00	\$190,745.70	(\$8,824.70)	
	South Atlantic					
2000	Chapters	1000	\$327,970.50	\$249,308.02	\$78,662.48	
2001	National (NH)	747	\$232,873.81	\$246,578.03	(\$13,704.22)	
2002	Rocky Mountain	753	\$213,161.25	\$248,379.73	(\$35,218.48)	
2003	Austin, Texas	453	\$62,647.00	\$78,708.36	(\$16,061.36)	
2004	Los Angeles	611	\$216,051.00	\$279,389.00	(\$63,338.00)	
2005	Greensboro	689	\$172,638.00	\$140,188.41	\$32,449.59	
2006	Grand Rapids	416	\$155,067.50	\$154,230.26	\$837.24	
2007	Ft. Worth	437	\$157,215.00	\$171,153.33	(\$13,938.33)	
2008	Watkins Glen	1162	\$404,027.57	\$219,120.13	\$184,907.44	\$34,386.71
2009	Road Atlanta	814	\$312,254.40	\$255,045.39	\$44,418.90	
2010	Road America					
2011	Barber Motorsports					

OKTOBERFEST 2010 – Road America – August 23 – August 29, 2010

Oktoberfest on-line registration will go live Monday, March 1, 2010 at 10:00AM EST. The M package and day pass prices will remain the same as 2009. Driving schools will be priced at \$250 – consistent with the Badger Bimmers pricing. As of Friday, January 15, 2010 -- The Osthoff Resort (host hotel) in Elkhart Lake has 216 arrivals totaling 1,236 room nights. In addition, Siebkens Resort has 20 arrivals totaling 101 room nights and The Baymont Inn in Plymouth has 2 arrivals totaling 6 room nights. The club race staff room block will be at Siebkens.

Oktoberfest 2010 Committee Chairs are:

Autocross Chair – C.R. Krieger, Badger Bimmers
Car Control Clinic – Bill Wade
Concours – Goetz Pfafflin, Rocky Mountain
Driving School/Club Race – Mike Clemens, Badger Bimmers
Gymkhana – Kathryn George, Windy City
Photo Contest – Darlene Doran, Rocky Mountain
TSD Rally – Jeff Joy and James Jurgenson, Badger Bimmers
Trivia Contest – Michael Izor, Boston

Liberty Mutual (\$15,000) will sponsor the opening night/welcome party. **Bridgestone** (\$12,000) will sponsor the Two-day Autocross and the Drive-In movie at Road America. **Odometer Gears** (\$4,000) will sponsor the TSD Rally. Once again, **Michelin** has expressed interest in the Gymkhana and "Try Me Program". I've approached Dunlop in regards to the 5-Day Driving School and ALMS Corral Sponsorship. Dunlop has been given a deadline of March 31, 2010 to secure this unique sponsorship offer.

I have received calls from Lee Wuesthoff, the GM of Concours BMW (Milwaukee) and Patrick Womack, the GM of Laurel BMW of Westmont, Illinois. Both dealerships have expressed interest in sponsorship opportunities.

My next site visit will be mid-May as I will be attending the Spring Vintage Races at Road America.

Oktoberfest 2011 – Barber Motorsports – October 10 – 16, 2011

Frank and I will be conducting a site-visit of the Renaissance Ross Bridge Golf Resort & Spa on Friday, January 22, 2010 as a potential host hotel. Clark Virden of Zoom Motorsport to give the board a tour of the Barber Motorsports complex on Saturday, January 23, 2010. Ron Drenning and the Heart of Dixie members are excited to host Oktoberfest at this great facility.

Oktoberfest Best Overall Performance Trophy – This is way the trophy is scored now. Steven edited BF Goodrich from the title.

The Best Overall Performance at Oktoberfest Trophy This trophy is awarded for the best overall performance at Oktoberfest based upon participation in the competitive events and driving activities. The trophy is on display at the BMW CCA National office in Greenville, South Carolina. An event trophy is awarded to the winner only, with no second place. Points are awarded as follows:

First Place in class	9 points
Second Place in class	6 points
Third Place in class	4 points
Participation in event	2 points

Scoring is based on results from 2/3 or 66.67% of the available events offered. Only the top score is counted from multiple-scored events, such as the Gymkhana and Photo Contest.

Points may be earned in the following events at the corresponding levels.

Autocross	9 points
Fun Rally	9 points
Gymkhana	9 points
TSD Rally	9 points
Club Racing	9 points
Concours	9 points
Trivia Contest	9 points
Photo Contest	9 points
Driving School	2 points
Car-Control CI	2 points

In the event of a tie, the participant with the most first-place finishes will be declared the winner. If a tie still exists, then the participant with the most second-place finishes will be declared the winner. This is repeated with each finishing position until one of the participants prevails.

BMW CCA Club Racing
Gary Davis
Chairman
18159 Meridian Rd.
Grosse Ile, MI 48138
734-308-7299
chairman@bmwccaclubracing.com

January 18, 2010

To: Board of Directors, BMW CCA
Executive Director, BMW CCA

Subject: Club Racing Chairman's Pre-meeting Report for January 23-24, 2010 Board Meeting.

Travel

January 22-24, 2010 to Birmingham, AL for National Board Meeting.

Planned Travel

March 5-7, 2010 to Dallas, TX for BMW CCA Chapter Congress.

Racer Advisory Committee

Canada: Allan Lewis
Pacific: Ralph Warren
South Central: Mike Akard
South Atlantic: James Clay (appointed)
North Central: Tim Smith (appointed)
North Atlantic: Dan Fitzgerald

National Staff

Appointment of new Chairman. Remainder of National Staff unchanged.

Appeals and Protests

The Tire Rack has renewed its series title sponsorship for 3 years. Bimmerworld Has renewed its sponsorship of the Club Racing Schools.

Other sponsor status:

- Evosport- Premier Sponsor
- HMS- Premier Sponsor and Official Safety Equipment Supplier
- UUC- Premier Sponsor (pending payment for 2009)
- VAC- Premier Sponsor

New Sponsor: Sunoco

Rules

The 2010 Rules were completed and published on the web site December 31, 2009.

The E30 M3 Touring Car Class was created for 2010 largely at the request of E30 M3 racers to provide a single class for first-generation M3s at a "preparation level greater than stock but not as costly as the modified classes".

2009 Series Recap

25 race events at 23 tracks

62 races

- South Atlantic - 19
- North Atlantic- 15
- Pacific- 12
- North Central- 8
- South Central- 5
- Canada- 3

298 active racers

Largest field- 70

Smallest field- 7

4 Club Racing Schools

2010 Season

28 race events on the calendar with more to be scheduled.

2 Club Racing schools on the calendar with more anticipated.

Finances

2009 finances have been reviewed with a net gain.

Tentative 2010 budget projects a net gain for 2010.

2010 Objectives

1. Complete the 2010 CR budget.
2. Complete the Club Racing Operations Manual.
3. CR Staff Workshop involving National staff and regional stewards with emphasis on ensuring consistency with competition, technical, and timing and scoring procedures at every race; to re-emphasize the CR mission to provide a competitive driving experience in a fun, **safe**, and friendly environment. Tentative to run concurrent with the Chapter Congress in Dallas, TX on March 6-7, 2010.
4. Establish web-based Associate Sponsorship package with national or regional options.

5. Expand the Club Racing web site to include more resources for racers and to create a more personal site (i.e. racer pictures and bios).
6. With the current economic climate and with competition from other racing opportunities, our current classification system will be re-evaluated to facilitate the participation of both entry-level and more prepared cars; the stock class will need a significant resuscitation to bring it back to a viable program. We will be looking at ways to attract BMW racers currently involved in other series, while maintaining our high standards of safety and driver skill.

Respectfully submitted,

Gary Davis
Chairman, BMW CCA Club Racing



NATIONAL DRIVING EVENTS COMMITTEE

To: BMW CCA Board of Directors
Frank Patek, Executive Director

From: Neil Maller, Chairman, NDEC
(email: neil.maller@gte.net)

Date: 20th January 2010

Subject: Quarterly Report, January 2010

Budget

The NDEC budget proposal for 2010 for was submitted earlier this week. For your convenience a copy is also included with this report.

Expenses

The NDEC held its annual Summit in Denver from 8–10 January 2010. The estimated expenses for this are \$5000 (budgeted amount; actual cost not yet available, but expected to be within budget). There are no other expenses to report for this period.

National Driving Events Committee

The composition and responsibilities of the NDEC and its members changed toward the end of 2009. They are now:

Neil Maller	Chairman and North Central Regional Representative
Ross Karlin	North Atlantic Regional Representative
Scott Adare*	Pacific Regional Representative
April Curtis	South Atlantic Regional Representative
Bruce Leggett	South Central Regional Representative
Dan Baker	Autocross Programs
Bill Wade	ITS Programs

* Mark Dadgar from Golden Gate Chapter very ably substituted at our annual meeting for the Pacific Region's Scott Adare, who had left earlier that week on an extended trip to Africa.

Dan Baker (Houston Chapter) brings much needed Autocross expertise to our group. At the NDEC's request he has been working since last year on a major update to the Autocross Minimum Standards (see later in this report).

Bill Wade now takes on responsibility for ITS, providing a new focus and a single NDEC point of contact for this key training program.

As the new NDEC Chair I plan to retain my existing North Central Region responsibility. With the two new national scope assignments this will also keep the committee's growth to a net increase of only one person.

This year we had an unusually large number of items on the agenda, including both significant projects from last year now reaching completion, and others newly needing attention. As a result this report will be rather long. (I promise to try and make up for that in brevity next quarter.) To keep this material as manageable as possible I'm dividing it into two separate attachments:

- **Attachment 1** includes proposed changes to the Minimum Standards, some of them substantial, which we are submitting for the Board's approval.
- **Attachment 2** consists of informational about other NDEC activities that do not require current action by the Board. All feedback and suggestions will be welcomed.

Two more things as I close this part of the report. Firstly, everything you'll be reviewing is the result of the experience, dedication and hard work of the NDEC members. I thank all of them for sharing their time and expertise. The other is that, looking at the scope of what we're now sending you, I'm sorry not to have planned on attending this Board Meeting to present it in person. However as our Board liaison, Mark Doran has been involved in much of the process, so I'm ~~instead sticking him with the job~~ leaving that in his capable hands. Thanks Mark!

Respectfully,

A handwritten signature in dark ink, appearing to read 'Neil', with a long, sweeping horizontal line extending to the right.

Neil Maller
Chairman, National Driving Events Committee

Copies: NDEC members



NATIONAL DRIVING EVENTS COMMITTEE

Quarterly Report, January 2010

Attachment 1
Minimum Standards Recommendations

Autocross Minimum Standards

Dan Baker has been working since early 2009 on a complete rewrite. This has now been through several reviews and updates by the NDEC and has reached final (we hope) form.

Because this amounts to a substantial rewrite rather than a revision, the existing version is not presented here for a point-by-point comparison. The new Autocross standards should instead be considered on a standalone basis.

One point of special note: The standard for autocross helmets (see 2.6.1) is being merged with that for Driver Schools and moved to a new Appendix H. This and other revisions to the helmet standard are covered in a separate section of this document.

The NDEC recommends that the Board adopt the following set of standards in their entirety, replacing the corresponding existing standards.

3.6 AUTOCROSS MINIMUM STANDARDS

1.0 Introduction

As part of its goal of promoting driver education and safety, the BMW Car Club of America, Inc. (BMW CCA) supports autocross programs conducted by its chartered Chapters and as an element of its national events (e.g. Oktoberfest). An autocross event is a non-speed driving skill contest such as, but not limited to, autocrosses and slaloms. These events are run on short courses that emphasize the driver's ability and the car's handling and agility.

Competition licenses are not required, and hazards to participants and property are not expected to exceed those encountered in normal, legal highway driving.

1.1.1 Since an element of risk is inherent in these events, BMW CCA is providing the following minimum standards and recommendations to minimize the risk of property damage and personal injury at BMW CCA autocross events.

1.1.2 BMW CCA Chapters and national events conducting autocross programs bear the primary responsibility to exercise reasonable care during each event. Chapters are encouraged to consult with BMW CCA to propose any changes to these standards that will improve the program.

1.1.3 These Minimum Standards and recommendations, on approval by the BMW CCA Board of Directors, shall be included in the Operations Manual. They become effective immediately upon publication, and may be updated at any time as required in the interests of safety or to satisfy legal or insurance requirements.

1.1.4 A copy of the most recent Autocross Minimum Standards must be present at every BMW CCA Chapter or national autocross.

1.1.5 These standards are minimum event standards that Chapters must meet for an autocross to receive BMW CCA sanctioning and to maintain BMW CCA Chapter status. BMW CCA sanctioning is defined as use of any of the following: BMW CCA name or logo, BMW CCA insurance, BMW CCA web site, Roundel advertising, or calendar listings. Chapters may set additional and/or more stringent requirements for their events.

1.1.6 For the purposes of this Minimum Standard the term "participant" means any person present at the event, including but not limited to competitors, drivers, staff, organizers, course workers, visitors and spectators. All participants must sign the event's Insurance Waiver (see 2.2.4).

2.0 Autocross Requirements/Recommendations

2.1 Budgets

Chapter boards and national event staff have full responsibility for event budgeting, for the components of the event (including sponsorship), and for full accounting of the revenues and expenses involved.

Recommendation: Autocross is a member benefit and should be priced to be accessible to as many members as possible.

2.2 Insurance

2.2.1 BMW CCA autocross events must be insured by a reputable company licensed to conduct business in the state in which the event is to occur. Chapters may use the BMW CCA policy or purchase coverage through the event facility (if this is available) which meets BMW CCA minimum coverage and limits. BMW CCA must be listed as an Additional Named Insured in the policy covering the event. If the insurance obtained is other than through the BMW CCA policy, then a copy of the endorsement page or the certificate of insurance must be provided to the National Office prior to the event. All rules, regulations, and requirements of the insurance policy must be followed explicitly and without deviation. BMW CCA's minimum insurance coverage and limits requirements are set by the National Office. Contact the National Office for current minimum liability amounts. It is the Chapter's responsibility to make certain that insurance coverage obtained other than through BMW CCA meets the Club's required levels of coverage.

Recommendation: That an autocross not be publicly advertised as a spectator event.

2.2.2 Other insurance for Accidental Death, Medical Expenses, and Lost Wages may be required by the event facility. This coverage is included under BMW CCA's policy. It is the Chapter's responsibility make sure that whatever insurance coverage provided meets the event facility's requirements.

2.2.3 The cost of insurance shall be the sole responsibility of the sponsoring Chapter or national event.

2.2.4 Insurance Waivers All persons entering the event premises must sign the appropriate insurance waiver. Chapters must keep original signed waivers for a minimum of seven years from the date of the event. Event premises shall be defined. Participants under age 18 must have minor consent waivers signed by either parents or guardians.

Recommendation: Minor waivers may consist of an annual waiver signed for "all autocross events" and "all dates."

Recommendation: Since waivers may be lengthy, the Chapter should make every effort to provide a sample copy to participants ahead of time, either as hard copy or electronically. Participants should always be given ample time to read the waiver prior to signing it.

Recommendation: The use of colored wristbands can help identify competitors, staff, workers, and guests and help organizers ensure that the appropriate waivers have been signed.

2.2.5 Liability Insurance for Cars

Chapters may choose to require evidence of liability and/or collision insurance on cars entered. They may at their option allow uninsured or unregistered vehicles to participate.

BMW CCA's motorsports insurance policy has no provision for payment for physical damage to vehicles.

2.3 Course Rules and Regulations - All rules and regulations specified by the event facility (and as negotiated by the sponsoring Chapter with the facility) must be followed explicitly and without deviation.

2.3.1. Course Design and Operation

- a. The course design should be such that vehicles proceed in a forward motion and that reverse gear will not be needed.
- b. The course shall be laid out so that there is an acceptable distance between the course and any obstacles or impediments, such as ditches, light poles, curbs, spectator areas, buildings, fences, parked cars, or other objects. A minimum distance of twenty-five feet is recommended. This safety margin must be increased on the outside of faster corners and unobstructed spinout areas shall be included where possible. Event viewing areas should be at least 75 feet from the course boundaries.
- c. Course boundaries shall be clearly defined. Site boundaries should also be defined as clearly as possible.
- d. No cone should weigh more than five pounds and its position should be clearly marked with chalk or other temporary means to facilitate easy replacement by the course workers.
- e. The course design may be such to allow the overlapping of multiple cars on course at the same time if space and timing equipment allow. When running more than one car on the course at the same time, allow sufficient separation between cars so that competing cars never come in close proximity on the course; and, so that there is adequate time to flag a following car to a stop if the preceding car knocks down a cone or gets into trouble.
- f. Course boundaries shall remain the same for all drivers. If, while on course, a driver observes a course change due to displaced cones, they must report the course change to course personnel, at which time the driver is to safely drive to the end of the course at a reduced speed and trip the finish line timer. The driver may then be granted a rerun. A driver shall not be granted a rerun if they have already received a DNF on any portion of the course prior to the altered portion in question. Once they score a DNF their run is over and a rerun should not be granted. (DNF = Did Not Finish; essentially, a disqualification for that particular run.)
- g. Whenever a pylon is moved, it must be returned to its original position. If the pylon cannot be returned safely then any affected participant may be granted a rerun subject to 2.3.1.f. if the missing pylon either positively or negatively affects the participant's run.
- h. When laying out a course, both the size and type of the vehicles competing as well as site conditions should be taken into consideration. Speeds on straight

stretches should not normally exceed highway speed. The fastest portions of the course shall be those most remote from spectators and property. These guidelines should be adjusted downward when site conditions will not safely support the speeds indicated above.

- i. The course as laid out shall be on a paved surface that contains no dangerous holes, loose gravel, gratings, oily spots, or other hazardous features. Dips that could get a car airborne shall not be included. Special care shall be taken in the location of the start, finish, staging, and timing areas. The timers and staging area must be placed well clear of the course in a safe area. The course design should allow for a safe and controlled finish. It is not recommended that competing cars be required to come to a complete stop immediately following the finish line. It is preferred that cars be required to slow to a walking speed within a controlled area before returning to the grid or paddock areas. A complete stop should be required only when unusual site conditions exist. In all cases, a sufficient distance past the finish line must be available to safely slow or halt any competing car from the highest possible speed attainable at the finish without locking brakes or wild maneuvering. It is recommended that an official be assigned to control the finish area. Particular care must be exercised in the finish area to keep it free from hazard to participants.
- j. Negative cambered turns will be avoided if at all possible.
- k. A long straight (over 150 feet) should not terminate in an extremely sharp turn (e.g. a short radius U-turn).
- l. Except on permanent circuits such as go-kart tracks, the inner and outer limits of turns and corners should be marked by course markers, displacement of which results in time penalties. Chapters are encouraged to outline the course with chalk or other suitable means to make it easy for novice drivers to follow.
- m. Corner limits must never be marked by curbs, buildings, poles, trees, soft shoulders or other hazards likely to cause damage to a car, or likely to cause a car to overturn.
- n. Cars on the course simultaneously shall not run in close proximity to each other.
- o. All portions of the course shall be visible to at least one course marshal who can communicate through signals or by electronic means with the starting line.
- p. Entrance and exit lanes should enter the course at separate points, though they may be close together. They will be kept clear for use by competing cars at all times.
- q. Participants and/or obstacles should not be located at the end of long or high-speed straights.
- r. Participants must be kept at a safe distance from the course, particularly at the outside of turns and at the start and finish lines. Unless protected by substantial barriers, viewing areas must be isolated. Chapters shall have the authority to set minimum viewing distances from the course but such minimum viewing distances may not be less than 75 feet from the course edge in unprotected areas (e.g. those without adequate barrier protection such as concrete or tire walls).
- s. Appropriate fire extinguishers, flags and material for cleaning up fluid spills must be provided by the host Chapter.

- t. Video or still cameras are not permitted at course worker positions or other locations within the course area. Exceptions may be granted for special purposes by the event organizers only if the location is acceptable to the event chair and if the photographer is accompanied by a spotter to warn of approaching vehicles.
- u. A DNF results in no time being given for that run.
- v. The participant shall neither exit the car nor release seatbelts until the run is safely completed. Doing so will incur a DNF for that run.
- w. The Autocross Chairperson or appointee must approve course designs in advance of the event. Before the first car runs, the Autocross Chairperson or appointee shall check the complete course layout for compliance with course design standards.

2.3.2. Car Classification – To be determined by the sponsoring Chapter for Chapter events. For national events, classification shall be consistent with the Oktoberfest/National Events Manual.

2.3.3. Course Design / Car Classification References.

The following references have been included for assistance to those Chapters starting autocross programs, and for general reference. This is not an inclusive list, and these references may not all remain up to date.

- Roger Johnson's Solo2 Course Design Booklet
<http://www.houscca.com/solo/courses/coursedesign.zip>
- Kate Hughes's AX handbook <http://www.tirerack.com/features/solo2/handbook.htm>
- Bob Tunnell's Advice For The First Time Autocrosser
<http://www.tunnellracing.com/advice.html>
- The SCCA Solo II web site <http://www.scca.org/Solo/>, then click on "Cars and Rules."

2.4 Chapter Event Plan - Recommendation - Each Chapter desiring to conduct autocrosses must create an autocross plan with details for conducting this type of event. The Chapter plan must be in conformance with these standards and shall be approved by the Chapter's Board of Directors.

2.5 Driver's Qualifications

2.5.1 Age of Drivers - Minimum age for drivers in BMW CCA autocross is 16.

2.5.2 Driver's License - Each driver shall possess a valid drivers license.

2.6 Safety Devices

2.6.1 Helmets must be worn by all participants during all course runs. For helmet standards, please refer to Appendix H.

2.6.2 Lap and Shoulder Belts are required for all occupants and must be fully functional. If aftermarket seat belts are used, they must be installed in compliance with manufacturers' installation instructions. (See 2.8.2.d for kart exemption.)

2.6.3 Advanced Vehicle Systems (such as ABS) At no time should an event organizer, worker, or volunteer endorse or participate in the disabling of a factory installed safety system that is not normally driver-controllable (e.g. ABS).
Note: A system that has a driver-controlled switch (such as automatic traction control) may be turned off/on by the driver ONLY.

2.7 Instruction Chapters may, subject to available time, personnel and resources, offer classroom and/or individual instruction to participants. This might be especially helpful to novice autocrossers. It is up to the individual Chapter to select/designate those instructors, who should be identified during the Drivers Meeting.

Recommendation: That Chapters designate one or more individuals as instructors.

2.8 Conduct of the Event

2.8.1 Technical/Safety Requirements Vehicles used to autocross must be in acceptable mechanical condition such that they do not present unacceptable hazards to participants or to the facility. BMW CCA and/or the Chapters reserve the right to reject any vehicle for any reason.

2.8.2 Technical/Safety Review Items All vehicles must pass a safety review prior to each event. Safety inspectors may identify defects in the vehicle, but should not attempt to fix them. Below are examples of items that could be checked by an event staff worker familiar with the safety and mechanical systems of vehicles. Beyond checking that the required safety equipment is present and that the vehicle is not leaking fluids, the extent of the safety inspection is at the discretion of the event organizer, keeping in mind that the primary consideration is to minimize hazards for all individuals at the event. The ultimate responsibility for the condition of the vehicle rests with the participant.

- a. Wheels must be safely attached and exhibit no cracks. Wheel nuts/bolts should be tightened to the manufacturer's recommended value.
- b. All loose items must be removed from the vehicle. If a video camera is employed, it must be securely mounted.
- c. Tires must show no cords, belts, or cracks in the tread or sidewall.
- d. Seat belts and/or harnesses must be properly installed and in good condition.
Note: Due to their special safety considerations, karts are exempt from requiring seat belts.
- e. Brakes must be in good working order, have no leaks under pressure, and have adequate fluid in the master cylinder.
- f. No fluid leaks (fuel, oil, coolant, power steering fluid, transmission and differential fluids, brake fluid) are permitted while the vehicle's engine is running.
- g. Wheel bearings, steering mechanism, suspension, and shocks must be in good operating condition.
- h. The exhaust should be in good working order.
- i. Helmets for all occupants must meet specifications outlined in Appendix H.
- j. Competitors driving karts of any kind are required to wear a collar type neck brace designed for motorsports use, as well as gloves, jackets and full length pants made of leather, vinyl, abrasion resistant nylon or equivalent.
- k. Closed-toed shoes are mandatory for drivers. No open-toed shoes, sandals or "flip-flops" are allowed on course.
- l. Roll bars, if installed, must be properly and securely mounted.

2.8.4 Drivers/Workers/Spectators Meeting Before the first car runs, the event organizer shall conduct a meeting to explain all of the procedural and safety rules to all the competitors, staff and spectators. This should include:

- a. Confirmation that everyone has signed the insurance waiver(s)
- b. The meaning of each flag.
- c. Procedures to be followed in case of a “red flag” situation.
- d. Corner worker responsibilities.
- e. Explanation of the “down and out” rule if cones are used.
- f. Explain the use of radios and fire extinguishers if they are provided.
- g. Emphasis on safe conduct in the grid area and in the general site area.
- h. An explanation of where spectators are allowed to go.
- i. Ensuring that any children present must be supervised at all times and any pets must remain on a leash.
- j. Reminding course workers to remain alert and observant, stay standing, to watch each car as long as it is on course, and to carry their red flags at all times.
- k. Reminding all that the use of alcohol or drugs is forbidden.
- l. Reminding all that only certain individuals, as approved by the Chapter, may take passengers.
- m. Reminding all participants that all cones hit after the start will count as penalties.
- n. Reviewing any special safety considerations, policies or procedures that apply to your specific site.

In addition, the event organizers must make arrangements to cover these safety issues with anyone arriving after this meeting.

2.8.5 Course Inspection All drivers should have an opportunity to inspect the course prior to driving their first run.

2.8.6 Site Access The site shall be closed to non-participant traffic. The autocross area shall be clearly marked, and be separate and distinct from parking, staging, and grid areas. Only competitors, course workers, event staff, and emergency personnel are allowed to be in the course area during timed runs.

2.8.7 Fun Runs Fun runs may be allowed, as long as all safety considerations in place for competitive runs remain in place for fun runs.

2.8.8 Passengers Only Chapter designated instructors or other experienced drivers as designated by the event officials are allowed to take passengers for rides during their runs. Passengers must have signed all required insurance waivers. If the passenger is under the age of 18, they must be a minimum of 4' 9" tall and are required to have the minor consent waiver filled out and signed by either parents or guardians. Passengers are required to wear a proper fitting helmet as outlined in Appendix H, and each passenger must have his or her own exit door.

2.9 Consumption of Alcohol or Illegal Drugs Any attempt to participate in an event while under the influence of alcohol or illegal drugs is strictly prohibited. Consumption of alcohol or illegal drugs by anyone present at the event is not allowed. Violators are subject to immediate expulsion from the event. Participants must also pay attention to the

effects of any over-the-counter or prescription medications they may have taken that could adversely effect their ability to operate a motor vehicle.

3.0 Emergency Services The event organizers shall have access to appropriate emergency response contact numbers, including ambulance, fire, and police. Chapters shall have a written emergency response plan.

4.0 Driving Event Accident/Incident Occurrence Report

This form must be filled out in the case of any incident at an autocross event in which a vehicle or property sustains physical damage, or in which an occupant or other event participant sustains physical injury.

This report is to be completed and submitted to the National Office within 48 hours after the end of the event. The Chapter will retain a copy. If an incident involves injury, the National Office must be notified immediately in accordance with the BMW CCA Crisis Communications Plan.

5.0 Compliance Procedures

5.1 BMW CCA's first priority is to encourage ongoing and safe driving events. If any Chapter is alleged in writing to have violated these specified requirements, a letter will be sent to the Chapter president detailing the issues and requesting the Chapter's response. If the allegations are true, the Chapter must prepare a corrective action plan to ensure the violation is not repeated. Driving Event Minimum Standards Compliance Enforcement Procedures are set forth in Appendix A.

5.2 If a Chapter wishes to propose a methodology not in compliance with these minimum standards, the Chapter must submit a detailed event plan to the National DEC. Upon review, the DEC may authorize the Chapter to conduct a test event using the proposed methodology, and may send an observer to evaluate the event.

Helmet Standards

We propose a single update to deal with several helmet standards issues:

1) A major revision to the Snell Memorial Foundation's testing procedures starting with the new 2010 standards has resulted in changes to their normal standards release timetable. The M2010 standard was issued substantially in October 2008, much earlier than normal, while SA2010 is still pending (although a final draft was released in October 2009). Under our present helmet language this will have the effect of M2000 helmets becoming ineligible for use a year earlier than normal (see 2.6.1, "general introduction of the current standard") and also at a different time than SA2000 helmets.

This will present problems both for drivers and for event administrators.

2) The current language uses "general introduction of the current standard" as a date reference to determine helmet eligibility. This language is vague, hard to determine (Snell's final Standards Booklets are undated) and subject to varying interpretations.

3) The existing DS and autocross standards differ from one another:

DS	Current or <u>one</u> prior Snell standards, plus one year grace period
Autocross	Current or <u>two</u> prior Snell standards, plus one year grace period.

As a result the autocross standard can in some cases allow using helmets as much as 15-years old, depending on what "general introduction of the current standard" is held to mean (e.g. an SA95 helmet bought in 1996 could still be eligible through 2010 or 2011).

We propose to merge DS and autocross helmet rules into a single standard, make the eligibility easier to determine and administer, and move the common standard to a new Appendix H document for ease of reference.

We are also adding FIA 8860 helmets to align with CR rules.

The NDEC recommends that the Board approve the following changes.

(Note: the autocross helmet changes have already been referenced in the Autocross Minimum Standards rewrite, see preceding section.)

DS Minimum Standards

2.6.1 HELMETS. Helmets must be worn by all participants during all in-car sessions other than low speed (50 mph or less) track familiarization sessions and touring laps referenced in section 2.8.6.

~~All helmets must be rated at least either the current or immediate prior Snell rating (e.g., if currently available standard is Snell 2005, then Snell 2005 or 2000 is required); or the corresponding SFI rating as allowed in current BMW CCA Club Racing Rules (currently SFI Sticker 31.1a for open faced helmets and SFI sticker 31.2a for closed faced (prior to 12/31/04), SFI 31.1/2005 (after 1/1/05). A one year grace period applies after general introduction of the current standard.~~

See [Appendix H](#) for helmet standards.

Appendix H

Helmet Standards

Helmets used in Autocross or Driver Schools must be rated to the current or immediate prior Snell Memorial Foundation SA or M standard (or to other standards as named below).

Exception: Helmets meeting the second preceding Snell standard may be used for a grace period extending through the next calendar year following the nominal year of a newly issued standard. This is intended to allow sufficient time for helmets meeting the most recent standard to become generally available for purchase to replace these older helmets.

Example: If the current standard is Snell 2010, then helmets meeting either Snell 2010 or the prior Snell 2005 standard are always allowed. In addition, Snell 2000 helmets can be used through calendar 2011 (the latest standard's nominal year of 2010, plus the next year as a grace period).

Either Snell SA (Special Applications, such as racing) or Snell M (motorcycle) helmets are acceptable. Chapters may at their discretion choose to require the higher SA rating for high speed events such as Driver Schools.

In addition, SFI 31.1 and FIA 8860 (the applicable standards at the time of writing, may be subject to change) helmets that meet BMW CCA Club Racing eligibility rules at the time of the event are allowed.

Recommendation: That any older helmet used during its grace period be replaced as soon as possible with one meeting the latest standard.

Recommendation: Use of a full-face helmet with its face shield in place is strongly advised. The face shield of a full face helmet should be closed, or else removed from the helmet. (It may deflect a deploying airbag into the eyes of the wearer, or violently force the head backwards.) Any external visor above the eye-port should be removed for the same reason.

Convertible Rules (excess wording)

A lengthy exposition about FMVSS rules for convertibles in the Driving School Minimum Standards section 2.8.7 was never intended to be included in the Minimum Standards and appears there in error.

The NDEC requests that the wording indicated below be removed.

2.8.7 CONVERTIBLES and Cars with Removable Roof Sections

Convertibles are defined as cars with retractable tops, whether softtop or folding hard-top.

Removable roof sections include targa tops and T-tops. These are characterized by part of a fixed body structure above the passenger compartment.

About the National standards

Vehicle safety standards are laid out in NHTSA (National Highway Transportation Safety Administration, a unit of the Department of Transport) regulations, collectively known as the FMVSS (Federal Motor Vehicle Safety Standards).

Roof crush resistance standards are found in FMVSS §571.216. As of the most recent version (10/1/2008), a force of 1.5 times the car's weight (but not to exceed 5000 lb) is applied in a specified location and manner to the car's roof, which must deflect no more than 5 inches.

Convertibles are specifically exempted from the roof crush standard per FMVSS §571.216.S3(c). However a manufacturer may at its option decide to comply with the normal standard instead of following the alternate standard for convertibles (see below).

NHTSA's definition of a convertible in FMVSS §571.201.S3 is this: "Convertible means a vehicle whose A pillars are not joined with the B pillars (or rearmost pillars) by a fixed, rigid structural member."

Convertibles that do not follow the roof crush standard must instead comply with the occupant protection standard of FMVSS §571.208.S5.3 which specifies a 30 mph lateral rollover with top up and windows closed. The pass criterion per FMVSS §571.208.S6.1 is that a test dummy be contained "within the outer surfaces of the vehicle passenger compartment."

Conclusions

The DEC is consistent with NHTSA in considering vehicles with folding hardtops to be convertibles.

Fixed roof are required to meet roof crush standards but convertibles are not.

It's possible that some convertibles may meet the fixed roof standards if their manufacturers have opted to do so. It's not clear whether there is any way to know which, if any, convertibles fall into that category.

Recommendations

That we define convertibles in the same language as, and with reference to, the FMVSS regulations. This would provide a clear rationale for our position based on objective criteria.

That we maintain the current regulations to the effect that convertibles are allowed in high speed events only if they have safety equipment consisting of a full cage or a compliant roll bar (per Appendix B) plus 5/6 point harnesses. Factory hoops or pop ups don't comply. Chapters may at their option decide to exclude convertibles altogether.

Internally we might wish recognize the future possibility that some hardtop convertibles may have passed the same roof crush test as fixed roof vehicles, and that if that could be established then they should be considered for participation in high speed events.

DE and Club Race Participation Rule

There is a well established practice of maintaining a “Chinese Wall” between the organization and staff of a DE and that of a Club Race when those are held at the same weekend and track. However this does not appear to be documented in the Minimum Standards. Last year in the North Central region we had least one instance of a Chapter's Chief Instructor participating in the CR during the DE for which he was also responsible, and of an instructor in another DE also driving in a CR and missing two track sessions with his student (a stand-in was assigned) due to CR schedule slippage. It seems likely that these are not the only cases.

The NDEC feels his needs to be addressed, but it gets complicated. We all recognize the problem when we see it, but it's hard to construct rules that don't lead to unintended consequences. In particular we need to consider the effect on multi-day, back-to-back schools, autocrosses and Club Races such as those at O'Fest. It's not uncommon for O'Fest club racers who are unfamiliar with the venue also to sign up as A Group DE students in order to learn the track. We don't want to prevent that as long as their DE is on a different day than the race.

We also don't want to get in the way of casual crossover activities, such as DE participants volunteering as pit crew for their friends who may be driving in a CR.

The following is a very rough draft to which changes seem likely. I want to push out to the Chapter DEC's for comment before we go any further. It's included here in the same spirit.

First Draft:

There is a critical need to protect the non-competitive event status of BMW CCA Driver Schools, especially when they are held in conjunction with one or more competitive events (e.g. Club Race, Autocross, Time Trial, etc.). When both competitive and non-competitive events are held together as a joint event, the following rules will apply.

1) Organizational staff (including but not limited to the Chief Instructor, Safety Steward, Tech Inspector, etc.) who exercise those responsibilities at the joint event shall not participate in any capacity in both competitive and non-competitive activities held on the same day.

Example: DE officials may not serve as a CR official in any capacity, nor may they compete in or practice for a CR.

Example: A CR official may not be participate as a DE instructor or student.

2) No student, competitor or instructor may participate in both competitive and non-competitive events held on the same day.

Example: A DE instructor may not compete in or practice for a CR.

Example: A CR competitor may neither instruct nor be a student in a DE.

3) When separate and distinct DEs, CRs or autocrosses are held on various days, such as the multiple one-day DE's at O'Fest, these are not considered to be joint events for the purpose of these rules, since they feature separate enrollments and do not take place on the same day.

Example: An instructor or student participating in a Friday one-day school may also compete in the Saturday-Sunday Club Races, or in a Thursday autocross.

The final rule could be inserted as a separate point under **2.7.5 Driving School Staffing Guidelines** (delete the word “Guidelines”) or **2.8 Conduct of the Event**.

Waivers

At the 2009 DEC Congress Pete Lyons informed delegates that the standard waiver document alone is sufficient, and that any use of additional waivers (e.g. a Helmet Waiver) may tend to weaken the standard waiver. However the Minimum Standards still include a Convertible waiver, and we know that some Chapters have not discontinued the use of a separate helmet waiver.

NDEC: Issue clarification to Chapters that use of helmet or other waivers should be discontinued.

Action: Delete following convertible waiver from Minimum Standards Appendix B:

CONVERTIBLE ROLLBAR CERTIFICATION ACKNOWLEDGMENT AND RELEASE

~~In addition to all other pre event preparation and inspection, I/we hereby certify that the roll bar installed in my/our convertible has been installed and checked by a qualified individual. I/We further understand that the choice of roll bar and any and all other rollover protection equipment or devices added to, or used in connection with this vehicle are entirely my choice and responsibility, that the _____ Chapter of the BMW CCA, Inc., BMW CCA, Inc. and/or its members cannot be held liable or responsible for any vehicle or its equipment, and that problems, malfunctions or damage, including the possibility of bodily injury, may occur in connection with the operation of this vehicle, prior, during or subsequent to the driving school.~~

~~I/We specifically acknowledge that the trackside vehicle spot check which may have been performed on this vehicle cannot verify that the roll bar and any other rollover protection equipment or devices do I in fact provide adequate protection or have in fact been properly installed or used, for this high speed driving event. **No representations or warranties are implied or expressed** as to the quality or adequacy of any roll bar, or rollover protection equipment or device, its manufacture or installation by any spot check of the vehicle or by permission to enter and drive this vehicle in this High Performance Driving School. I/We do not rely on _____ Chapter of the BMW CCA, Inc., BMW CCA, Inc. and/or its members in any way in my/our decision to so equip my/our vehicle or drive the vehicle in this High Performance Driving School.~~

~~I/We acknowledge that the inspection of my/our convertible and roll bar, as equipped, by members of the _____ Chapter of the BMW Car Club of America, Inc., is for the purpose of determining whether my roll bar appears from a visual inspection to be attached and intact. **I/We acknowledge that there is being made no guarantee of fitness for use or particular purpose, and that I am relying solely on my own judgment and decision in using my convertible, as equipped, in a Club event and in choosing such equipment for use in a Club event.** I release, acquit and forever discharge the BMW Car Club of America, Inc., its chapters, officers, members, employees, lessors, associates, successors, or assigns from any and all liability, claims, demands or causes which may arise from any injury sustained by me, whether or not due to their negligence, including bodily injury.~~

~~I represent that I am the age of 18 years (or if between 16 and 18, both I and my parent have signed a Minor Release waiver), that I understand that I am participating in a dangerous event, and that my roll bar or other Rollover equipment or device may, in fact, not fully protect me under the circumstances of my participation in this event. **I further represent that I have read the foregoing in its entirety, and I fully understand its contents.**~~

~~Date: _____ Signed by: _____~~

~~Signed by: _____~~

~~**The parent of any participating minor must read and sign this certification, acknowledgment, and release prior to said minor's participation in the event.**~~

Appendix B

This section covering roll bar requirements for convertibles in high speed driving events suffers from a number of inconsistencies, including a prior reference to roll cage standards that aren't included in it. NDEC member Bruce Leggett took on the job of rewriting Appendix B to make it both simpler to understand and easier for the Chapter to administer. It has also been updated to reflect current practice (e.g. requiring the use of non-resilient SFI 45.1 padding).

However the core technical requirements for roll bar construction have not been changed.

Finally, the missing roll cage section is now provided (see B.3). Note: These rules for roll cages are consistent with those to be used at O'fest 2010, in that roll cages approved by a recognized race series (BMW CR, SCCA, NASA etc.) are acceptable.

The NDEC recommends that the Board adopt the following Appendix B in its entirety, replacing the corresponding existing section.

APPENDIX B

ROLLOVER PROTECTION IN CONVERTIBLES

These specifications are for inspecting convertible roll bars or roll cages and represent minimum requirements for any convertible being used in a track session at speed. The words “shall” and “shall not” indicate that the specification is mandatory.

In this appendix, “Tech Inspector” or “TI” are used to denote the driving school official responsible for approving the allowance of cars into the driving school. This might be the DS Chair, Safety Steward, Chief of Tech, or other person designated by the DS Chair.

B.1 Inspection and Approval

- a) Convertible roll bars/cages shall be inspected and approved by the Tech Inspector (TI) for each driving school.
- b) The TI may apply more stringent requirements than are listed here in arriving at their decision to allow or disallow a convertible with a roll bar/cage into the school.
- c) The TI may accept a written and signed inspection report completed by an alternate roll bar/cage inspector with recognized expertise. It is recommended that this not be the person/shop that built or installed the roll bar/cage.
- d) The participant should discuss approval of their roll bar/cage-equipped convertible with the TI prior to the school to ensure that there is time to properly complete the required inspection.

B.2 Basic Design Considerations

- a) Helmet Reference Plane Clearance

The Helmet Reference Plane (HRP) is defined as:

Note: all measurement points shall exclude any padding affixed to the tubing.

- In cars with roll bars, a plane drawn from the top of the main hoop to structural parts of the chassis (usually in front of the base of the windshield, such as the top of the front suspension strut towers).

- In cars with roll cages, a plane drawn from the top of the main hoop to the top of the upper windshield cage crossbar.

With the driver and passenger seated normally, and restrained by their seatbelt or shoulder harness, the following two requirements shall be met (see Figure 1):

- i) The top of the roll bar or main hoop shall be a minimum of two (2) inches above the top of the driver's and passenger's helmets;
- ii) The driver's and passenger's helmets shall be below the HRP.

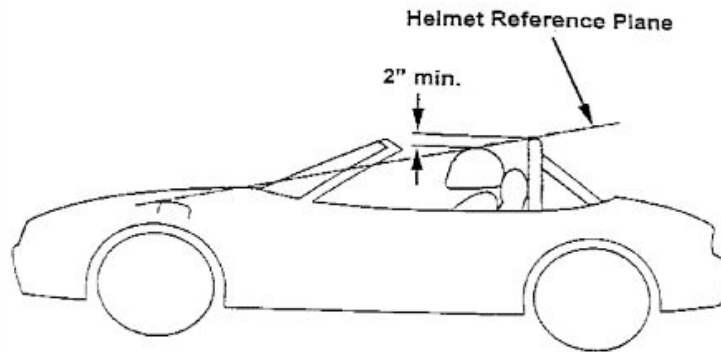


Figure 1. Helmet Reference Plane

- b) The roll bar/cage shall be designed to withstand compression forces resulting from the weight of the car coming down on the roll bar/cage, and to take fore, aft and lateral loads resulting from the car skidding along the ground on the roll bar/cage.
- c) The roll bar/cage shall extend the full width of the cockpit.
- d) Any portion of the roll bar/cage or bracing that might be contacted by the driver's or passenger's helmets shall be covered with non-resilient padding meeting the SFI 45.1 standard or equivalent. This energy absorbing material shall be firmly attached to the tubing.

B.3 Roll Cage Requirements

The following roll cage requirements are in addition to the basic requirements in B.2.

B.3.1 A racecar roll cage is acceptable if it was previously approved by a road racing sanctioning body deemed acceptable to the Club (e.g. BMWCCA Club Racing, SCCA, NASA, FIA), as evidenced by a validated racecar logbook (which need not be current).

B.3.2 A custom-built roll cage (minimum 6 mounting points) without a logbook is acceptable if it can be shown that it was built to satisfy the roll cage safety rules of an acceptable road racing sanctioning body (see B.3.1). A copy of the sanctioning body's roll cage rules shall be provided upon request for use during the inspection of conformance to the safety aspects of those rules to the satisfaction of the TI.

B.3.3 A commercially-available roll cage (minimum 6 mounting points) is acceptable with proof of purchase from a company that engineered the cage for that make/model of car and intended it for road track driving use. The cage shall be installed per the manufacturer's instructions, which shall be supplied upon request for use during the inspection.

B.4 Roll Bar Requirements

The following roll bar requirements are in addition to the basic requirements in B.2.

B.4.1 Material

- a) The roll bar hoop and all braces shall be seamless ERW (Electric Resistance Welded) or DOM (Drawn Over Mandrel) mild steel tubing (SAE 1010, 1020, 1025 or equivalent), or chrome molybdenum alloy steel tubing (SAE 4125, 4130 or equivalent). Use of mild steel tubing is recommended, since chromium alloys are difficult to weld and must be normalized to relieve stress.
- b) The size of the tubing shall be determined based on the vehicle curb weight as follows:

Vehicle Curb Weight	Roll Bar Mild Steel or Chrome-moly Outside Diameter x Wall Thickness in inches *
Under 2,000 lbs.	1.50 x 0.120
2,001–3,500 lbs	1.75 x 0.120
Over 3,500 lbs	2.00 x 0.120

* minus 0.010 inches allowance on all tubing measurements

An inspection hole of at least 3/16 inch diameter shall be drilled in a non-critical area of the roll bar hoop to facilitate verification of tubing wall thickness.

Where bolts and nuts are used, they shall be at least 3/8-inch diameter SAE Grade 5 or equivalent.

B.4.2 Welding

Welding shall conform to American Welding Society D1.1, Structural Welding Code, Chapter 10, Tubular Structures. Welds shall be visually inspected and are acceptable if the following conditions are satisfied:

- i) The weld shall have no cracks.
- ii) Thorough fusion shall exist between weld metal and base metal.
- iii) All craters shall be filled to the cross-section of the weld.
- iv) Undercut shall be no more than 0.010-inch deep.

B.4.3 Roll Bar Hoop and Bracing

- a) One (1) continuous length of tubing shall be used for the roll bar hoop with smooth, continuous bends and no evidence of crimping or wall failure. The radius of the bends in the roll bar hoop (measured at center-line of tubing) shall be not less than three (3) times the diameter of the tubing. The roll bar hoop shall have a maximum of four (4) bends totaling 180 degrees \pm 10 degrees. Whenever possible, the roll bar hoop should start from the floor of the car.
- b) Roll bar hoops shall have two (2) straight fore/aft braces with tubing sizes as listed in B.4.1(b). The fore/aft braces shall be attached within six (6) inches of the top of the roll bar hoop. The included angle between the fore/aft brace and the vertical plane of the roll bar hoop shall be no less than 30 degrees. (See Figure 2.)

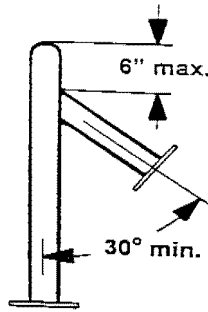


Figure 2. Bracing

- c) Roll bar hoops shall have a straight diagonal brace with tubing sizes as listed in B.4.1(b) to prevent lateral distortion of the hoop. The diagonal brace shall be attached at the bottom corner of the roll bar hoop on one side and the top corner on the other side.

B.4.4 Mounting Plates

- a) Roll bar hoops and fore/aft braces shall be attached to the chassis of the car with mounting plates that are at least 3/16-inch thick.
- b) Carpet/padding/insulation shall be removed under the mounting plates.
- c) Mounting plates shall be either welded or bolted to the chassis.
- d) Whenever possible, the mounting plate should extend onto a vertical section of the chassis panel.
- e) If bolted mounting plates are used:
 - i) There shall be a backing plate of at least equal size and thickness on the opposite side of the chassis with the plates through-bolted together.
 - ii) Bolts and nuts shall be at least 3/8-inch diameter SAE Grade 5 or equivalent.
 - iii) There shall be a minimum of three (3) bolts per mounting plate.
 - iv) Through holes for the bolts shall be a minimum of 3/8 inches from any mounting plate edge.

B.4.5 Other Roll Bar Designs

Any roll bar design that does not comply with the specifications in B.4.1 to B.4.4 shall be accompanied by engineering specifications signed by a registered Professional Engineer (PE), which attest that the installation is able to withstand the following stress loading applied simultaneously to the top of the bar:

- 1.5 X laterally
- 5.5 X longitudinally (fore/aft) in either direction
- 7.5 X vertically
- where X = curb weight of car

with no permanent deformation to any part of the roll bar or the chassis, and with no greater than ½-inch deflection of any part of the roll bar or the chassis as referenced to the unstressed condition. The induced loads must be carried over into the primary structure of the chassis. Other roll bar designs shall comply with the specifications in B.1.

Pre-event Tech Inspection

The relevant section of the Minimum Standards presently reads:

2.8.1 TECH INSPECTION

Following form to be added as Appendix T.

However there is no form or Appendix T.

We recommend substituting the following for section 2.8.1, and adding the Tech Form example (next 2 pages) as Appendix T:

2.8.1 TECH INSPECTION

All cars participating in Driver Schools must undergo a pre-event technical inspection using a form or checklist defining the items to be inspected. (See Appendix T for a sample form developed based on information collected from a number of different Chapters and Regions.) Chapters are free to develop their own tech inspection forms consistent with other Chapter documentation.

The checklist items in the Appendix T sample form shall comprise a minimum standard for those that must be inspected. Other items may be added at the Chapter's discretion.

Chapters are encouraged to organize and sponsor this inspection using a local BMW dealership or independent BMW service shop. Participants who are unable to attend a Chapter sponsored inspection should use similar facilities in their area.

Recommendation: In order to allow time for any needed repairs, the tech inspection should take place at least 3 weeks prior to the event.

PRE-EVENT TECHNICAL INSPECTION REPORT (SAMPLE)

The Driving School participant is solely responsible for the safe condition of the vehicle to be driven to, at and from this event. The vehicle must be inspected no earlier than four (4) weeks prior to the event. This inspection must be carried out by a qualified individual who is familiar with the make and model of the vehicle. The participant must sign this completed Pre-Event Technical Inspection Report at the time of inspection, and present it at registration for the event.

Please PRINT the following information:

Name: _____

Vehicle Make, Model, Year: _____ Color: _____

VIN: _____ Plate No.: _____ State: _____

Vehicle modifications: _____

The Pre-Event Technical Inspection must include, but is not limited to, the following items. Additional items should be included as deemed necessary by the inspector to ensure the safe condition of the vehicle. Please indicate with a check mark those items listed below that have been deemed acceptable. Indicate with an "X" those items deemed unacceptable.

- ___ 1. **General:** No excessive body or chassis corrosion. No loose or improperly secured parts.
- ___ 2. **Battery:** Must be securely mounted and have no fluid leaks or corroded mountings.
- ___ 3. **Brakes:** Stock pads must have 2/3 or greater friction material thickness. Hoses and lines must not be cut, abraded, or cracked. Rotors and drums must not be worn beyond manufacturer's recommendations. Master cylinder must not exhibit excessive bleed-down when steady pedal pressure is applied. All brake lights must be working.
- ___ 4. **Brake Fluid:** Must have adequate level and be in good condition. Brake fluid to have been changed within 6 months of the event. High quality DOT 4 fluid should be used. Brake pedal must not exhibit excessive travel. Date of last fluid change: _____
- ___ 5. **Drive and Half Shafts:** Universal and CV joints must not have excessive looseness or exhibit leaks. Drive shaft flexible coupling must not exhibit cracks or other deterioration. Drive shaft center support bearing must not have excessive looseness or deterioration of its mounting.
- ___ 6. **Drive Belts:** Must be in sound condition and properly tensioned.
- ___ 7. **Engine, Transmission and Differential Mounts:** Secure, without signs of deterioration or excessive play.
- ___ 8. **Exhaust:** Must be securely mounted and in good condition.
- ___ 9. **Fuel and Coolant Hoses:** Must be in good condition and not exhibit cracks, swelling, or other deterioration.
- ___ 10. **Leaks:** No coolant, brake fluid or fuel leaks. No excessive oil leaks. All fluid levels adequate.
- ___ 11. **Mirrors:** Securely mounted. Vehicle must have at least an inside rearview mirror. Side mirrors are strongly recommended.
- ___ 12. **Pedals:** Must be securely mounted and exhibit free return. No interference from carpet or floor mats.

- ___ 13. **Seat belts:** At least a 3-point lap/diagonal, securely mounted, in sound condition, and with metal-to-metal buckles. Equivalent restraints are required for driver's and front passenger's seats.
- ___ 14. **Seats:** Must be in sound condition and securely mounted.
- ___ 15. **Steering:** Must not exhibit looseness, play or binding throughout range of travel. Power steering fluid level must be adequate.
- ___ 16. **Suspension:** Mounting points must be secure and in sound condition. Vehicle must not have excessive side to side height variation. Shock absorbers must provide adequate damping and be securely mounted.
- ___ 17. **Throttle Linkage:** Smooth operation and free return without binding through entire travel.
- ___ 18. **Tires:** No cracks, blisters, or cord evident. Front tires must be same size. Rear tires must be same size. Tread depth must be adequate for wet track driving. DOT approved treaded street tires are mandatory.
- ___ 19. **Wheel Bearings:** Properly adjusted with no excessive looseness or noise. No lubricant leakage.
- ___ 20. **Wheels:** No cracked or bent rims. Lug nuts or bolts must be properly tightened.
- ___ 21. **Windows:** Must be secure and in sound condition. Any tinting must allow proper vision.
- ___ 22. **Windshield Wipers:** Must be functional and in good condition.

___ **These or other items found to be unacceptable (explain):** _____

I hereby certify that the above vehicle has been carefully examined by a qualified individual and that all the foregoing items have been checked. I understand that the safe condition and operation of this vehicle are entirely my responsibility, that the Hoosier BMW Car Club, Inc. and/or its members cannot be held liable or responsible for any vehicle, and that problems, malfunctions, or damage may occur in connection with the operation of this vehicle prior, during, or subsequent to the driving school.

Participant(s) Signature(s): _____ Inspection Date: _____

Inspector's Name (PRINTED): _____ Signature: _____

FOR CHAPTER STAFF USE ONLY — OPTIONAL ON-SITE TECH INSPECTION CHECKLIST

- | | |
|---|---|
| ___ Tires: 3/32" minimum tread, DOT approved, H rated or higher, all 4 of similar/appropriate size and type | ___ Wipers: functional and in good condition |
| ___ Windshield: No significant cracks | ___ Wheels: No cracks, visible dents, missing bolts |
| ___ Brakes: Pad thickness, no cracks on rotors | ___ Brake fluid: clean, adequate quantity |
| ___ Engine: No obvious leaks, fluids OK, belts tight | ___ Battery: Securely mounted |
| ___ Throttle: no sticking, free travel, good return | |
- ___ Other Equipment: Equivalent restraints for driver and passenger. Harness systems must be securely installed. Fire extinguisher or other equipment such as cameras, securely mounted.

Inspector notes of any safety concerns: _____



NATIONAL DRIVING EVENTS COMMITTEE

Quarterly Report, January 2010

Attachment 2 Information Items

DEC/Chapter Communication

The old BMWCCA-DEC mailing list is defunct, and the Club web site's DEC Forum has few members and negligible traffic. As a result we lack effective means to alert the Chapters to actual or potential changes in the Minimum Standards, or to discuss driving event concerns. This can lead to Chapters feeling ignored or disenfranchised.

We plan to institute an email blast from the NDEC to push information and alerts out to the Chapter DEC's. Subsequent discussion will be driven to the existing CEC Forum. The NDEC regional reps are compiling contact lists for their Chapters now.

Timing: End January, with first use following immediately.

ITS

For Chapters wanting to hold their first ITS, the process for getting started hasn't always been that clear. Bill Wade has produced an excellent "ITS Getting Started" guide (a copy follows this document), including a planning and implementation timeline developed by Tarheel Chapter and contributed by NDEC member April Curtis. This should prove to be an excellent resource for the Chapters.

Action: Communicate to Chapters via email blast; post in Forum.

Personal vs. Vehicle Safety Equipment

We continue to hear anecdotal reports of students being instructed that they may not use a neck restraint (e.g. HANS Device) if the instructor does not have one, apparently as an over-zealous interpretation of the "equal restraints" rule for harnesses. We thought this had been clarified at the last DEC Congress, but apparently not sufficiently.

Action: Communicate to Chapters via email blast; post in Forum.

Special Fuels and Additives

Concerns have been raised about the planned use of methanol injection in turbocharged cars following an internet discussion in one of the online BMW forums (not BMW CCA). Because of the unique safety issues with methanol fires (invisible flames, different firefighting procedures), and the possible installation of aftermarket kits of unknown safety, we believe that DE participants should use only the type of fuel for which a car was originally designed (e.g. gasoline, diesel, E85, etc.), and that any systems for alternate fuels be disconnected and emptied entirely.

Action: NDEC to write a draft rule.

Event Insurance Procedures

The online application form introduced in mid-2009 is working very well, with only occasional user error issues. We've had a few cases of Chapters being very late or simply forgetting to get insurance until the last moment.

Action: Send nanny-gram to Chapters.

Person Medical Information

A sample Medical Form appears in the Minimum Standards under Driver Schools 2.8.2. Its purpose is to capture only the most essential medical data that might be needed to assist with emergency medical intervention to a participant. Obvious privacy and confidentiality considerations apply to the collection and handling of this information. Different Chapters collect it in different ways, or perhaps they don't do this at all — we don't really know.

The NDEC believes that emergency medical information should be collected and this and its proper handling become part of the Minimum Standards.

Action: Move existing form to Appendix M.

Action: NDEC to develop a draft standard, circulate to Chapters for comment.

Procedure for Changes to the Minimum Standards

The NDEC's working relationship with the Board, how Minimum Standards decisions are made and the ways in which Chapters or individuals can seek rules changes do not appear to be well understood outside the NDEC and Board. I've been invited to attend the Chapter Conference in March 2010 and plan to talk about how the NDEC functions.

Action: Develop procedural information for Chapter congress

2011 DEC Congress

We've started brainstorming regarding long lead time decisions such as keynote and dinner speakers.

Separately, as part of the NDEC 2010 budget proposal, I have recommended pulling the normal NDEC annual meeting schedule into early December from January. This is to allow sufficient working time (3 months) between the NDEC meeting and the Congress to get anything useful done. With the present schedule it's basically too late for that. This change would take effect from late this year and become permanent.

Action: Ongoing.



NATIONAL DRIVING EVENTS COMMITTEE

Instructor Training School (ITS)—How to get started

First of all, thank you for considering an Instructor Training School. This document will serve as a guide for how to get an ITS started for your chapter or region.

Important Steps

If you are not your Chapter's President, Driving Events Coordinator or Chief Instructor, please have a conversation with them before going any further. After getting the green light from your Chapter officials, contact either your Regional Representative to the National Driving Events Committee, or else Bill Wade, the National ITS Coordinator for the DEC. Contact information is on the National website (and at the end of this document).

Things to consider

Does everyone understand how the schedule works?

There are multiple classroom sessions and multiple driving scenarios where the candidate sits in the right seat. The schedule is somewhat flexible, but experience has shown that a 2-day format leads to the best results. Many hold the school on the Friday and Saturday of a typical 3-day HPDE format. Experience has shown that a single day format does not allow for the best results. There are times when the ITS candidates are mixed into regular student or instructor group driving sessions.

It's also important that the candidates understand that the ITS is all about *learning to instruct*. They will do very little driving in the course of the weekend.

What do you need to host the school?

Classroom—Where will you hold the classroom session? This is a PowerPoint based class, so an electricity supply is needed. There are times that will probably conflict with the regular classroom for your HPDE weekend, so a separate location is best. Depending on your class size you might hold the classroom in a large enclosed race car trailer, or a tech shed.

Event staffing—You will need

- Local ITS Lead Instructor for on-site control and liaison with the HPDE personnel
- Candidates: minimum of 4 and a suggested maximum of 12
- Mentors: need 1 for each candidate
- Facilitator: need 1
- Mentor Coordinator: need 1

Terminology of the program

Candidates—These are the potential instructors that have been identified by your chapter or other chapters that have had sufficient experience. (Suggested: a minimum of 30 days of instructed driving with at least 6 of those days as a signed-

off A run group student.) They must have been vetted and had their references checked by their local Chapter's driving committee.

Mentor—An HPDE instructor who will be paired with a candidate for the duration of the ITS. This instructor needs to have sufficient experience to supervise the role playing of the multiple “personalities” involved in the driving scenarios. These instructors should not have any other student responsibilities during the ITS portion of the weekend.

Facilitator—The person trained to run the school. This is an individual who has had training from the developers of the ITS program and understands the nuances of the schedule and tasks to hold a successful program. Each region has facilitators identified who are able to come to your school (at no charge to your Chapter) and assist in hosting the ITS.

Mentor Coordinator—This is the person who helps coordinate the local mentors with the schedule and assist the facilitator. The Mentor Coordinator can be a local individual who has had experience with the program, or if one is not available, may be sent in.

Equipment

You need to provide:

- Classroom space, chairs, electric power
- Digital projector, screen
- Equal number of mentors for your Candidates.

You will be sent from National:

- Facilitator, and if needed, a Mentor Coordinator
- Printed classroom materials and handouts
- Equal number of mentors for your Candidates.

Support from National

How does the money work? Are there funds available from National?

Candidate Fee?—The chapter is allowed to charge whatever they see as appropriate for the ITS. Keep in mind that there will be very little driving done by the candidate during the ITS. There is an evaluated driving test that they will be take, but the majority of their driving skills should have been evaluated before their nomination for the ITS. Most chapters set the candidate fee at the same level as a regular HPDE student, sometimes slightly higher.

Funds available from National?—There are funds available from the DEC to help cover the costs of travel, hotels and transportation of the Facilitator and Mentor Coordinator. Any equipment rental charges needed for the classroom can be covered with the National funds. These funds are not to be used to cover costs of track rental or other direct expenses of the HPDE.

Please call or e-mail Bill Wade with any questions, concerns or comments. He can be reached at billw488@bellsouth.net or at 502.649.4871.



Implementing the Instructor Training School (ITS)

Step	When / Who	Who for Local Chapter
Pre-Event		
1. Candidates identified <ul style="list-style-type: none"> ➤ Instructor recommendations ➤ A-group, have run solo ➤ Minimum experience 	Throughout annual Driving Season	Chief Instructor, Event Chairs
2. Candidates undergo driving evaluations <ul style="list-style-type: none"> ➤ One instructed run as A-group student ➤ Driving evaluated by 4-5 different mentors ➤ Mentors discuss/determine who passes 	Pre ITS weekends / recommendations from local Chief Instructor	Mentors / Chief Instructor
3. Candidates who pass driving evals invited to ITS	ITS Coordinator	Chief Instructor
4. On-track schedule finalized for Drivers School Mentors identified	ITS Coordinator. Chief Instructor. 6 weeks prior to ITS	
5. Any changes to ITS training materials driven by Drivers School on-track schedule are made. <ul style="list-style-type: none"> ➤ Sequence of on-track role-plays ➤ Classroom / workbook content ➤ Evaluation criteria ➤ Schedule / agenda 	ITS facilitator. 4 weeks prior.	
6. Schedule / agenda for ITS emailed to candidates, mentors Roles/responsibilities emailed to mentors.	2 weeks prior. ITS facilitator	
7. Mentor role-play guidelines emailed to mentors. Candidate role-play guidelines emailed to mentors. (Role-play guidelines NOT sent to candidates in advance, by design)	1 week prior ITS facilitator	Local rep to email to mentors, candidates
8. Mentor/candidate pairings <ul style="list-style-type: none"> ➤ Mentoring ➤ Evaluation 	1 week prior ITS coordinator	
9. Master copy of candidate workbook, all role-play guidelines, schedule/agenda, & handouts taken to 'Kinko's' for duplication.	5 days prior ITS facilitator	.



National Driving Event Committee
Instructor Training School – Getting Started

Step	When / Who	Who for Local Chapter
10. Candidate & mentor packets assembled <ul style="list-style-type: none"> ➤ Mentor packet: workbook, mentor role-play guidelines, candidate role-play guidelines, schedule/agenda. ➤ Candidate packet: workbook, candidate role-play guidelines, schedule/agenda. 	3 days prior ITS facilitator	
Event		
11. Pre-ITS meeting with mentors. <ul style="list-style-type: none"> ➤ Reinforce roles/responsibilities of mentors ➤ Review schedule/agenda ➤ Review packet contents, role-play guidelines ➤ Answer questions 	Evening before event with. ITS coordinator. ITS facilitator / Chief instructor / DEC chair / Mentors	
12. ITS program commences <ul style="list-style-type: none"> ➤ Meet/greet between candidates & mentors ➤ First classroom session ➤ Work through schedule/agenda over 2days (class, on-track role-plays, coaching) ➤ Instructional evaluation on-track ➤ Driving evaluation on-track 	ITS facilitator / Candidates / Mentors	
13. Meet to assess candidates <ul style="list-style-type: none"> ➤ Discuss each evaluation; compare observations; assess candidate ➤ Pass, ready to instruct ➤ Need more mentoring; keep in ITS pipeline ➤ Not suitable to keep in ITS pipeline 	Mentors ITS coordinator ITS facilitator DEC chair	
14. Convey results to candidates	Evaluating mentor	
Post - Event		
15. ITS post-mortem meeting <ul style="list-style-type: none"> ➤ Improvements to make next time 	ITS coordinator ITS facilitator Mentors	Chief Instructor
16. Forward candidates results to National Database Administrator	ITS Coordinator	Chief Instructor



NATIONAL DRIVING EVENTS COMMITTEE

To: Louis Goldsman, Treasurer
BMW CCA Board of Directors
NDEC Members

From: Neil Maller, Chairman, NDEC

Date: 16th January 2010

Subject: Proposed 2010 NDEC Budget

Below is the proposed 2010 expense budget for the national Driving Events Committee. In a change from previous budgets, expenses have now been allocated by activity, rather than explicitly by region. This both better reflects our current focus, especially on ITS, and also allows for more flexibility in expense allocation across the regions as the need occurs.

ACTIVITY	AMOUNT	NOTES
Driving Program Support		
4-6 new ITS @ \$2500 each	\$12,500	(1)
Other/existing	2,000	(1)
Discretionary Travel		
5 Regional reps @ \$500 each	2,500	
Autocross program rep	500	(2)
ITS program rep	1,000	(2)
NDEC Chair	1,500	
2010 NDEC Annual Conference	5,000	(3)
Normal 2010 Total	\$25,000	(4)
 2011 NDEC Annual Conference (to be held December 2010)	 5,000	 (4)
Revised 2010 Total	\$30,000	

Please also see the explanatory notes (overleaf).

Notes

- (1) We are preferentially allocating driving program funds to new ITS activities, with more limited ongoing support for existing programs such as repeat ITS, ongoing instructor training, etc.
- (2) These are new positions within the NDEC.
- (3) Estimated expense for conference held 8-10 January 2010 in Denver.
- (4) The Club's national conference for Driving Event Coordinators now takes place every two years, with the next conference scheduled for March 2011. However the annual NDEC meeting is held each January. When this precedes a DEC Conference the same year, the scant two month interval between them is insufficient for effective conference planning.

We can fix this by permanently pulling the NDEC conference into the last month of the preceding year. The NDEC planning meeting for 2011 would now take place in early December 2010 rather than January 2011, and similarly in succeeding years. The resulting three month lead time would allow for the NDEC meeting to be used productively when it immediately precedes a DEC Conference.

Unfortunately this also has the effect of adding a one-time extra meeting expense to calendar 2010, shown as a separate line item in the budget proposal (Revised 2010 Total).

Nonetheless I feel that this is the right thing to do, and urge its approval.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read 'Neil', with a long, sweeping horizontal line extending to the right.

Neil Maller
Chairman
National Driving Events Committee

M Team Case

It's December in the upper Midwest, and already a bitter chill has descended on your chapter's coming driving season.

Due to a civil lawsuit filed 1,000 miles away, all BMW CCA driving schools nationwide have been suspended until further notice. The suspension is expected to last for at least the next calendar year but could become permanent. The national office has tapped its financial reserves to defray chapters' obligations to racetracks with which driving schools had been contracted.

The rest of the chapter board – not to mention several vocal driving enthusiasts in the chapter – are looking to you, as driving event chairperson, to recommend a robust calendar of events to offer next year. You've been given a \$5,000 budget for the coming season. Your new chapter president has made it her personal mission to increase event participation and to draw new people to club activities. Your relationship with her is cordial, nothing more. She's not the "track rat" you are; in fact, she takes more of an interest in social events. On the other hand, you respect her business acumen and appreciate the direction in which she's trying to take the local chapter.

What types of driving events do you offer? To whom are they targeted? How will they be made attractive to members who have not previously participated? How will you summon the manpower to organize these events? How will you spend the budget you've been given?

Present to the rest of your local chapter board the complete driving events calendar for the coming year. Be sure your proposal draws the support of the chapter president.

X Team Case

Due to a job opportunity your spouse couldn't refuse, your family has recently relocated to a new city 300 miles away from "home." You've had to bid farewell to the BMW CCA chapter for whom you've happily been newsletter editor for the past 5 years. You had a "system" down whereby the newsletter was fairly easy to produce once every 3 months; you received a lot of positive feedback on its content and appearance; and it complemented the other means by which the chapter communicated.

You and your spouse make contact with the BMW CCA chapter in your new city and attend a weekend social event. You learn their newsletter editor has just resigned to care for an elderly parent. Thanks to your loose-lipped spouse, your club background and your career in corporate communications became public. The chapter president, who is relatively new to her position, pleads with you to become the new newsletter editor. She also confesses the chapter webmaster is unable or unwilling to create and maintain a dynamic website. In a weak moment, you accept.

What chapter communication strategy do you recommend? What purposes do the newsletter, the website, and email blasts each fulfill, and how do they complement one another? Should you utilize social networking sites? What assistance or resources do you need to succeed? What unknowns do you need answered before you proceed in earnest? How do you, as a complete newcomer, manage resistance to change from the chapter's "old guard?"

Present your plans to the local chapter board at its next meeting, including what resources you need.

Z Team Case

A confluence of events has created the perfect storm for you, the chapter membership chairperson.

The husband-and-wife team who, were the club backbone, for as long as you can remember have retired and announced their move to New Mexico. BMW CCA driving schools have been suspended for the coming year, perhaps longer. The BMW dealership with which the club has had a close relationship has discontinued event sponsorship as part of deep expense cuts it has had to take. And due to dwindling membership, sponsorship and ad revenue, the BMW CCA national office has slashed chapter rebates in half for any chapter not meeting its membership growth and retention targets.

The chapter secretary recently agreed to become the new president. Her heart is in the right place, and she allegedly has a sharp business mind, but she's fairly inexperienced with BMW CCA and has little appreciation for chapter heritage and mores. (Truth is no one else stepped forward to become chapter president, so board members conceded she was the best choice for the job.)

The chapter president is undeterred by the aforementioned turn of events and is determined to go on the offensive. She expects you to meet the membership targets in order to continue qualifying for the full chapter rebates from the national office. Problem is the chapter's performance over the past two years comes nowhere close. Furthermore, she wants to recruit a whole new demographic of member who isn't a "track rat" or worships at the altar of the 2002 and E30 M3.

Whom do you recruit to join the club – or become active, if they're currently inactive members? What value proposition(s) do you use with them, and how do you deliver that message? How do you fulfill their expectations once they've been recruited? To what extent should the local chapter, versus the national office, be responsible for membership recruitment and retention? What help do you need from the rest of the chapter to exceed recruits' expectations, such that they become regular, active participants?

Present your ideas and recommendations at the upcoming chapter board meeting.

Efficient Dynamics Case

When the husband-and-wife team who singlehandedly ran the chapter for the past decade (if not longer) retired and announced their move to New Mexico, you reluctantly agreed to succeed them as chapter president. The chapter faces a set of challenges which you're confident can be overcome, but most disconcerting is the club composition. When you preside at your first chapter meeting, you see nothing but graying, overweight white men staring back at you (and a few bored wives).

As a single Hispanic mother of two who runs her own successful business, you suddenly sense a chasm between the club's "old guard" and your vision of its future. You got involved in the club because you love your BMW (an X5) and thought the club would be a wonderful way to network with like-minded professionals who you always see driving BMWs.

Now you're not so sure. Many members at the meeting lament the nationwide driving school suspension (minimally for next year, if not longer). Your chapter's driving schools always turned a profit and funded the handful of other driving and social events the chapter conducted. To compound stress on chapter revenue, the local dealer has discontinued event sponsorship (due to its own financial crisis), and the national office is halving chapter rebates unless membership recruitment and retention targets are met at the chapter level.

Your obvious allies are the membership chairperson, a sociable, well-connected stay-at-home mom whose husband is a renowned physician as well as an avid club racer; and the man whom you just got to become the new newsletter editor. (He was a long-time newsletter editor for a nearby chapter, prior to he and his family relocating.) You have a cordial rapport with the driving event chairperson, although neither of you are attracted to the same club events.

How do you reshape the local chapter and its activities to attract diverse BMW owners like you? What other groups of BMW owners or enthusiasts do you actively recruit? What new club activities take priority over traditional events, in order to retain the members you recruit? How do you get the "old guard" to accept this transformation, such that they organize (at least initially) the new club activities you envision? How do you balance the chapter budget, such that you don't have to deplete the chapter's retained earnings?

Joy of Driving Team

You are a candidate in the upcoming election to succeed your current Regional Vice President, and chances are likely you'll win. You come from a large chapter (by far the largest in your region), and you're a popular, household name with chapter stalwarts throughout your region.

You understand BMW CCA faces a couple substantial challenges to its future. A driving school incident caused serious injury to a student, who initiated a lawsuit naming anyone and everyone remotely involved as defendants. Consequently, BMW CCA's insurance carrier has forced the club to indefinitely suspend all driving schools nationwide. After a long, steady decline in membership – aggravated by a contentious membership dues increase – the current national board of directors has just cut in half membership rebates to chapters which don't meet recruitment and retention targets. Members on the club forum are debating whether the purpose of this latest move is to motivate chapters to become more accountable for membership growth, or to redirect club revenue away from the chapters.

On your candidate page on the club forum, a new chapter president in your region has thoughtfully outlined her perspective on her chapter's circumstances. She's trying to transform her chapter from a dying breed of gearheads to one more representative of BMW's current lifestyle image at the same time maintaining a sense of Club heritage. She's concerned about how much support she'll get from the longstanding members on whom she'll rely to implement the transformation, and she doubts her chapter leaders (membership chair, driving events chair, newsletter editor, among others) have all the answers to the toughest questions.

This chapter president has asked you to publically advise her, in the form of a forum response, so that she and other members get a sense of how you'd lead the club and represent the region. She's keenly interested in the extent to which the national office versus local chapters are responsible for effecting change in the club, and she's asked you to comment on that specific point. Outline the key remarks you'd make in your response.