

**BMW Car Club of America  
Board Meeting Minutes  
Rancho Mirage, California  
January 19, 2013**

The meeting was called to order by President, Bruce Hazard at 08:05.

**Present:**

Members: Bruce Hazard - President, Steve Johnson - VP, Darcy Yench - Secretary, RVPs: Mike Lingenfelter, Paul Dunlevy, Jeff Cowan, John Sullivan, Dan Baker; Louis Goldsman - Treasurer (At BMW CCA Foundation Meeting until Noon)

National Office staff: Frank Patek – Executive Director, Lindsey Jefferson – Director Financial Operations, Satch Carlson - *Roundel* Editor; Gary Davis-Club Racing Chair

Guests: Delight Lucas, Nick Owen, Roger Scilley, Dan Tackett, Kyle van Hoften, Ralph Warren, Matt Russell, BMW NA.

**Minutes to be Approved:** Minutes of the September 22, 2012 Board Meeting

Minutes of the October 18, 2012 Conference Call

Minutes of the November 13, 2012 Conference Call

Minutes of the December 18, 2012 Conference Call

**Paul Dunlevy made a motion to approve the minutes of the September Board Meeting and the October, November and December Conference Call Minutes. Mike Lingenfelter 2<sup>nd</sup>. Vote: 8 for – 0 against 1 - absent - Goldsman. The motion is approved.**

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

- Denial of Gelatka request for reinstatement: 7 Yes 2 Absent (Cowan, Baker)
- Approval of Regional Event Status for the Vintage: 8 Yes, 1 Absent (Dunlevy)
- Approval of ALMS Corral Event Road America: 8 Yes, 1 Absent (Dunlevy)

**Darcy Yench made the motion to reaffirm the three votes made during conference calls, John Sullivan 2<sup>nd</sup>, Vote: 8 for – 0 1 - absent - Goldsman. The motion is approved.**

**Reports**

- President – no changes
- Executive Vice-President – no changes
- Secretary – no changes
- Treasurer – absent for morning at Foundation meeting.
- South Atlantic Regional Vice President – no changes
- North Atlantic Regional Vice President – no changes
- Pacific Regional Vice President – no changes
- South Central Regional Vice President – no changes
- North Central Regional Vice President – no changes
- Executive Director – no changes
- Roundel – no changes
- Driving Events Committee – no changes
- Club Racing – no changes

**1. National Events**

Oktoberfest is our signature national event, a presentation of events and activities.

- 2013 - Laguna Seca (see pg. 45 of the attachment for a tentative schedule)

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- 2014 – many options in Colorado: Winter Park, Steamboat Springs, Keystone, Beaver Creek, Colorado Springs (Bill Young Collection), New Orleans, LA, Lake Placid, NY, New Hampshire, Saratoga Springs, Hilton Head, NC, Waterville Valley, NH and Florida.
- 2015 – New Orleans, LA is a possibility
- 2016 – New Hampshire, Florida. Jeff Cowan asked if we should offer a random survey to poll the membership about the options. The board is recommending a July family friendly, life style social event in Colorado in 2014 and back to a track event, New Orleans in early June 2015.
- Jeff Cowan asked if we want to rebrand/rename the Oktoberfest for the social alternate years. No further discussion.

**Regional Conferences:**

North Central Region	January 19, 2013, Dearborn, MI
Pacific Region	February 2, 2013, San Francisco, CA
South Atlantic Region	March 9, 2013, Atlanta, GA
North Atlantic Region	March 23, 2013, Newark, NJ
South Central Region	April 6, 2013, Dallas, TX

Mike Lingenfelter reviewed his findings of the North Central Regional Caucus he conducted in 2011. There were many good outcomes from this conference but little follow through on the part of the chapters. Mike then presented the board with an overview of next weekend's caucus schedule and discussed the presentations and activities. Larry Koch will be the guest speaker Mike is building in an incentive to the group to encourage follow through from the chapters. There's a partnership piece that needs to be built to help the chapters build the satisfaction experience of the members for retention and growth of the club.

## **2. Regional Events**

**Updates:**

- Vintage – Memorial weekend, West Bend Vineyards - May 25 – 27<sup>th</sup>
- Road America Corral - August 8<sup>th</sup> – 10<sup>th</sup>
- Monterey Festorics Weekend August 16<sup>th</sup> – 18<sup>th</sup>
  - o Legends of the Autobahn August 16<sup>th</sup>
  - o Vintage Races/ BMW CCA Festorics August 17<sup>th</sup> – 18<sup>th</sup>

**New Requests:**

- Sebring Corral – March 13<sup>th</sup> – 16<sup>th</sup> 2013
- VIR – October 5<sup>th</sup> 2013
- Sunday Sept. 15<sup>th</sup> 2013 – VintageFest – Windy City Vintage car gathering at ZMF (200-300 expected attendees)
- Buckeyes Bluegrass & Bourbon – September 19-22<sup>nd</sup> – Ohio - 3 day driving event,

**Darcy Yench made the motion to approve the 4 events: Sebring, VIR, VintageFest and Buckeye's for regional status. Steve Johnson 2<sup>nd</sup> Vote: 8 for – 0 against 1 - absent - Goldsman. The motion is approved.**

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- John Sullivan presented a proposal for the Vintage at Saratoga, October 12 – 14 and Pittsburgh Vintage Grand Prix - July 13th - 21<sup>st</sup>. Satch Carlson has been requested as the guest speaker.

**John Sullivan made the motion to approve the Vintage at Saratoga Springs, NY, Paul Dunlevy 2<sup>nd</sup> Vote: 8 for – 0 against 1 - absent - Goldman. The motion is approved.**

- Dan Baker presented a proposal for the Flat Out Classic– April 26 – 28 4 chapters involved, DE, CC Show, Car show, Autocross

**Darcy Yench made the motion to approve the Flat Out Classic event for regional status, Mike Lingenfelter 2<sup>nd</sup> Vote: 8 for – 0 against, 1 - absent - Goldman. The motion is approved.**

### **3. National Programs and Services**

IT Update – See Exhibit page 51.

- iPad and Android App working out final application bugs for this portability feature.
- My Garage feature is now up to add your VIN # for your cars to be able to use the Roadside Assistance Premier Membership
- Rebate redesign – a PDF form will be used by members to submit to National but will still have to submit the information to BMW NA

Marketing Report –

- James Clay was instrumental in getting back about 500 lapsed members during the last quarter of 2012.
- The new motorsport grille badge will be available with the purchase of raffle tickets for 2013.

Regional Events Email Newsletters Schedule –

- Chapters will be required to have all event dates, descriptions and links submitted to the National Events Calendar. This will be local content collected nationally and distributed regionally. Each region will have a link with the Roundel weekly that anyone can look at.

HPDE Insurance 2013

- A link and information is included with each quarterly events newsletter.
- The deductible is being raised primarily due to some very costly claims activity.
- We need to work on promoting this better in 2013.

Club Racing – Ralph Warren reported

- There will be no club racing at Oktoberfest
- Is there a possibility of time trials instead? This is done a lot on the east coast.
- There is an opportunity to do a club school at Oktoberfest. Steve Johnson is working with Scott Hughes on this but there needs to be a decision soon.

Driving Events – National DEC committee will be meeting at the same time and location of the Pacific Regional Caucus.

- One of the topics for discussion is time trials

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- Autocross will also be looked at for standards updating, regarding multiple laps, higher speeds, securing the site, registration, etc.

Charity Matching Funds - \$20,000 will be given again this year.

**Raffle**

- We are in the works to develop a Custom club edition naturally aspirated M3 as the Grand Prize this year. To build the car in June for the 8 weeks needed to have the car delivered we will need to identify the spec by mid February. Matt Russell will work with national to get this program going.
- Announce 5 equal \$1,000 prizes on a schedule as proposed.

**Mike Lingenfelter made a motion to permanently lift the cap on the number of tickets any one can purchase for the raffle. Paul Dunlevy 2<sup>nd</sup> Vote: 8 for – 0 against, 1 - absent - Goldsman. The motion is approved.**

SIG's – ZHP has been dropped due to language they put up on their website.

Roundel – 1<sup>st</sup> guest column will be from Ludwig Willisch, CEO & President, BMW of North America

**4. Policy and Administration**

Ombudsman update – no update

Tech Rep's update – no update

Benefits Update – no update

BMW Clubs International – no update

Operations Manual

- Breakout of DE and Autocross sections will be discussed at DEC meeting in San Francisco, CA February 2, 2013

**5. Foundation**

- Fundraising Update – The board discussed the presentation of the feasibility study to a joint meeting of the Foundation and CCA boards on Friday afternoon. The board was concerned that the study did not make a distinction of the difference/separation of the Foundation and CCA. This is a concern since any capital campaign will necessarily be a Foundation endeavor. The study recommended and this board agrees that more needs to be done by the Foundation to explain the difference between the Foundation and the car club and the relationship between the two before a capital campaign could be successful. The board is also concerned that the membership is not ready for this.
- Louis pointed out that the Foundation was created as a vehicle for car club members to give charitable donations, primarily for the Street Survival program but also including archival materials. Because of IRS limitations for 501(c)(7) organizations a separate and independent legal entity, the Foundation, was necessary. Education will be a key piece to inform CCA members about the Foundation, the difference between the two organizations and the Foundation's future goals.
- Grant Requests

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## **6. Financial**

2012 Update

Insurance rates will increase 10 – 20% in large part due to an autocross incident.

**Paul moved to approve the budget as presented, Mike Lingenfelter 2<sup>nd</sup>: 9 for – 0 against  
Approved**

## **7. Chapter Issues**

Conference calls - John Sullivan conducted a call in November with 18 attendee's. None of the other RVP's reported having calls.

Chapter probation report

- Mike Lingenfelter reports the Illini Chapter is not in compliance for website standards. They inquired whether a Facebook page satisfied the minimum standard for a website and were advised it did not

New Chapters – Arkansas - Dan Baker – Ozarks would like to have their own chapter. This would be taking members out of MO and TN. All chapters are involved in conference calls and discussions about this change and are in favor of it. Included would be River City in TN and Kansas City. They want to be a subchapter of Kansas City to start while getting their organization together.

Guam – was interested in becoming a chapter but has now become silent. The leading members need to become members of the club first.

Hawaii – Pacific RVP will conduct discussion with LA and San Diego about including the Hawaii chapter for inclusion of their information in the website and newsletter for compliance reasons.

## **8. Membership**

Membership Drive Update

The 2012 Membership Drive was our most successful effort to date. Over the last 12 months 1514 members referred 2292 new members. In 2011 2213 referrals were made by 1454 referrers.

## **9. BMW of North America – Matt Russell**

Matt showed a Power Point Presentation previously shown at the September International Council meeting in NC.

- BMW is headed toward 100 Product variants by 2016.
- Baby Boomers are the most satisfied with BMW according to JD Powers.
- BMW has been concerned about DE inclusion of X vehicles. X cars are allowed.
- Would NA be able to give some comparison of convertibles to E30 hardtops? Matt will look into this matter.
- Olympics advertising were hugely successfully and will continue with the US team going forward.
- 4 teams announced for the 2013 DTM season after the return in 2012.
- Motorsport in general is driving sales.
- This is the 5<sup>th</sup> year for BMW racing in the ALMS series with this year's entry the Z4 model.

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- Support will strengthen as the Grand-Am/ALMS merge progresses.
- i3 rear wheel drive will be launched Q4 2013 and i8 next year.
- 320i sedan will be launched at the Detroit auto show this month.

**10. New Business:**

- Memorials – the board set a top amount of \$150 for memorial recognitions.
- Creation of Awards Committee – Frank will bring forth a set of names at the next board meeting.

**11. Future Meetings**

Board meetings –

March 16, 2013 Asheville, NC

June 22, 2013 Colorado

November 9, 2013 TBD

Conference Calls

February 21, 2013

Paul Dunlevy moved to adjourn John Sullivan 2<sup>nd</sup>, all in favor.

Meeting adjourned at 5:10 pm

BMW CCA  
Board of Directors Meeting  
January 12, 2013  
Rancho Las Palmas  
Palm Springs, CA

BMW Car Club  
of America







**BMW Car Club of America  
Board Meeting  
Rancho Mirage, California  
January 19, 2013**

**Agenda**

**Saturday, January 19th**

**08:00 Call to Order**

**Introduction:** Members, Guests.

**Minutes to be Approved:** Minutes of the September 22, 2012 Board Meeting

Minutes of the October 18, 2012 Conference Call

Minutes of the November 13, 2012 Conference Call

Minutes of the December 18, 2012 Conference Call

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

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- Approval of Regional Event Status for the Vintage: 8 Yes, 1 Absent (Dunlevy)
- Approval of ALMS Corral Event Road America: 8 Yes, 1 Absent (Dunlevy)

**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 & Presentations 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 Adjourn**



**BMW Car Club of America  
Board Meeting  
Rancho Mirage, California  
January 19, 2013**

***Discussion Topics***

**1. National Events**

Oktoberfest

- 2013 - Laguna Seca
- 2014 -
- 2015 -

Regional Conferences

North Central Region	January 19, 2013 Dearborn, MI
Pacific Region	February 2, 2013 San Francisco, CA
South Atlantic Region	March 9, 2013 Atlanta, GA
North Atlantic Region	March 23 Newark, NJ
South Central Region	April 6, 2013 Dallas, TX

**2. Regional Events**

Updates:

- Vintage May 24-26, 2013
- Pittsburgh Vintage Grand Prix July 13-21, 2013
- Monterey Festorics Weekend August 2012 August 16-17, 2013
  - o Legends of the Autobahn
  - o Vintage Races
- Others?

New Requests

- Sebring Corral March 13-16, 2013
- Road America Corral August 8-10, 2013

**3. National Programs and Services**

IT Update

Club Racing

Driving Events

Charity Matching Funds

Raffle

SIG's

Roundel

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**4. Policy and Administration**

Ombudsman update

Tech Rep's update

Benefits Update

BMW Clubs International

Operations Manual

- Breakout of DE and Autocross sections

**5. Foundation**

- Fundraising Update
- Vote on Grant Requests

**6. Financial**

- 2012 Update
- Approve 2013 Budget
- List Rentals
- Insurance

**7. Chapter Issues**

Sunshine Bimmers - Update

Conference calls

Chapter probation report

Chapter toolbox

New Chapters - Arkansas

**8. Membership**

Membership Drive Update

Marketing

- Special Offer to CPO owners

**9. BMW of North America**

**10. New Business:**

- Memorials establishing a base line
- Creation of Awards Committee

**11. Future Meetings**

Board meetings –

**BMW Car Club of America  
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March 16, 2013 Asheville, NC

June 29, 2013 Seattle, Washington ??

Conference Calls (proposed dates)





December 24, 2012

To: BMW CCA Board of Directors  
BMW CCA Executive Director

Subject: EVP Pre-meeting Report

BMW Car Club of America  
Steve Johnson  
Executive Vice President  
10848 La Alberca Ave.  
San Diego, CA 92127  
Telephone (858) 451-8906  
Email: evp@bmwcca.org

Planned Travel:

BMW CCA Board Meeting, Rancho Mirage, CA

Planning Meeting, Legends, Monterey, CA

Past Travel:

Board Meeting, O-Fest. \$769.70

Monterey Legends Planning Meeting. \$204.12

Discussion: O-fest 2013, 2012

Possible Ownership of Legends, pro / con

Foundation, CCA Fundraiser Project

Language change for Auto X, Driving School gate requirements.

Respectfully Submitted,

Steve Johnson  
Executive Vice President, BMW CCA







BMW Car Club of America  
640 South Main St, Ste 201  
Greenville, SC 29601-2564  
Tel 864-250-0022

Louis P. Goldsman, Treasurer  
Tel 805-499-3849  
treasurer@bmwcca.org

January 1, 2013

To: BMW CCA Board of Directors  
BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

Travel: Ofest Board meeting, September 22, 2012 – \$728.67  
Planned Travel: BMW CCA Board Meeting,  
Rancho Mirage, California – January 11-13, 2013

Preliminary Income Statement – Period Ending December 31, 2012

	January 1 – December 31, 2012	Budget
Ordinary Income/Expense		
Total Income	\$4,981,710.59	\$5,087,740.00
Total Cost of Goods Sold	1,223,242.93	1,278,304.00
Gross Profit	\$3,758,467.66	\$3,809,436.00
Total Expense	3,748,016.02	3,790,250.00
Net Ordinary Income	\$10,451.64	\$19,186.00
Net Other Income	65,070.89	(15,540.00)
Net Income	\$75,522.53	\$3,646.00

Preliminary Balance Sheet – as at December 31, 2012

Assets	
Total Current Assets	\$1,399,095.28
Total Fixed Assets	451,776.01
Total Other Assets	2,447,224.09
Total Assets	<u>\$4,298,095.38</u>
Liabilities & Equity	
Total Current Liabilities	\$3,515,820.85
Total Liabilities	3,515,820.85
Total Equity	782,274.53
Total Liabilities & Equity	<u>\$4,298,095.38</u>

The preliminary amounts reported above were as of December 31<sup>st</sup> and do not include any normal December month-end or year-end adjustment or accrual entries—the amounts will change! The detail support by individual account is provided in the enclosed spreadsheet. An updated version will be sent by January 8, 2013 with significant year end/month-end adjustments.

Respectfully submitted,  
Louis Goldsman



## **2013 Budget Assumptions**

1. Commercial Ad revenue is based on 2012 (down 10% from 2011) and lowered by an additional 2%.
2. Digital Roundel advertizing was based on June-October 2012 sales annualized.
3. Raffle, based on 40K tickets, \$5K in general prizes, \$105K for grand prize, \$60K for 1st prize, \$45K for main prizes and \$15K in grill badge/other prizes.
4. Legends and Festorics based on 2012 registration.
5. O'Fest sponsorship based on 2012 - \$25K for Driving School Sponsor.
6. List Rentals, based on 2012, however there is potential for a significant increase by outsourcing list.
7. See salary review tab.
8. Outside contractor cost expected to decrease in 2013 due to significantly due to fewer database projects.
9. Legal expenses were arbitrarilly assigned to \$60K since specific legal issues are unknown.
10. O'Fest, Festorics and Legends budgeted at a break even position.
11. Club Racing Budget provided by Gary Davis.

*\*Unless otherwise noted, budget is based on annualization of 2012 numbers through November 2012.*

**NOTE: Additional \$20K for survey and approximately \$25K for new member cards.**

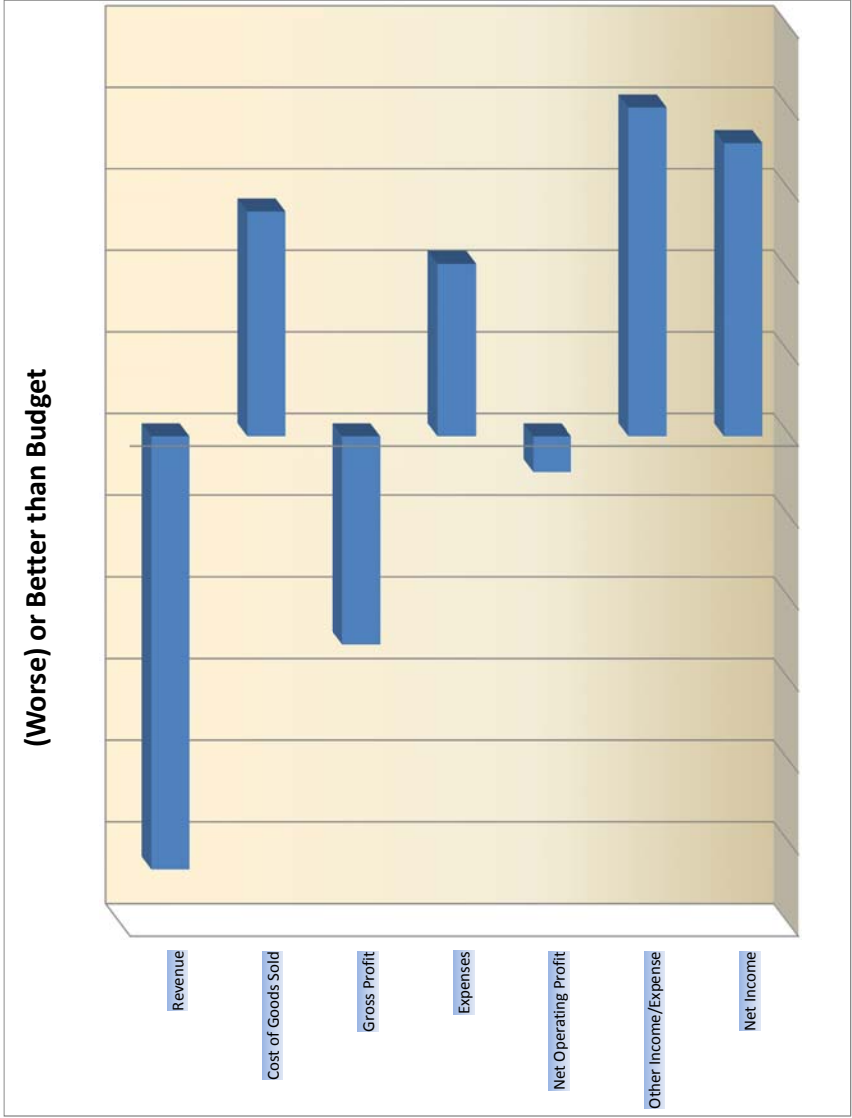


**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through December 2012

TOTAL

	Jan - Dec 12	Budget	\$ Over Budget
Ordinary Income/Expense			
Total Income	4,981,710.59	5,087,740.00	-106,029.41
Total Cost of Goods Sold	1,223,242.93	1,278,304.00	-55,061.07
Gross Profit	3,758,467.66	3,809,436.00	-50,968.34
Total Expense	3,748,016.02	3,790,250.00	-42,233.98
Net Ordinary Income	10,451.64	19,186.00	-8,734.36
Net Other Income	65,070.89	-15,540.00	80,610.89
Net Income	<b>75,522.53</b>	<b>3,646.00</b>	<b>71,876.53</b>

	(Worse) or Better than Budget	Budget	Actual
Revenue	(106,029.41)	5,087,740.00	4,981,710.59
Cost of Goods Sold	55,061.07	1,278,304.00	1,223,242.93
Gross Profit	(50,968.34)	3,809,436.00	3,758,467.66
Expenses	42,233.98	3,790,250.00	3,748,016.02
Net Operating Profit	(8,734.36)	19,186.00	10,451.64
Other Income/Expense	80,610.89	-15,540.00	65,070.89
Net Income	71,876.53	3,646.00	75,522.53



	<b>December 31, 1012</b>
<b>ASSETS</b>	
Total Current Assets	1,399,095.28
Total Fixed Assets	451,776.01
Total Other Assets	2,447,224.09
<b>TOTAL ASSETS</b>	<b>4,298,095.38</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Total Current Liabilities	3,515,820.85
Total Liabilities	3,515,820.85
Total Equity	782,274.53
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>4,298,095.38</b>





**BMW Car Club of America, Inc.**  
**Balance Sheet**  
As of December 31, 2012

	<u>Dec 31, 12</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
1000 - Cash	1,008,117.77
1030 - FSA (SCB&T)	8,064.27
Total Checking/Savings	<u>1,016,182.04</u>
Accounts Receivable	
1100.01 - Accounts Receivable	119,574.41
Total Accounts Receivable	<u>119,574.41</u>
Other Current Assets	
1200 - Investments	79,713.11
1300.01 - Inventory	55,793.86
1400.01 - Prepaid Expenses	47,443.21
1800 - Other Investments	43,914.57
Total Other Current Assets	<u>226,864.75</u>
Total Current Assets	1,362,621.20
<b>Fixed Assets</b>	
1500 - Fixed Assets	846,503.17
1550 - Accumulated Depreciation	-394,727.16
Total Fixed Assets	<u>451,776.01</u>
<b>Other Assets</b>	
1700 - Certificates of Deposit	2,449,881.05
1999 - FSA funds held at Data Path	1,500.00
Total Other Assets	<u>2,451,381.05</u>
<b>TOTAL ASSETS</b>	<u><u>4,265,778.26</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
2000.01 - Accounts Payable	56,696.22
Total Accounts Payable	<u>56,696.22</u>
Other Current Liabilities	
2100.01 - Deferred Revenues	3,223,313.54
2101 - Payroll Liabilities	73,390.48
2201.01 - Sales Tax Payable	274.75

**BMW Car Club of America, Inc.**  
**Balance Sheet**  
As of December 31, 2012

	<u>Dec 31, 12</u>
2280 · Payrol Benefits Withheld	0.26
2300.01 · Deposits	19,530.30
2400 · Accrued Expenses	14,114.14
2601 · FSA Funds Held for Employees	5,054.24
<b>Total Other Current Liabilities</b>	<u>3,335,677.71</u>
<b>Total Current Liabilities</b>	<u>3,392,373.93</u>
<b>Total Liabilities</b>	3,392,373.93
<b>Equity</b>	
3001 · Opening Bal Equity	1,164,528.76
3900 · Retained Earnings	-457,776.76
Net Income	166,652.33
<b>Total Equity</b>	<u>873,404.33</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>4,265,778.26</u></u>

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through December 2012

	Jan - Dec 12	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
<b>4000 - Revenues</b>	5,226,108.97	5,087,740.00	138,368.97	102.72%
<b>Total Income</b>	5,226,108.97	5,087,740.00	138,368.97	102.72%
<b>Cost of Goods Sold</b>				
<b>5000.01 - Direct Costs</b>	1,233,088.47	1,278,304.00	-45,215.53	96.46%
<b>Total COGS</b>	1,233,088.47	1,278,304.00	-45,215.53	96.46%
<b>Gross Profit</b>	3,993,020.50	3,809,436.00	183,584.50	104.82%
<b>Expense</b>				
<b>6004.01 - Foundation Salary and Benefit</b>	0.00			
<b>6005 - Salaries &amp; Wages</b>	555,573.20	504,000.00	51,573.20	110.23%
<b>6006 - Payroll Taxes</b>	46,201.37	40,956.00	5,245.37	112.81%
<b>6007 - Employee Fringe Benefits</b>	82,058.48	80,400.00	1,658.48	102.06%
<b>6008 - 401(k) Match</b>	21,242.39	19,920.00	1,322.39	106.64%
<b>6010 - Outside Contractors</b>	665,178.41	640,740.00	24,438.41	103.81%
<b>6020 - Production</b>	9,500.00	11,520.00	-2,020.00	82.47%
<b>6025 - Printing</b>	625,236.01	695,300.00	-70,063.99	89.92%
<b>6026 - Postage</b>	450,529.11	509,300.00	-58,770.89	88.46%
<b>6030 - Telephone/Internet</b>	14,889.55	19,200.00	-4,310.45	77.55%
<b>6035 - Utilities</b>	4,273.27	4,500.00	-226.73	94.96%
<b>6040 - Travel &amp; Entertainment</b>	396,769.35	318,424.00	78,345.35	124.6%
<b>6050 - Office Supplies and Expenses</b>	39,154.46	35,200.00	3,954.46	111.23%
<b>6051 - Printed Business Supplies</b>	18,241.66	45,000.00	-26,758.34	40.54%
<b>6055 - Insurance</b>	-3,065.66	9,600.00	-12,665.66	-31.93%
<b>6059 - Marketing</b>	202,550.99	165,200.00	37,350.99	122.61%
<b>6060 - Computer Software</b>	3,992.11	10,000.00	-6,007.89	39.92%
<b>6065 - Training &amp; Education</b>	13,772.09	10,000.00	3,772.09	137.72%
<b>6070 - Dues &amp; Subscriptions</b>	919.15	720.00	199.15	127.66%
<b>6075 - Legal Expenses</b>	129,831.66	10,000.00	119,831.66	1,298.32%
<b>6076.01 - Accounting Expenses</b>	6,945.00	40,000.00	-33,055.00	17.36%
<b>6080 - Service Contracts</b>	360.00	360.00	0.00	100.0%
<b>6085 - Occupancy Expenses</b>	10,958.51	12,000.00	-1,041.49	91.32%
<b>6090.01 - Bank Charges</b>	2,359.59	1,800.00	559.59	131.09%
<b>6095 - Equipment Leases</b>	25,227.41	24,000.00	1,227.41	105.11%
<b>6100.01 - RVP Discretionary Funds</b>	4,100.00	2,500.00	1,600.00	164.0%
<b>6105 - Event Expense</b>	314,914.58	388,500.00	-73,585.42	81.06%
<b>6205 - Other Expenses</b>	23,325.40	19,200.00	4,125.40	121.49%
<b>6500 - Chapter Incentives &amp; Rebates</b>	20,081.00	15,060.00	5,021.00	133.34%
<b>6600 - Surveys</b>	239.40	240.00	-0.60	99.75%
<b>6700 - Charitable Contributions</b>	25,650.00	44,500.00	-18,850.00	57.64%
<b>6701 - Charitable Contrib-Foundation</b>	50,000.00			
<b>6702 - Foundation Contribution in kind</b>	18,960.00	17,000.00	1,960.00	111.53%
<b>6805 - Depreciation Expense</b>	119,810.64	95,110.00	24,700.64	125.97%
<b>Total Expense</b>	3,899,779.13	3,790,250.00	109,529.13	102.89%
<b>Net Ordinary Income</b>	93,241.37	19,186.00	74,055.37	485.99%
<b>Other Income/Expense</b>				
Other Income				
<b>7000 - Other Income</b>	121,840.34	61,460.00	60,380.34	198.24%
<b>Total Other Income</b>	121,840.34	61,460.00	60,380.34	198.24%
Other Expense				
<b>8000 - Other Expense</b>	48,429.38	77,000.00	-28,570.62	62.9%
<b>Total Other Expense</b>	48,429.38	77,000.00	-28,570.62	62.9%
<b>Net Other Income</b>	73,410.96	-15,540.00	88,950.96	-472.4%
<b>Net Income</b>	166,652.33	3,646.00	163,006.33	4,570.83%





BMW Car Club of America  
Darcy Yench  
Secretary  
8925 N. Tennyson Drive  
Milwaukee, WI 53217  
414.352.3261  
secretary@bmwcca.org

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

**Date:** January 2, 2013

**Subject:** Secretary Pre-Meeting Report for January 11 - 13, 2013 BOD Meeting.

**Travel & Expenses:**

- BOD Meeting Palm Springs, CA Air Fare \$381.20
- NC Region DEC Conference Detroit, MI Air/Bus \$334.60

**Planned Travel:**

- BOD Meeting Palm Springs, CA January 11-13
- NC Region DEC Conference Detroit, MI January 18-20
- BOD/Annual Meeting Ashville NC March 16-17

Respectfully submitted,  
Darcy Yench





BMW Car Club of America  
John E. Sullivan  
North Atlantic  
Regional Vice President  
334 Elmwood Avenue  
Wollaston, MA 02170  
617.696.1477

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

**Date:** January 2, 2013

**Subject:** North Atlantic RVP Pre-Meeting Report for January 11 - 13, 2013 BOD Meeting.

**Travel & Expenses:**

- O'Fest Columbus, OH Related Expenses \$201.23
- BOD Meeting Palm Springs, CA Air Fare \$386.20
- Green Mtn. OktoberFAST Grafton VT \$562.14
- Bavarian Autosport Portsmouth NH Car Show Recruiting \$79.00
- NA Region DEC Conference Albany, NY \$256.00

**Planned Travel:**

- BOD Meeting Palm Springs, CA January 11-13
- BOD/Annual Meeting Ashville NC March 16-17
- Regional Chapter Congress Newark, NJ March 22- 24

**RVP Discretionary Funds:**

- Patroon Chapter Vintage at Saratoga Regional Event \$300.00
- Allegheny Chapter PVGP Regional Event \$600.00
- Green Mtn. Chapter OktoberFAST Regional Event \$325.00

**Newsletter Delinquencies:**

- None Pending as of this Report

**Relevant Notes:**

- Regional Conference Call Discussion of Subjects/Topics/Workshops for Regional Chapter Congress hosted on November 19<sup>th</sup> 18 persons participated.

Respectfully submitted,

John E. Sullivan







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

**Date:** January 2, 2013

**Subject:** North Central RVP Pre-Meeting Report

BMW Car Club of America  
Michael Lingenfelter  
North Central  
Regional Vice President  
15106 Kampen Cir  
Carmel, IN 46033-0004  
(317) 513-0788  
northcentralrvp@bmwcca.org

**Travel & Expenses:**

None  
2012: \$1,709.81

**Planned Travel:**

January 12-13, 2013, Board Meeting (Palm Springs CA)  
January 19-20, 2013, North Central Region Chapter Caucus (Dearborn MI)  
March 16-17, 2013, Annual Meeting (Asheville NC)

**RVP Discretionary Funds:**

\$500.00 (est.) for Larry Koch travel to NCR Chapter Caucus.

**Chapter Probation Report / Newsletter Delinquencies:**

St. Louis chapter is awaiting written reinstatement of its non-profit status from the IRS, at which time monthly chapter rebates will be retroactively reinstated. Though the Illini chapter maintains a Facebook presence, its website ([www.illinibmw.com](http://www.illinibmw.com)) is no longer online; the chapter was advised on December 18 to rectify.

**Notes:**

Developed a chapter caucus agenda, presentation and script for RVPs to use for their respective seminars in 1Q2013.

Respectfully submitted,

*Michael Lingenfelter*





BMW Car Club of America  
Jeff Cowan  
Pacific Region Vice President  
425 Concord Dr.  
Menlo Park, CA 94025  
650.322.4938  
pacificrvp@bmwcca.org

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

**Date:** January 4, 2013

**Subject:** Pacific Region RVP Pre-Meeting Report for January 11 - 13, 2013 BOD Meeting.

**Travel & Expenses:**

- Greenville, SC March board meeting \$814
- Greenville, SC June board meeting \$805
- O'Fest Columbus, OH September board meeting \$997

**Planned Travel:**

- BOD Meeting Palm Springs, CA January 11-13
- BOD/Annual Meeting Ashville NC March 16-17

**RVP Discretionary Funds for 2012:**

- Rattlesnake Chapter, Street Survival School \$500
- Central California Chapter, HPDE \$250
- Oregon Chapter, NASCAR/PRO3 Corral \$500
- Central California Chapter, holiday party \$250

**Newsletter Delinquencies:**

- Central Cal (190 days-expected to come out very soon), Hawaii (125 days, no response), Oregon (90 days, no response), Rattlesnake (90 days, no response), Sacramento (280 days—looking for newsletter editor), Sin City (181 days, no response). Discussions continuing with all. Will be addressed at our February conference.

**Relevant Notes:**

- Agenda finalized for 2/2/2013 Pacific Region conference in San Francisco (sent by email to Board)
- Discussed with Stephen Elliot the use of BMW CCA forums as the system of record for event guidelines. Frank sent me the contents of the chapter toolkit for inclusion where appropriate. In my court...

Respectfully submitted,

Jeff Cowan





BMW Car Club of America, Inc.  
Dan Baker  
South Central RVP  
5307 Windham Springs Ct.  
Houston, TX 77041  
(832) 298-1984  
southcentralrvp@bmwcca.org

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

**Date:** January 2, 2013

**Subject:** South Central RVP Pre-Meeting Report for January 11 - 13, 2013 BOD Meeting.

**Travel & Expenses:**

- Oktoberfest 2012 Board Meeting, Columbus, OH, No expenses
- BOD Meeting Palm Springs, CA Air Fare \$388.90

**Planned Travel:**

- BOD Meeting Palm Springs, CA January 11-13
- BOD/Annual Meeting Ashville NC March 16-17
- Regional Chapter Congress Dallas, TX April 5 - 7

**Relevant Notes/Discussion Topics:**

- Regional Conference Call to be scheduled for late January to discuss upcoming Chapter Congress.
- Received a request to organize a BMW CCA Car Corral for the upcoming Grand-Am and ALMS races at Circuit of The Americas.
- Great Plains Chapter has requested Regional Status for 2013 Flat Out Classic, April 26 – 28, 2013.
- Great Plains is also looking to organize a BMW CCA Car Corral for the Grand-Am race August 16 – 18, 2013.
- Texas Tri-Chapter DE at CoTA is a go for June 2013 despite rumors to the contrary.

Respectfully submitted,

Dan Baker





BMW Car Club of America  
Paul Dunlevy  
South Atlantic  
Regional Vice President  
6424 Littlewood Road  
Kernersville, NC 27284  
336-996-3149

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

Date: January 2, 2013

Subject: South Atlantic RVP Pre-Meeting Report for January 11 - 13, 2013 BOD Meeting.

Travel & Expenses:

- O'Fest Columbus, OH Related Expenses \$313.50
- BOD Meeting Palm Springs, CA Air Fare \$771.20
- 

Planned Travel:

- BOD Meeting Palm Springs, CA January 11-13
- BOD/Annual Meeting Ashville NC March 16-17
- Regional Chapter Congress Atlanta, GA March 9 & 10

RVP Discretionary Funds:  
NONE

Newsletter Delinquencies:

- None Pending as of this Report

Relevant Notes:

- OBX CRUZ has not been scheduled this year. I'm not confident that it will happen at least in the format that has been successful in the past.
- Sunshine Bimmers legal expenses continue but on a much more limited scale.

Respectfully submitted,

Paul Dunlevy







Re: January 12, 2013 Board Meeting – Rancho Mirage, CA

#### **DATABASE/WEBSITE/OPERATIONS**

RFP's have been submitted to two different companies as we try to determine the feasibility and costs of creating Apple and Android membership applications

Work has begun on a re-skin of the club website. As we intend to do the majority of the work in house costs will be limited but there is a substantial amount of coding to be done to maintain the connectivity and workflow with the database.

See report from Director of IT for more detail.

#### **ROUNDEL**

A redesigned version of *Roundel* debuted with the January issue. It has modern design elements, a new layout and an expanded table of contents. Members should notice increased white space, improved readability and improved use of color.

Since September staff has been working on the Roundel app for both Apple and Android. All necessary paperwork for the apps has been submitted and we hope to launch them this month.

In terms of its online presence we need to better integrate *Roundel* into the website. Timely posting of articles, news bits and columnist profiles and comments is needed here. A lively Roundel presence on the website would provide members and non-members alike a reason to visit [bmwcca.org](http://bmwcca.org) on a regular basis and cause the club to become a part of their routine.

#### **COMMUNICATIONS**

In the last six months BMW CCA has seen significantly improved web traffic generated largely due to more frequent communication with our members thru e mail and social media. *Roundel Weekly* has proven its worth as a communications tool and as a revenue generator.

See attached report from Director of Communications and Marketing for more detail.

#### **RAFFLE**

Raffle 2013 is scheduled to begin on June 1<sup>st</sup>. We are currently negotiating with BMW NA to build a custom club edition M3 that would be the grand prize. The grand prize would be an actual car and not cash, meaning that we may need to supplement the prize with cash to assist the winner with paying the income tax. Should that option not work I am recommending the M6 as the Grand Prize. To generate enthusiasm there will be periodic drawings with announced prizes scheduled during the raffle.

Building off of last year's raffle within a raffle staff proposes to award five mystery prizes of \$1000.00 each periodically throughout the raffle period. The suggested prizes are as follows:

### 5 prizes of equal value - \$1,000 each

### Prize Schedule

1.	Amex gift card	May 1 – May 31
2.	Tires	June 1- June 21
3.	Gas card	June 22 – July 12
4.	Best Buy gift card	July 13 –July 26
5.	IHG Hotels gift card	July 27 – August 9

### OKTOBERFEST 2013

A committee of volunteers has met and preparations are underway for August. One remaining question is Club Race. The 92db limit cannot be lifted at Laguna Seca and will likely impact our ability to hold a Club Race/School.

### REGIONAL CONFERENCES

North Central Region	January 19, 2013 Dearborn, MI
Pacific Region	February 2, 2013 San Francisco, CA
South Atlantic Region	March 9, 2013 Atlanta, GA
North Atlantic Region	March 23 Newark, NJ
South Central Region	April 6, 2013 Dallas, TX

### REGIONAL EVENTS

May 24–26: Vintage at Westbend Vineyards

July 20–21: Pittsburgh Vintage Grand Prix

July ??: Road America ALMS Car Corral

August 16–18: BMW CCA Monterey Weekend

October 12–14: Vintage at Saratoga

### AFFINITY/MEMBER BENEFIT PROGRAMS

**Roadside Assistance:** Completion of the “My Garage” modification on the website will allow us to move forward on Roadside Assistance. The new provider requires VIN’s and a full listing of all cars owned for eligibility. The new program is with Chubb Insurance and its Road America Plan.

The program would provide unlimited flat-bed service to “registered” vehicles owned by members. Each occurrence would have a 25 mile limitation and emergency road side assistance benefits would be limited to \$100.00 per occurrence.

Other benefits would include:

Road America Preferred Plus

- Sign and Drive roadside assistance up to \$100 per occurrence
- A comprehensive travel, safety and security program
- Coverage is provided to customer, spouse and all dependent children in all of their vehicles
- Program is designed as a stand-alone membership benefit.
- Terms for stand-alone memberships range from 1-5 years
- Renewable membership and commission

Additional Features:

Customized Trip Routing  
 \$500 Legal Defense Reimbursement  
 \$50 Ambulance Reimbursement  
 Security Credit Card Registration  
 \$1,000 Emergency Travel Expense Reimbursement  
 Hotel Savings  
 Car and RV Rental Savings  
 \$1,000 Car Theft Reward  
 Pharmacy Savings Program  
 Automotive Savings  
 Lost Key Registration  
 50% Hotel Savings Program  
 50% Dining Savings Program  
 Auto Service Hotline  
 Condominium Travel Program  
 Flowers & Gift Savings Program  
 Theme Park Savings Program  
 Driver's Valet Service

#### **HPDE INSURANCE 2012**

The following report was received directly from Lockton Affinity:

Overall 2012 was a good year for the BMW CCA HPDE Insurance Program. Participation grew and claim frequency decreased, but unfortunately claim severity (amount of damage per claim) increased considerably. Overall we're still in good shape, but Lockton will implement some program changes that members will see in 2013.

Lockton was pleased with the growth in 2012 and attributes that to advertising in Roundel, word of mouth from members/customers, and largely due to additional promotion BMW CCA has provided.

For 2013, the following changes to the program will occur:

- **New Website:** Lockton's new website will launch in the next 30 days (hopefully). The new website is a considerable improvement over the current website, and they expect members to have a better user experience on the new site.
- **Deductible:** our standard deductible will increase to what it was in 2011. Lockton believes the lower deductible put in place in 2012 hurt the results of the program. The standard deductible will be 10%, but they will add an option for a 15% deductible at a discounted rate/premium.
- **Rate increases:** most customers will see slight rate increases of 3-6%. Over the past 2 years our claim experience for events in the Northeast has been significantly higher than the rest of the country. For that reason, multi-event policy holders in the NE will see rate increases of 10% to 20%.
- **New coverage option:** Lockton consistently receives requests from members about purchasing (individual/personal) liability coverage to protect themselves while participating in events. They are in the process of working with a couple of different insurance markets to develop a comprehensive and affordable HPDE-specific liability program. From the inquiry level they have had about this type of product over the last year, they believe this could be very popular with members and create a significant amount of revenue for BMW CCA. While

they are closer to putting this solution together, don't expect this to be finalized until the middle of the year.

- Organizer/chapter tools: Lockton is creating material and tools that chapters will be able to use to promote the HPDE Insurance Program to their participants. Some chapters promote their program to participants and see increased registrations/participants at their events. These tools will help chapters to maximize participation at their events by knocking down a major barrier to entry (concern over "how to cover my car while on track") for prospective participants. Our goal is to have these tools ready within the next 6 weeks.

Here is a comparison of 2011 vs 2012:

Month	# of single event policies sold	Revenue to BMW CCA	Month	# of single event policies sold	Revenue to BMW CCA
Jan-11	0	\$ -	Jan-12	0	\$ -
Feb-11	14	\$ 30.66	Feb-12	27	\$ 101.94
Mar-11	54	\$ 166.40	Mar-12	39	\$ 158.50
Apr-11	68	\$ 224.78	Apr-12	91	\$ 335.12
May-11	77	\$ 275.68	May-12	81	\$ 346.28
Jun-11	82	\$ 294.36	Jun-12	104	\$ 363.86
Jul-11	42	\$ 128.84	Jul-12	46	\$ 179.26
Aug-11	59	\$ 196.90	Aug-12	108	\$ 406.72
Sep-11	112	\$ 407.00	Sep-12	159	\$ 621.82
Oct-11	91	\$ 298.14	Oct-12	67	\$ 245.94
Nov-11	11	\$ 43.20	Nov-12	35	\$ 109.92
Dec-11	7	\$ 20.40	Dec-12	0	\$ -
Annual / multi-event policies	56	\$1,462.24	Annual / multi-event policies	90	\$ 2,135.24
<b>Total</b>	<b>673</b>	<b>\$3,548.60</b>	<b>Total</b>	<b>847</b>	<b>\$ 5,004.60</b>

#### MEMBERSHIP

December 2012	Member Count
Bimmer Magazine	568
BMW Car Magazine	23
BMW CCA Website	1824
BMW Center	543
BMWBlog.com	4
Car and Driver Magazine	136
Classic MotorSports	4
CPO Sample Roundel	56

Facebook	2
GrassRoots Magazine	37
Independent Shop/Dealer	170
Link from Another Website	434
Radio Ad	1
Referred by BMW CCA Member	117
Search Engine	349
Sports Car Market Magazine	35
Television Ad	2
Word of Mouth	5531

### **Pittsburgh Vintage Grand Prix 2012**

67 Memberships

### **Legends of the Autobahn 2012**

29 Memberships

### **Three Year Membership Renewal Promotion 2012**

In September 2012 1542 Members had renewed at the 3 Year level for a BMW CCA Grille Badge. By the end of December 2012 that number had increased by 580 for an annual total of 2122

### **2012 Membership Drive**

The 2012 Membership Drive was our most successful effort to date. Over the last 12 months 1514 members referred 2292 new members. In 2011 2213 referrals were made by 1454 referrers.

### **Third and Fourth Quarter 2012 Membership Promotion**

James Clay of Bimmerworld sponsored both the third and fourth quarter membership promotions. The results were 449 lapsed members returned to the club through those promotions. The breakdown is as follows:

361 1YR Members  
 58 2YR Members  
 24 3YR Members  
 1 4YR Member  
 5 5YR Members

### **Second Quarter 2012 Membership Promotion**

Our June 2012 online membership promotion was titled Race2Save and recaptured 229 lapsed members breaking down as follows:

154 1 YR Members  
 54 2 YR Members  
 21 3 YR Members

### **March 2012 March Madness Promotion**

Our March Madness lapsed member promotion recaptured 324 members breaking down as follows:

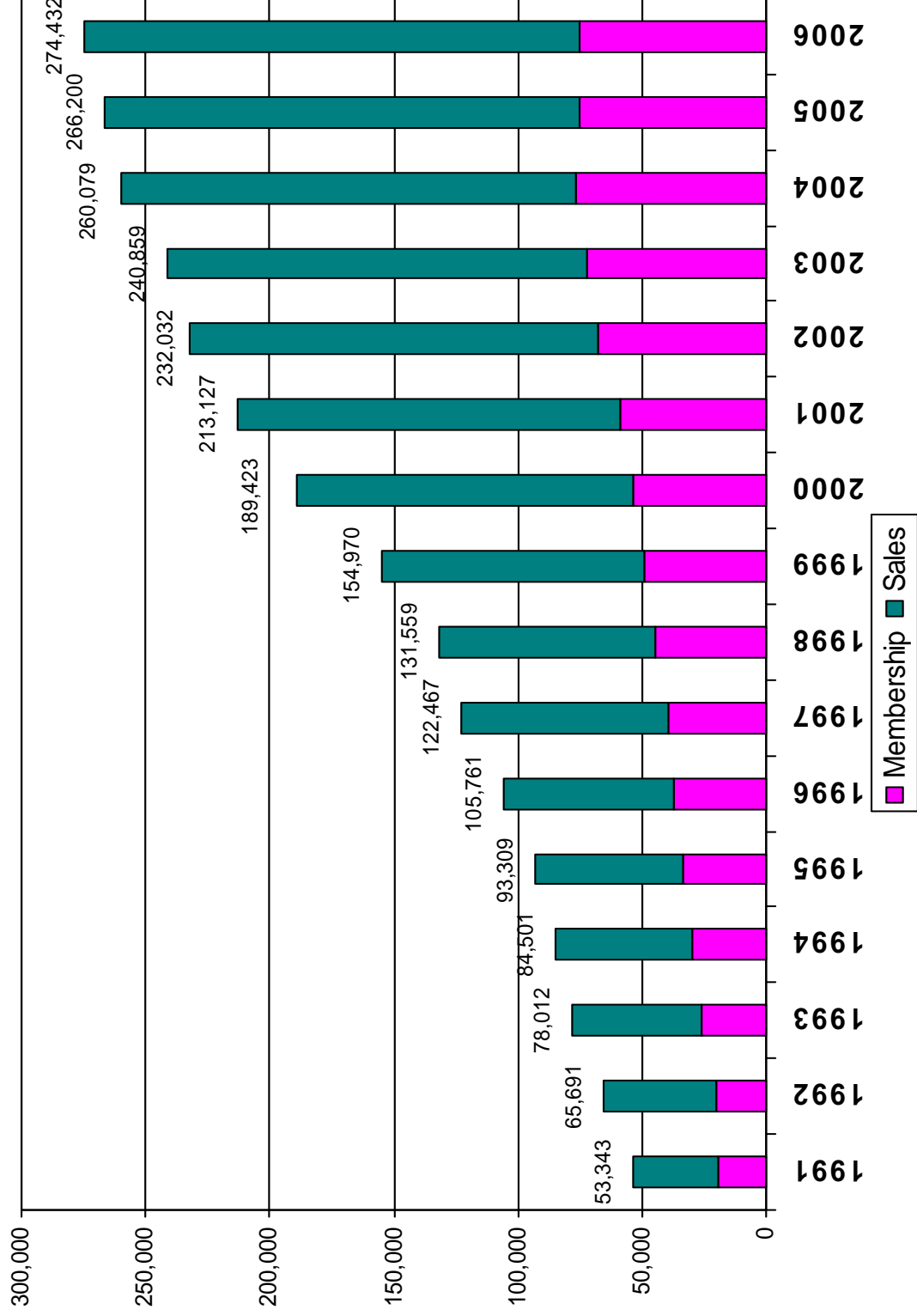
236 1 YR Members  
 56 2 YR Members  
 32 3 YR Members

**Trial Membership Program** – The first 15,000 copies of the Trial Membership program mailed to BMW's CPO Customers and to date 73 new members have used the discount code.



## Exhibit D

### BMW Membership has followed BMW NA Sales



Note: Percent club membership to sales in 1991 was 36%, in 2006 was 26%







BMW Car Club of America, Inc.  
Jackie Bechek  
Director of National Events  
640 South Main St., Ste 201  
Greenville, SC 29601  
(864) 250-0022  
jbechek@bmwcca.org  
bmwcca.org

**TO: BMW CCA BOARD OF DIRECTORS**  
**FROM: Jackie Bechek, Director of National Events**  
**DATE: January 12, 2013**  
**RE: Status Report as of January 2013**

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### STATUS UPDATE OF UPCOMING EVENTS

#### BMW CCA EVENTS

For the following events, the Staff of the National Office will travel to these events to provide support for the local chapter, offer memberships, and sell BMW CCA merchandise at the event. At most of these locations, we hope to be accompanied by our host sponsor, Spaten Beer who offers complimentary beer and a gracious Biergarten atmosphere for our membership.

May 17-19<sup>th</sup>      **Saratoga Spring INVITATIONAL**—BMW featured marque—Saratoga Springs, NY

May 25-27<sup>th</sup>      **Vintage at Westbend Vineyards**—Scott Sturdy—Lewisville, NC (MEMORIAL DAY)

July 20-21<sup>st</sup>      **Pittsburgh Vintage Grand Prix**—Schenley Park—Pittsburgh, Pennsylvania

Aug 16<sup>th</sup>      **Legends of the Autobahn**—Rancho Canada Golf Course—Carmel Valley, CA

Aug 17th-18<sup>th</sup>      **Festorics/Reunion**—Laguna Seca Raceway—Salinas, CA

Aug 19th-24th      **Oktoberfest 2013**—Hyatt Monterey and Laguna Seca—Monterey/Salinas, CA

Aug 29th-Sept 1st      **ZFest 2013**—Zentrum Museum—Greenville, SC (LABOR DAY)

October 12<sup>th</sup> -14<sup>th</sup>      **Vintage at Saratoga**—Saratoga Springs, NY

October 18-19<sup>th</sup>      **Eurofest 2013**—Zentrum Museum—Greenville, SC

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### **BMW CCA REGIONAL CONFERENCES 2013**

We will hold five (5) Regional Conferences this winter and spring at hotels centrally located to a large, regional airport. The National Office will support the events with hotel rooms at double occupancy and tax, as well as a meals package negotiated in advance. We are encouraging car-pooling as well as the least expensive mode of transport (air, train) where appropriate. We are also coordinating their air travel with a corporate travel agency for controls on fares.

#### **NORTH CENTRAL REGIONAL CONFERENCE (Regional VP: Michael Lingenfelter)**

Dates: **Friday, January 18<sup>th</sup>-Sunday, January 20<sup>th</sup>, 2013**

Location: **The Dearborn Inn, 20301 Oakwood Blvd, Dearborn, MI 48124**

#### **PACIFIC REGIONAL CONFERENCE (Regional VP: Jeff Cowan)**

Dates: **Friday, February 1<sup>st</sup>-Sunday, February 3<sup>rd</sup>, 2013**

Location: TBD

#### **SOUTH ATLANTIC REGIONAL CONFERENCE (Regional VP: Paul Dunlevy)**

Dates: **Friday, March 8<sup>th</sup>-Sunday, March 10<sup>th</sup>, 2013**

Location: **The Crowne Plaza Atlanta Airport Hotel, 1325 Virginia Avenue, Atlanta, GA 30344**

#### **NORTH ATLANTIC REGIONAL CONFERENCE (Regional VP: John Sullivan)**

Dates: **Friday, March 22<sup>nd</sup>-Sunday, March 24<sup>th</sup>, 2013**

Location: **The Hilton Newark Hotel, 1048 Raymond Blvd, Newark, NJ 07102**

#### **SOUTH CENTRAL REGIONAL CONFERENCE (Regional VP: Dan Baker)**

Dates: **Friday, April 5, 2013—Sunday, April 7<sup>th</sup>, 2013**

Location: **The Westin Dallas Fort Worth Airport, 4545 W. John Carpenter Freeway, Irving, TX 75063**

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### **CCA MEMBER-ONLY GETAWAY TRIPS WITH THE PERFORMANCE CENTER**

These member-only trips are coordinated by Jackie Bechek in conjunction with the BMW Performance Center. Each provides an opportunity for our members to participate in the Center's Car Control and M Schools at our 15% discount. As these trips attract members from across the country, our members are able to socialize across chapter boundaries.

The typical member who attends is one who is interested in driving late model luxury BMW's, and doesn't participate in track events, or even own a track vehicle. They are more BMW Lifestyle clients and are eager for social events with other BMW enthusiasts.

Also, as many of these trips are designed for couples, they have the advantage of attracting more women as members, and as Associate members. Many of the women are repeat guests of these trips as well, and have attended several different trips. Interestingly, these trips have generated quite a following, and have created its own unique BMW CCA member community.

#### **For 2013, we are offering seven (7) Getaway Trips:**

**February 14<sup>th</sup>-16<sup>th</sup>: Valentine's Day Couples Trip:** (Greenville, SC and Mts of NC) **\$2495/couple**

**March 2<sup>nd</sup>-3<sup>rd</sup>: Two Day M School** (Greenville, SC) **\$3,055/single or \$2,855/double occ.**

**April 11<sup>th</sup>-15<sup>th</sup>: Ladies'-Only Driving & Spa Getaway** (Greenville, SC & Grove Park Inn, Asheville, NC)

**\$2695/pp (single occupancy)**

**April 13<sup>th</sup>-14<sup>th</sup>: Two Day M School** (Greenville, SC) **\$3,055/single or \$2,855/double occ.**

**April 25<sup>th</sup>-27<sup>th</sup>: BMW Couples' Driving Experience:** (Greenville, SC & Mts of NC) **\$1695/pp**

**June 1<sup>st</sup>-2<sup>nd</sup>: Two Day M School** (Greenville, SC) **\$3,055/single or \$2,855/double occ.**

**July 13<sup>th</sup>-14<sup>th</sup>: Two Day M School** (Greenville, SC) **\$3,055/single or \$2,855/single occ.**



# August 19, 2013 - August 25, 2013

August 2013						
Su	Mo	Tu	We	Th	Fr	Sa
				<b>1</b>	<b>2</b>	3
4	5	6	7	8	9	10
11	12	<b>13</b>	14	<b>15</b>	16	17
18	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>
25	26	27	28	29	30	31

September 2013						
Su	Mo	Tu	We	Th	Fr	Sa
<b>1</b>	2	3	4	5	6	7
8	9	10	11	12	13	14
15	<b>16</b>	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## Monday, August 19

- 2:00pm - 9:00pm Registration (Hyatt)
- 2:00pm - 5:00pm Dinan Tour (Morgan Hills)
- 4:30pm - 5:30pm Concours Judges Meeting (Hyatt)
- 6:00pm - 7:00pm First Timers (Hyatt)
- 7:00pm - 9:00pm Welcome Reception (Hyatt)
- 8:00pm - 9:00pm Trivia Master (Hyatt)

## Tuesday, August 20

- 8:00am - 12:00pm Registration (Hyatt)
- 9:00am - 2:00pm Concours (Custom House Plaza)
- 4:00pm - 8:00pm Registration (Hyatt)
- 4:00pm - 6:00pm Concour Dinner (Memory Garden)
- 6:30pm - 7:30pm TSD Rally Meeting (Hyatt)
- 7:30pm - 9:30pm Taste of Monterey Wine Tasting (Hyatt)

## Wednesday, August 21

- 7:00am - 12:00pm Registration (Hyatt)
- 8:00am - 12:00pm TSD Rally (Hyatt-Laguna Seca)
- 8:30am - 4:30pm DE (Laguna Seca) ☺
- 9:00am - 5:00pm Gymkhana (Laguna Seca)
- 9:00am - 12:00pm Car Control (Laguna Seca)
- 11:30am - 2:30pm BBQ Lunch (Laguna Seca)
- 1:00pm - 5:00pm Car Control (Laguna Seca)
- 7:00pm - 8:00pm Dinner (Hyatt)
- 8:00pm - 11:00pm Casino Night (Hyatt)

## Thursday, August 22

- 8:00am - 12:00pm Registration (Hyatt)
- 8:30am - 4:30pm DE (Laguna Seca) ☺
- 7:00pm - 9:00pm Volunteer Reception (President's Cottage - Hyatt)

## Friday, August 23

- 8:00am - 12:00pm Registration (Hyatt)
- 8:30am - 4:30pm DE (Laguna Seca) ☺
- 9:00am - 5:00pm Autocross (Laguna Seca)
- 9:00am - 5:00pm Autocross (Laguna Seca)
- 7:00pm - 11:00pm Awards Dinner (Hyatt)

## Saturday, August 24

- 8:30am - 4:30pm DE (Laguna Seca) ☺

## Sunday, August 25





BMW Car Club of America  
640 South Main St, Ste 201  
Greenville, SC 29601-2564

Tel 864-250-0022  
Fax 864-250-0038  
bmwcca.org

## Marketing Report

### Website Traffic

Between July and November we experienced a significant growth in traffic at [bmwcca.org](http://bmwcca.org) in comparison to 2011. This is due largely in part to the popularity of *Roundel Weekly* and the increasing social media fan base on Facebook and Twitter. Each Tuesday, when *Roundel Weekly* is released there is a huge spike in traffic because of the embedded links back to our website. *Roundel Weekly* continues to average a 35% open rate and 8% click-through-rate, which is very high for a weekly email newsletter. Club members have embraced RW and as a result are more informed and connected than ever.

#### Unique Visitors to [bmwcca.org](http://bmwcca.org) Year-to-Year Comparison

	2011	2012	% Change
July	30,165	59,884	+98.5%
Aug	27,681	39,788	+43.7%
Sept	33,276	39,768	+19.5%
Oct	27,929	32,545	+16.5%
Nov	28,848	31,806	+10.2%

#### Here is how the referring traffic stacks up for 2012 (top 5 only):

1. [facebook.com](http://facebook.com) - 9,378
2. [bmwusa.com](http://bmwusa.com) - 8,036
3. [bimmerfest.com](http://bimmerfest.com) - 3,007
4. [m.facebook.com](http://m.facebook.com) (mobile site) - 2,794
5. [forum.nccbmwcca.org](http://forum.nccbmwcca.org) - 2,538

### Lapsed Member Email Blasts

In the last three months of 2012 we conducted two lapsed member email campaigns which enticed former members to rejoin the Club with a special offer from BimmerWorld. James Clay at BimmerWorld stepped up big time in support of the Club and provided \$20 gift cards to everyone who rejoined during the October campaign, and BimmerWorld t-shirts for everyone who rejoined during the December campaign. Overall we reinstated 449 former Club members in the fourth quarter.

We will be working with the Shell Oil Company on the first quarter 2013 lapsed member email blast. Shell has agreed to provide \$20 gas cards to the first 200 people who rejoin the Club using the special promo code.

## ***Online Marketing Drives Holiday Merchandise Sales***

Heading into the holiday season we devised a plan to bolster merchandise sales by adding new items and promoting them via standalone emails, *Roundel Weekly*, homepage sliders, and Facebook. In the fourth quarter we introduced four new t-shirts, a beanie, hoodie, pullover, white polo, and adjustable size dog collars. The new items were a big hit and our holiday merchandise sales topped all previous years to date by a large margin.

The increase in merchandise sales can be attributed largely to improved online marketing. There were several standalone merchandise emails including a Cyber Monday promotion and a last minute holiday gift ideas email. In addition, new items were aggressively promoted via Facebook and Twitter with pictures and a direct online store link. There was a clear spike in sales for a particular item each time it was featured on one of our social media pages (Facebook is the overall #1 referring website). The merchandise push also carried over to *Roundel Weekly* with stories on new items and gift ideas throughout the holiday season. We also called greater attention to the store by creating a homepage slider featuring the new items with direct store link.

### **Holiday Merchandise Sales Year-to-Year Comparison for the time period of Nov. 24-Dec. 31**

	2011	2012	% Change
11/24-12/31	\$6,744	\$11,551	+71.3%

## ***Print and Online Advertising Buys for 2013***

We have carefully selected a new mix of online and print advertising for the first half of 2013 as outlined below.

### **Print Publications**

Bimmer – ½ page ad, 6-month buy from January through June  
BMW Car – ½ page ad, 6-month buy from January through June  
BMW Performance – ½ page ad, 6-month buy from January through June  
Sports Car Market – ½ page ad in select upcoming issues  
Grassroots Motorsports – ½ page ad in select upcoming issues  
Classic Motorsports - ½ page ad in select upcoming issues

### **Online Advertising**

BMWBlog – rotating banner ad, Facebook and Twitter posts, and editorial coverage  
Bimmerfest.com – site sponsor  
Facebook ads – will target fans of BMW related pages to increase our base  
Google Adwords – banner ads will be placed across a network of BMW related websites  
Magnet Mail emails – our email program which allows us to send custom emails to members regarding upcoming events, raffle, promotions, merchandise, etc.



### ***Regional Events Email Newsletters: Proposed Schedule***

I am proposing a set schedule for Regional Events Email Newsletter deployment for 2013. Chapters will be required to have all event dates, descriptions, and links submitted to the National Events Calendar one week prior to the send date listed in the chart below.

#### ***Email Send Dates***

	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
North Atlantic	Jan. 31	May 2	July 11	Oct. 31
North Central	Feb. 7	May 9	July 18	Nov. 7
Pacific	Feb. 14	May 16	July 25	Nov. 14
South Atlantic	Feb. 21	May 23	Aug. 1	Nov. 21
South Central	Feb. 28	May 30	Aug. 8	Nov. 28

#### ***Events Must be in Calendar by:***

	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
North Atlantic	Jan. 24	April 25	July 4	Oct. 24
North Central	Jan. 31	May 2	July 11	Oct. 31
Pacific	Feb. 7	May 9	July 18	Nov. 7
South Atlantic	Feb. 14	May 16	July 25	Nov. 14
South Central	Feb. 21	May 23	Aug. 1	Nov. 21

Chris Hennecey  
Director of Marketing & Communications  
BMW CCA





Re: January 12, 2012 Board Meeting—Rancho Mirage, CA

BMW Car Club of America  
640 South Main St, Ste 201  
Greenville, SC 29601-2564

Tel 864-250-0022  
Fax 864-250-0038  
bmwcca.org

## IT Update

There are some exciting things coming for members in the next few months. The preparation for these new member benefits has delayed other projects I had intended to complete before this board meeting. The following list highlights the major projects:

### Roundel iPad App

This is a highly requested benefit from members! Chris, Len and I have been working with Wendie at EMG, and the team from iMirus to get the app into the Apple App Store. The app will allow anyone to view the sample issue. Members will be able to log in to view all issues available in the app. In order for members to be able to log in, I had to create an interface to gather the member data and send it to iMirus. The information must be sent every few minutes so that the e-mail and password remain synched. The iPad App has been submitted to Apple and should be approved by the end of January.

### Roadside Assistance

We've partnered with Road America to provide Premier Members with roadside assistance. Road America needs a daily file containing new Premier Members, renewals, and cancellations. The vehicles that a member enters in the remodeled garage are sent along with membership information. Roadside assistance should be available to members by the middle of January.

### Oktoberfest Registration

Steven and I worked with Aptean to modify the gomembers registration process for Oktoberfest. We made sure the modifications are flexible so that we can use gomembers for other meetings. Much of the information required for registration will be populated automatically. For example, when indicating which vehicle a person will bring, they will simply select it from a dropdown populated with the cars in their virtual garage! Internal testing is currently underway at Aptean, and Steven and I should be able to review the current work during the week of January 7. Registration will open on March 1.

### Remodeled Garage

Development on the remodeled virtual garage is finished and is ready to be pushed into production next week. The new garage collects more information about vehicles. In order for a premier member to have their vehicle covered, they must enter the VIN. Adding a vehicle by VIN prepopulates the make, model, and style if it can find a match.

Non-premier members can enter their vehicle using the make, model, and style dropdowns. The data for those dropdowns and the VINs is provided to us on a daily basis from DataOne.

The new garage will display the vehicles in their current garage and will prompt the member to re-enter them. Once re-entered, the member can click one button to clear the vehicles in the old garage.

### **Website Redesign**

Len and I have been working on a new look and feel for the website. An “off the shelf” theme was selected that Len will modify. The theme has been purchased and will be installed on the development server later this month. Once the theme is installed, Len will begin tweaking it. I will have to make adjustments to the website to take advantage of the new theme’s features. Some text and other features will have to be reworked to fit into the new theme. I believe the redesign will be rolled out during the first quarter.

### **Membership Statistics**

Work has continued on providing membership statistics, such as retention, and member counts since 2004. Unfortunately, this is not complete due to the complications of the iPad app and roadside assistance. I anticipate that I will be able to generate reports based upon the compiled data by the end of January.

A handwritten signature in black ink, reading "Stephen Elliott". The signature is fluid and cursive, with the first name "Stephen" written in a larger, more prominent script than the last name "Elliott".

Stephen Elliott  
Director of Information Technology  
BMW Car Club of America

Note: The following report contains confidential information intended for the use of BMW CCA board members in preparing for their meeting. It is not intended to be published or disseminated. A summary version for inclusion in the meeting minutes will be prepared if necessary.

**Satch Carlson, *Roundel* editor-in-chief**

## **January 2013 Pre-Board-Meeting Report**

**Teething problems:** The first issue of the “new” *Roundel* is now in the hands of the members, and the reaction I have received so far has been positive. As some of the changes involve sensitive matters, I will continue this topic in a closed session at the Board meeting, for which I have prepared additional materials.

However, I can talk about some first-issue problems that we had with the January issue, which I hope to address soon. We have already adjusted our gutter margins after discovering that the binding process produces a deeper glue infusion than we expected. The typographical errors in the January issue were partly a result of our changes in the proofing routine, and should diminish as we become more proficient with InCopy software and its integration with the InDesign program used to produce our layouts.

From my perspective, the changes have produced not only a better magazine, but a completely new and positive production environment. I have been able to work with Len Rayburn with shared concerns and parallel directions. Moreover, the use of InCopy allows me to make editorial changes directly without the time-wasting process of identifying errors on a progressive list and then waiting for the layout artist to track them down and correct them.

Our copy editor, John Bigay, is still using the old methods, which is tedious for him, and which can add delay to the proofing schedule. I hope to equip him with his own copy of InCopy soon; this will allow him to make changes which I may quickly identify and then accept or reject. I believe this will save us all significant time and effort.

At this point, our classifieds section is being addressed on an interim basis by Kelly Kirkland, my closest associate. As a proficient InDesign practitioner, she has been working out cascading styles which will help keep the classified ads consistent and uniform in appearance; she is also working with the National Office to tweak the online process by which ads are generated for the website and for *Roundel*. The end result should be less frustrating for members, and less work for those of us assembling the magazine.

***Roundel* Budgets:** I have attached Lindsey Jefferson’s most recent analysis of budgeted versus actual expenditures for 2012. These figures are not final—I believe they do not show our December postage costs, for example—but they give some indication of how we fared in 2012 compared to our expectations. Frank managed to save a significant amount of money by specifying slightly thinner pages for *Roundel*; the readers did not seem to notice any drop in our quality. However, we may budget for slightly heavier cover stock in 2013, as we are trying to maintain a high-quality, upscale look and feel to the magazine.

***Roundel* Weekly:** Chris Hennecy continues his terrific job collating and editing items for *Roundel* Weekly. As I mentioned at the end of last year, we are pleased that *Roundel* Weekly has become a significant source of advertising revenue, as we have seen print-ad revenues decline so drastically in the last two years.

I remain confident that we are still fulfilling *Roundel*’s stated mission: to inform, entertain, and provide a sense of community for our members.





**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through December 2012

	Jan - Dec 12	Budget	\$ Over Budget
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
<b>4000 - Revenues</b>			
4010.07 - First Class & Air Mail Revenue	5,674.12	4,800.00	874.12
4015.07 - Classified Advertising Revenue	8,810.00	6,900.00	1,910.00
4020.07 - Commercial Advertising Revenue	875,997.62	979,200.00	-103,202.38
4021.07 - Digital Roundel Advertising Rev	22,416.00		
4025.07 - Reprints Revenue	3,644.00	4,200.00	-556.00
4078.01 - Advertising Revenue	-1,750.00		
<b>Total 4000 - Revenues</b>	<b>914,791.74</b>	<b>995,100.00</b>	<b>-80,308.26</b>
 <b>Total Income</b>	 914,791.74	 995,100.00	 -80,308.26
 <b>Cost of Goods Sold</b>			
<b>5000.01 - Direct Costs</b>			
5016.07 - Roundel Advertising Rep	157,158.70	190,800.00	-33,641.30
<b>Total 5000.01 - Direct Costs</b>	<b>157,158.70</b>	<b>190,800.00</b>	<b>-33,641.30</b>
 <b>Total COGS</b>	 157,158.70	 190,800.00	 -33,641.30
 <b>Gross Profit</b>	 757,633.04	 804,300.00	 -46,666.96
 <b>Expense</b>			
6005 - Salaries & Wages	15,632.46		
6006 - Payroll Taxes	937.11		
6010 - Outside Contractors			
6014.07 - Roundel Staff			
6011.07 - Roundel Editor-in-Chief	111,999.92	113,304.00	-1,304.08
6013.07 - Roundel Design	123,684.00	94,836.00	28,848.00
6014.07 - Roundel Staff - Other	1,500.00	1,200.00	300.00
<b>Total 6014.07 - Roundel Staff</b>	<b>237,183.92</b>	<b>209,340.00</b>	<b>27,843.92</b>
6015 - Writers	168,150.00	199,200.00	-31,050.00
6017 - Computer Services	4,757.60		
6021 - Design-Other	3,787.50		
<b>Total 6010 - Outside Contractors</b>	<b>413,879.02</b>	<b>408,540.00</b>	<b>5,339.02</b>
 6020 - Production	9,500.00		
6025 - Printing			
6025E - Electronic Roundel Publishing	13,088.00	39,600.00	-26,512.00
6025 - Printing - Other	525,591.39	597,000.00	-71,408.61
<b>Total 6025 - Printing</b>	<b>538,679.39</b>	<b>636,600.00</b>	<b>-97,920.61</b>
 6026 - Postage	297,008.95	393,000.00	-95,991.05
6040 - Travel & Entertainment			

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through December 2012

	Jan - Dec 12	Budget	\$ Over Budget
<b>6041 - Meetings</b>			
6041ME - Meetings (Meals & Ent.)	2,046.64	2,000.00	46.64
6041 - Meetings - Other	4,927.63		
<b>Total 6041 - Meetings</b>	<b>6,974.27</b>	<b>2,000.00</b>	<b>4,974.27</b>
6040 - Travel & Entertainment - Other	653.19		
<b>Total 6040 - Travel &amp; Entertainment</b>	<b>7,627.46</b>	<b>2,000.00</b>	<b>5,627.46</b>
6090.01 - Bank Charges	15.00		
6105 - Event Expense			
6105.05 - Event Expense O'Fest	835.86		
<b>Total 6105 - Event Expense</b>	<b>835.86</b>		
<b>Total Expense</b>	<b>1,284,115.25</b>	<b>1,440,140.00</b>	<b>-156,024.75</b>
<b>Net Ordinary Income</b>	<b>-526,482.21</b>	<b>-635,840.00</b>	<b>109,357.79</b>
<b>Net Income</b>	<b>-526,482.21</b>	<b>-635,840.00</b>	<b>109,357.79</b>



# BMW Car Club of America, Inc.

## Profit & Loss Budget vs. Actual

January through December 2012

	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>4000 · Revenues</b>	
4010.07 · First Class & Air Mail Revenue	118.21%
4015.07 · Classified Advertising Revenue	127.68%
4020.07 · Commercial Advertising Revenue	89.46%
4021.07 · Digital Roundel Advertising Rev	
4025.07 · Reprints Revenue	86.76%
4078.01 · Advertising Revenue	
<b>Total 4000 · Revenues</b>	<u>91.93%</u>
 <b>Total Income</b>	 91.93%
 <b>Cost of Goods Sold</b>	
<b>5000.01 · Direct Costs</b>	
5016.07 · Roundel Advertising Rep	82.37%
<b>Total 5000.01 · Direct Costs</b>	<u>82.37%</u>
 <b>Total COGS</b>	 <u>82.37%</u>
 <b>Gross Profit</b>	 94.2%
 <b>Expense</b>	
6005 · Salaries & Wages	
6006 · Payroll Taxes	
6010 · Outside Contractors	
6014.07 · Roundel Staff	
6011.07 · Roundel Editor-in-Chief	98.85%
6013.07 · Roundel Design	130.42%
6014.07 · Roundel Staff - Other	125.0%
<b>Total 6014.07 · Roundel Staff</b>	<u>113.3%</u>
6015 · Writers	84.41%
6017 · Computer Services	
6021 · Design-Other	
<b>Total 6010 · Outside Contractors</b>	<u>101.31%</u>
 6020 · Production	
6025 · Printing	
6025E · Electronic Roundel Publishing	33.05%
6025 · Printing - Other	88.04%
<b>Total 6025 · Printing</b>	<u>84.62%</u>
 6026 · Postage	75.58%
6040 · Travel & Entertainment	

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through December 2012

	<u>% of Budget</u>
6041 · Meetings	
6041ME · Meetings (Meals & Ent.)	102.33%
6041 · Meetings - Other	
Total 6041 · Meetings	<u>348.71%</u>
6040 · Travel & Entertainment - Other	
Total 6040 · Travel & Entertainment	<u>381.37%</u>
6090.01 · Bank Charges	
6105 · Event Expense	
6105.05 · Event Expense O'Fest	
Total 6105 · Event Expense	<u></u>
Total Expense	<u>89.17%</u>
Net Ordinary Income	<u>82.8%</u>
Net Income	<u><u>82.8%</u></u>



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## Report of the Creative Director

I want to thank Frank and the Board for giving me this wonderful opportunity to serve BMW CCA as its Creative Director. Since joining the staff in September, I've enjoyed developing working relationships with other staffers and the *Roundel* editorial team.

We've been fleshing out the details of the new branding styles and incorporating them into advertisements, direct mail pieces, event materials, and membership materials.

The first issue of the redesigned *Roundel* should be in mailboxes now. Satch and I are working closely together to further refine the new look and feel of the magazine, as he also updates the columnists and other contributors on the editorial side. Satch is a great editor to work with and has been very supportive as we integrate new designs and technology into the magazine's workflow. The new look is designed to be easier to read, reflect clean and modern design styles, and be attractive to both long-time members and younger, prospective members.

We're utilizing several workflow-streamlining technologies that allow us to collaborate more closely on how content and design are fitting together. We operate from a centralized cloud-based account and use Adobe's InDesign and InCopy to share work files efficiently. With the new system, Satch is able to edit copy in the layout itself while I continue work on the design.

The redesigned *Roundel* will also soon be a downloadable mobile App (both for Apple's IOS and Android devices). This will replace the prior web version of the magazine, as that older version proved incompatible with newer mobile operating systems.

Also on the digital front, we created a new version of the Legends of the Autobahn website using WordPress and adding several new features. I'm enjoying working with Stephen Elliot as we plan a major design and functionality overhaul for the primary BMW CCA website.

I hope to relocate to Greenville, SC, as soon as our house in Arkansas sells. Hopefully the new year will bring a viable offer and see us moved quickly!

Thank you again!





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

Subject: Club Racing Chairman's Pre-meeting Report for the January 12-13, 2013 Board Meeting.

Travel: January 12-13, 2013; BMW CCA National Board Meeting; Palm Springs, CA.

Planned Travel: March 9-10, 2013; BMW CCA Club Racing Stewards Workshop; Atlanta, Georgia.

Racer's Advisory Committee

North Atlantic	Ron Checca
South Atlantic	Mike Akard
North Central	John Negus
South Central	Steve Amos
Pacific	Ralph Warren
Canada	Isidore Papadoulousos

Appeals/Protests: None

New Activity:

- CR rules released 1/4/2013.
- 2013 CR Enduro series to supplement the current CR schedule.
- Activity/ Participation Trend

Trend	2012	2011	2010
Races	25	29	29
Registered Racers	823	795	875
Participating	655	627	642
%Drop-Off	20.41	21.1	26.6
Racers/event	26.2	21.6	22.1

- 6 Club Race Schools in 2012 with 137 participants.
- CR O'fest Saturday Barbecue attended by over 200 people.
- Two scheduled races at COTA for 2013(Circuit of the Americas).
- 4th Annual CR Steward Workshop scheduled for March 9-10, 2013 in Atlanta, GA.
- New CR website server for 2013.

Respectfully submitted,

Gary Davis  
Chairman, BMW CCA Club Racing

BMW Car Club of America  
640 South Main St, Ste 201  
Greenville, SC 29601-2564

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# BMW Car Club of America Driving Events Committee

**To:** BMW Car Club of America Board of Directors  
Dan Baker - BMW CCA Board Liaison - DEC  
Frank Patek - Executive Director BMW CCA

**From:** Bill Wade – National Driving Event Committee Chairman

**Date:** January 7, 2013

**Subject:** Quarterly Report – 4th Quarter 2013

## **Items / Issues–**

### 1. DEC planning Meeting

The National DEC will be holding their annual planning meeting on the weekend of the Pacific Regional meeting. We will be covering topics such as a clearer definition of what an Autocross is (in response to the recent discussion with the San Diego Chapters event. Any revisions to the stand alone DEC minimum standards, ITS Funding/Promotion for new and existing events, suction cup camera mounts and others.

### 2. Grattan/Gingerman Directional Issue

I have spoken to the SCCA individual about the practice of running either Grattan Raceway and Gingerman Raceway a counter clock wise direction. He stated that he would not use either track in a counter clock wise direction. Neither of these tracks are set up with safety barriers in that direction and actually are hazardous in that direction because the armco is not double sided and drivers would be impacting the supports of the barriers. It is the National DEC's opinion that these track should never be run in any direction other than the intended direction which is clockwise.

## **Board Action Needed –**

1. None at this time.

## **Travel Anticipated –**

1. BMW CCA Foundation BMW CCA Board Meeting 1/11/13 - Palm Springs, CA
2. North Central Chapter Congress (Representing Bluegrass Bimmers and BMW CCA Foundation)  
- Detroit MI 1/18/13
3. DEC Committee Meeting - San Francisco CA 2/2/13

Respectfully submitted,



Bill Wade  
National Driving Event Committee Chairman

BMW Car Club of America, Inc.  
Profit & Loss Budget Overview  
January through December 2012

Ordinary Income/Expense	Chapter Congress	Club Racing	Monterey	Board	Chapters	General - Other			Total General			Roundel	TOTAL
				(National)	(National)	DEC	(General)	(National)	Total National	Oktoberfest	Raffle		
Income													
4000 - Revenues													
4005 - Membership Dues													
4005.00 - Membership Dues					2,875,000.00				2,875,000.00				2,875,000.00
4005.96 - Club Race License		30,000.00											30,000.00
4005.99 - Discounts (Staff Adjmts)					-10,000.00				-10,000.00				-10,000.00
Total 4005 - Membership Dues		30,000.00			2,865,000.00				2,865,000.00				2,895,000.00
4010.07 - First Class & Air Mail Revenue												4,800.00	4,800.00
4015.07 - Classified Advertising Revenue												6,900.00	6,900.00
4020.07 - Commercial Advertising Revenue												875,000.00	875,000.00
4025.07 - Reprints Revenue													0.00
4030.01 - Merchandise Sales													
4030.05 - Oktoberfest Logo Merch Revenue										4,000.00			4,000.00
4030.96 - Club Racing Merch Sales		2,000.00											2,000.00
4030.01 - Merchandise Sales - Other							25,200.00	25,200.00	25,200.00				25,200.00
Total 4030.01 - Merchandise Sales		2,000.00					25,200.00	25,200.00	25,200.00	4,000.00			31,200.00
4035 - Royalty Income													
4035.02 - Medjet Assistance Royalty							180.00	180.00	180.00				180.00
4035.03 - Lockton Risk Svcs, Inc Royalty							2,700.00	2,700.00	2,700.00				2,700.00
4021.07 - Digital Roundel Advert.							40,000.00	40,000.00	40,000.00				40,000.00
Total 4035 - Royalty Income							42,880.00	42,880.00	42,880.00				42,880.00
4040.08 - Net Raffle Income											545,000.00		545,000.00
4045.01 - Registrations													
4045.05 - Oktoberfest Registration										229,000.00			229,000.00
4045.06 - Festorics Registration Income			25,000.00										25,000.00
4045.07 - Legends of Autobahn Registration			30,000.00										30,000.00
Total 4045.01 - Registrations			55,000.00							229,000.00			284,000.00
4050.01 - Sponsorship													
4050.05 - Oktoberfest Sponsorships										126,000.00			126,000.00
4050.96 - Club Racing Sponsorship		85,000.00											85,000.00
4050.01 - Sponsorship - Other			39,000.00					22,000.00	22,000.00				61,000.00
Total 4050.01 - Sponsorship	0.00	85,000.00	39,000.00				0.00	0.00	0.00	126,000.00			250,000.00
4055.01 - List Rentals							15,500.00	15,500.00	15,500.00				15,500.00
4070.01 - Credit Card Affinity Fees							100,000.00	100,000.00	100,000.00				100,000.00
4076.01 - Other Event Revenues													
4076.05 - Oktoberfest Other Event Revenue										3,400.00			3,400.00
4076.96 - Club Racing Other Event		500.00											500.00
4076.01 - Other Event Revenues - Other							1,000.00	1,000.00	1,000.00				1,000.00
Total 4076.01 - Other Event Revenues		500.00					1,000.00	1,000.00	1,000.00	3,400.00			4,900.00
4078.01 - Advertising Revenue													
4078.05 - Oktoberfest Advertising Rev										1,400.00			1,400.00
Total 4078.01 - Advertising Revenue										1,400.00			1,400.00
Total 4000 - Revenues	0.00	117,500.00	94,000.00		2,865,000.00		184,580.00	184,580.00	3,049,580.00	363,800.00	545,000.00	886,700.00	5,056,580.00
Total Income	0.00	117,500.00	94,000.00		2,865,000.00		184,580.00	184,580.00	3,049,580.00	363,800.00	545,000.00	886,700.00	5,056,580.00
Cost of Goods Sold													
5000.01 - Direct Costs													

BMW Car Club of America, Inc.  
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	Chapter Congress	Club Racing	Monterey	Board (National)	Chapters (National)	DEC	General - Other (General)	(National)	Total National	Total General Oktoberfest	Raffle	Roundel	TOTAL
5005.00 · Chapter Dues Rebates					973,500.00				973,500.00				973,500.00
5010.01 · Cost of Merchandise Sold													
5010.05 · Ofest Logo Cost of Goods Sold										3,000.00			3,000.00
5010.96 · Club Racing Cost of Goods Sold													0.00
5010.01 · Cost of Merchandise Sold - Other							33,300.00	33,300.00	33,300.00				33,300.00
Total 5010.01 · Cost of Merchandise Sold		0.00					33,300.00	33,300.00	33,300.00	3,000.00			36,300.00
5016.07 · Roundel Advertising Rep												166,250.00	166,250.00
5020.01 · Credit Card Fees			2,500.00				72,000.00	72,000.00	72,000.00	3,000.00			77,500.00
Total 5000.01 · Direct Costs		0.00	2,500.00		973,500.00		105,300.00	105,300.00	1,078,800.00	6,000.00		166,250.00	1,253,550.00
Total COGS		0.00	2,500.00		973,500.00		105,300.00	105,300.00	1,078,800.00	6,000.00		166,250.00	1,253,550.00
Gross Profit	0.00	117,500.00	91,500.00		1,891,500.00		79,280.00	79,280.00	1,970,780.00	357,800.00	545,000.00	720,450.00	3,803,030.00
Expense													
6005 · Salaries & Wages		17,266.16					450,099.12	450,099.12	450,099.12	40,000.00			507,365.28
6006 · Payroll Taxes		1,666.18					43,434.56	43,434.56	43,434.56			9,119.25	54,220.00
6007 · Employee Fringe Benefits							83,532.83	83,532.83	83,532.83			12,000.00	95,532.83
6008 · 401(k) Match		1,200.00					24,160.25	24,160.25	24,160.25			4,500.00	29,860.25
6010 · Outside Contractors													
6014.07 · Roundel Staff													
6011.07 · Roundel Editor-in-Chief												115,000.00	115,000.00
6013.07 · Roundel Design												94,500.00	94,500.00
6014.07 · Roundel Staff - Other												6,000.00	6,000.00
Total 6014.07 · Roundel Staff												215,500.00	215,500.00
6015 · Writers												199,200.00	199,200.00
6017 · Computer Services							172,400.00	172,400.00	172,400.00				172,400.00
6018.11 · Web Page Services		5,500.00					18,000.00	18,000.00	18,000.00				23,500.00
6021 · Design-Other							500.00	500.00	500.00				500.00
6010 · Outside Contractors - Other							35,000.00	35,000.00	35,000.00				35,000.00
Total 6010 · Outside Contractors		5,500.00					225,900.00	225,900.00	225,900.00			414,700.00	646,100.00
6020 · Production							12,000.00	12,000.00	12,000.00				12,000.00
6025 · Printing													
6025.98 · Elections Printing							5,100.00	5,100.00	5,100.00				5,100.00
6025E · Electronic Roundel Publishing												18,000.00	18,000.00
6025 · Printing - Other	1,500.00	1,800.00	500.00	500.00	40,000.00		43,000.00	43,000.00	83,500.00	3,000.00	19,000.00	535,000.00	644,300.00
Total 6025 · Printing		1,800.00			40,000.00		48,100.00	48,100.00	88,100.00		19,000.00	553,000.00	661,900.00
6026 · Postage													
6026.01 · Postage-General					64,200.00				64,200.00				64,200.00
6026.96 · Club Racing Postage		5,000.00											5,000.00
6026 · Postage - Other			3,000.00				20,100.00	20,100.00	20,100.00		23,000.00	393,000.00	439,100.00
Total 6026 · Postage		5,000.00	3,000.00		64,200.00		20,100.00	20,100.00	84,300.00		23,000.00	393,000.00	508,300.00
6030 · Telephone/Internet							19,200.00	19,200.00	19,200.00				19,200.00
6035 · Utilities							4,500.00	4,500.00	4,500.00				4,500.00
6040 · Travel & Entertainment													
6040ME · Travel (Meals & Entertainment)			1,400.00				31,200.00	31,200.00	31,200.00				32,600.00
6041 · Meetings													
6041ME · Meetings (Meals & Ent.)				13,000.00					13,000.00			2,000.00	15,000.00
6041 · Meetings - Other				65,000.00					65,000.00				65,000.00
Total 6041 · Meetings				78,000.00					78,000.00			2,000.00	80,000.00

BMW Car Club of America, Inc.  
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	Chapter Congress	Club Racing	Monterey	Board (National)	Chapters (National)	General - Other DEC (General)	(National)	Total National	Total General Oktoberfest	Raffle	Roundel	TOTAL
6042.09 · Congresses												
6042ME · Congress (Meals & Ent)	28,000.00	1,000.00				15,000.00						29,000.00
6042.09 · Congresses - Other	84,000.00	11,000.00				38,000.00						95,000.00
Total 6042.09 · Congresses	112,000.00											112,000.00
6043.01 · RVP Travel												
6043ME · RVP Travel (Meals & Ent.)				600.00				600.00				600.00
6043.01 · RVP Travel - Other				5,400.00				5,400.00				5,400.00
Total 6043.01 · RVP Travel				6,000.00				6,000.00				6,000.00
6046.01 · Employee/Member Goodwill												
6046ME · Empl/Mbr Goodwill (Meals & Ent)						1,800.00	1,800.00	1,800.00				1,800.00
6046.01 · Employee/Member Goodwill - Other						9,900.00	9,900.00	9,900.00				9,900.00
Total 6046.01 · Employee/Member Goodwill						11,700.00	11,700.00	11,700.00				11,700.00
6048.00 · Chapter Goodwill	3,000.00				6,000.00			6,000.00				9,000.00
6049.96 · Tech Steward												
6049ME · Tech Steward (Meals & Ent.)		500.00										500.00
6049.96 · Tech Steward - Other		6,500.00										6,500.00
Total 6049.96 · Tech Steward		7,000.00										7,000.00
6052.96 · T&S Steward												
6052ME · T&S Steward (Meals & Ent.)		500.00										500.00
6052.96 · T&S Steward - Other		5,000.00										5,000.00
Total 6052.96 · T&S Steward		5,500.00										5,500.00
6057.96 · Comp Steward		10,000.00										10,000.00
6058.96 · CR Registrar												
6058ME · CR Registrar (Meals & Ent.)		250.00										250.00
6058.96 · CR Registrar - Other		2,250.00										2,250.00
Total 6058.96 · CR Registrar		2,500.00										2,500.00
6061.96 · CR Instructor		1,250.00										1,250.00
6061ME · CR Instructor Meals		250.00										250.00
6040 · Travel & Entertainment - Other			11,000.00			35,000.00	35,000.00	35,000.00				46,000.00
Total 6040 · Travel & Entertainment	115,000.00	26,500.00	12,400.00	84,000.00	6,000.00	77,900.00	77,900.00	167,900.00			2,000.00	323,800.00
6050 · Office Supplies and Expenses		7,000.00	4,000.00			31,200.00	31,200.00	31,200.00				42,200.00
6051 · Printed Business Supplies					6,000.00	24,000.00	24,000.00	30,000.00	2,000.00	13,000.00		45,000.00
6055 · Insurance												
6055.01 · Insurance Chapter Checks						-190,000.00	-190,000.00	-190,000.00				-190,000.00
6055.02 · Chapter D&O Ins Payments						-14,000.00	-14,000.00	-14,000.00				-14,000.00
6055 · Insurance - Other						204,000.00	204,000.00	204,000.00				204,000.00
Total 6055 · Insurance						0.00	0.00	0.00				0.00
6059 · Marketing			5,000.00			55,200.00	55,200.00	55,200.00				60,200.00
6060 · Computer Software						10,000.00	10,000.00	10,000.00				10,000.00
6065 · Training & Education												
6065ME · Training & Education Meals						1,000.00	1,000.00	1,000.00				1,000.00
6065 · Training & Education - Other						14,000.00	14,000.00	14,000.00				14,000.00
Total 6065 · Training & Education						15,000.00	15,000.00	15,000.00				15,000.00
6070 · Dues & Subscriptions						720.00	720.00	720.00				720.00
6075 · Legal Expenses						60,000.00	60,000.00	60,000.00				60,000.00
6076.01 · Accounting Expenses						40,000.00	40,000.00	40,000.00				40,000.00

BMW Car Club of America, Inc.  
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	Chapter Congress	Club Racing	Monterey	Board (National)	Chapters (National)	DEC	General - Other			Total General			TOTAL
							(General)	(National)	Total National	Oktoberfest	Raffle	Roundel	
6080 · Service Contracts							360.00	360.00	360.00				360.00
6085 · Occupancy Expenses													
6086 · Real Estate Taxes							6,000.00	6,000.00	6,000.00				6,000.00
6087 · Building Regime Expenses							6,000.00	6,000.00	6,000.00				6,000.00
Total 6085 · Occupancy Expenses							12,000.00	12,000.00	12,000.00				12,000.00
6090.01 · Bank Charges							1,800.00	1,800.00	1,800.00				1,800.00
6095 · Equipment Leases							20,000.00	20,000.00	20,000.00				20,000.00
6100.01 · RVP Discretionary Funds				2,500.00					2,500.00				2,500.00
6105 · Event Expense													
6105.05 · Event Expense O'Fest										315,000.00			315,000.00
6105.06 · Festorics Event Expense			37,000.00										37,000.00
6105ME · Event Expense Meals													0.00
6106.06 · Legends of the Auto. Event Exp.			30,000.00										30,000.00
6105 · Event Expense - Other		5,000.00					34,500.00	34,500.00	34,500.00				39,500.00
Total 6105 · Event Expense		5,000.00	67,000.00				34,500.00	34,500.00	34,500.00	315,000.00			421,500.00
6205 · Other Expenses		4,000.00					32,000.00	32,000.00	32,000.00				36,000.00
6500 · Chapter Incentives & Rebates													
6505.00 · Insurance Rebates					18,000.00				18,000.00				18,000.00
6515.00 · Dealer Drive Program					1,200.00				1,200.00				1,200.00
Total 6500 · Chapter Incentives & Rebates					19,200.00				19,200.00				19,200.00
6600 · Surveys							240.00	240.00	240.00				240.00
6700 · Charitable Contributions													
6700.00 · Charitable Contr Set-aside							63,000.00	63,000.00	63,000.00				63,000.00
Total 6700 · Charitable Contributions							63,000.00	63,000.00	63,000.00				63,000.00
6702 · Foundation Contribution in kind							17,000.00	17,000.00	17,000.00				17,000.00
6805 · Depreciation Expense		1,150.00					119,810.64	119,810.64	119,810.64				120,960.64
Total Expense	115,000.00	76,082.34	91,400.00	86,500.00	135,400.00	0.00	1,545,757.40	1,545,757.40	1,767,657.40	357,000.00	55,000.00	1,388,319.25	3,850,459.00
Net Ordinary Income	-115,000.00	41,417.66	100.00	-86,500.00	1,756,100.00	0.00	-1,466,477.40	-1,466,477.40	203,122.60	800.00	490,000.00	-667,869.25	-47,429.00
Other Income/Expense													
Other Income													
7000 · Other Income													
7005 · Interest Income							80,000.00	80,000.00	80,000.00				80,000.00
7010 · Dividend Income							1,000.00	1,000.00	1,000.00				1,000.00
7015.01 · Revenue Write offs							0.00	0.00	0.00				0.00
Total 7000 · Other Income							81,000.00	81,000.00	81,000.00				81,000.00
Total Other Income							81,000.00	81,000.00	81,000.00				81,000.00
Other Expense													
8000 · Other Expense													
8050 · Federal Income Taxes							40,000.00	40,000.00	40,000.00				40,000.00
8060 · State Income Taxes							8,000.00	8,000.00	8,000.00				8,000.00
8070 · Licenses and Fees							10,000.00	10,000.00	10,000.00				10,000.00
Total 8000 · Other Expense							58,000.00	58,000.00	58,000.00				58,000.00
Total Other Expense							58,000.00	58,000.00	58,000.00				58,000.00
Net Other Income							23,000.00	23,000.00	23,000.00				23,000.00
Net Income	-115,000.00	41,417.66	100.00	-86,500.00	1,756,100.00	0.00	-1,443,477.40	-1,443,477.40	226,122.60	800.00	490,000.00	-667,869.25	-24,429.00

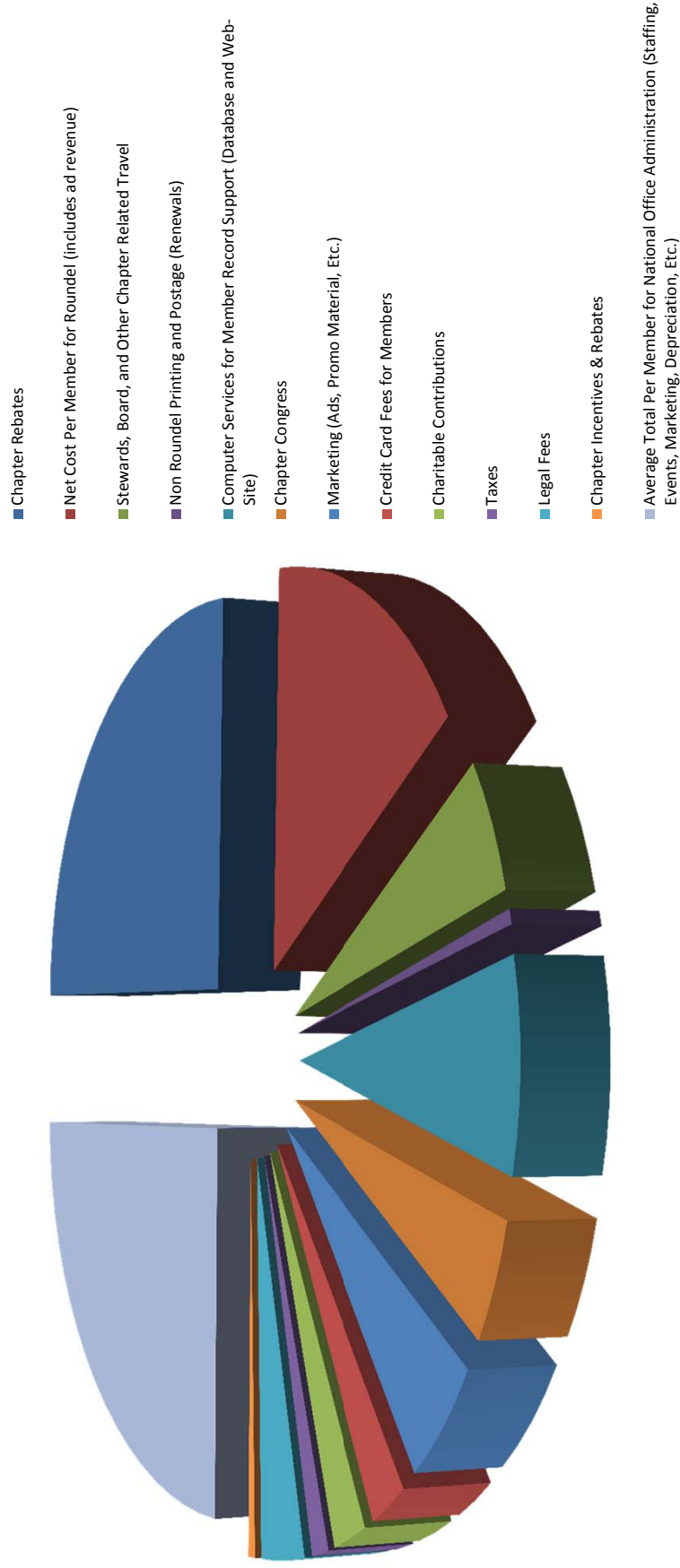
BMW Car Club of America, Inc.

2012

	Total Revenue/(Expenses)	Associate # Members	Average # Full Members
		8,252	61,100
		12%	88%
	Per Associate Member	Per Member	
<b>Member Income</b>			
Dues Collected Per Member Type	77% \$ 2,811,000 \$	10.00 \$	46.00
Net Raffle	16% \$ 566,361 \$	8.17 \$	8.17
<b>Net Member Revenue</b>	\$ 3,377,361 \$	18.17 \$	54.17
<b>Non-Member Income</b>			
Interest	3% \$ 121,840 \$	1.76 \$	1.76
Credit Card Affinity Fees	3% \$ 100,000 \$	1.44 \$	1.44
Royalties & Sponsorship	1% \$ 29,165 \$	0.42 \$	0.42
List Rentals	0% \$ 15,500 \$	0.22 \$	0.22
<b>Net Non-Member Income</b>	7% \$ 266,505 \$	3.84 \$	3.84
<b>Net Income</b>	100% \$ 3,643,866 \$	22.01 \$	58.00
Net Cost Per Member for Roundel ( <i>includes ad revenue</i> )	26% \$ 934,822 \$	- \$	15.30
Stewards, Board, and Other Chapter Related Travel	15% \$ 547,447 \$	- \$	8.96
Non Roundel Printing and Postage (Renewals)	5% \$ 188,067 \$	2.71 \$	2.71
Computer Services for Member Record Support (Database and Web-Site)	1% \$ 21,027 \$	0.30 \$	0.30
Chapter Congress	8% \$ 289,880 \$	4.18 \$	4.18
Marketing (Ads, Promo Material, Etc.)	5% \$ 174,338 \$	2.51 \$	2.51
Credit Card Fees for Members	6% \$ 202,551 \$	2.92 \$	2.92
Charitable Contributions	3% \$ 97,071 \$	1.40 \$	1.40
Taxes	3% \$ 94,610 \$	1.36 \$	1.36
Legal Fees	1% \$ 48,429 \$	0.70 \$	0.70
Chapter Incentives & Rebates	4% \$ 129,832 \$	1.87 \$	1.87
	1% \$ 20,269 \$	0.29 \$	0.29
<b>Net Expenses</b>	75% \$ 2,748,342.75 \$	18.26 \$	42.52

Average Total Per Member for National Office Administration (Staffing, Events, Marketing, Depreciation, Etc.)	25% \$ 895,523 \$	- \$	14.66
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2012



**BMW CCA 2012**  
**Break Down of Dues**

Membership Dues for Regular Members	\$ 48.00
Chapter Rebate	\$ (15.30)
Net Cost of Roundel (Actual Cost \$21.36)	\$ (8.96)
Chapter Congress	\$ (2.92)
Average Membership Discount	\$ (2.00)
Average Credit Card Fees	\$ (1.36)
Marketing to new members	\$ (2.92)
Member Card	\$ (1.49)
Renewal Notices	\$ (1.53)
Net to National	<u><u>\$ 11.52</u></u>

**Note: Net to national per member must cover all computer cost, staff, events, taxes, legal fees, charitable contributions and all cost related to running the Orginaization.**