

Final Revised
Minutes of the March 20, 2010 National Board meeting

The National Board Meeting, conducted at the Westin Hotel in Greenville South Carolina, was called to order by President Bruce Hazard at 8:05 a.m. Board members present included Mark Jon Calabrese, Louis Goldsman, JR Schneider, Michael Lingenfelter, Mark Doran, Steven Johnson, Paul Dunlevy, and John Sullivan. National office staff present included Frank Patek, Steven Schlossman, Linda Axelson, and Tricia Williams. *Roundel* Editor in Chief Satch Carlson, *Roundel* Art Director Suzin Koehler and *Roundel* Ad Manager Michael Slaff. Guests present included Byron McCauley, Sueann Meskell, Michael Mitchell, Lindsey Jefferson, Patricia Williams, J. Dwayne Mosley, Chris Rackley, and Tony Cali..

President Hazard reported that the meeting minutes from the January Board Meeting had been approved by conference call on February 2, 2010, and dispensed with the reading of the minutes. The February conference call had resulted in a vote regarding revisions of the proposed autocross standards. Motion for approval had been made by John Sullivan and seconded by JR Schneider. The motion had been passed by a vote of 9-0.

BOARD MEMBER REPORTS

The pre-meeting reports submitted by the President, Executive Vice President, Secretary, Treasurer, Pacific Region Vice President, North Atlantic Region Vice President, South Atlantic Region Vice President, North Central Region Vice President, and South Central Region Vice President were submitted without further revisions. The pre-meeting report of Executive Director Frank Patek was also submitted without revision.

NATIONAL EVENTS

Oktoberfest. Manager Linda Axelson reported that the primary host hotel for Oktoberfest 2010 has been totally sold out. Backup space is available in the two additional hotels, Seibkens Resort, and the Baymont Inn. Advance registration is underway with 123 registrants since online registration began on March 1. Contract finalization for the October 2011 Oktoberfest event in Birmingham, Alabama, is underway with Barber Motorsports Park and the Renaissance Ross Bridge Golf Resort and Spa. Continuing investigation of the possible locations for Oktoberfest 2012 in Colorado is under way. The proposed racetrack for the driving events is in a questionable state of construction with uncertainty about completion in time for the 2012 event.

Discussion was conducted regarding the criteria for the best Oktoberfest overall performance trophy. Questions were raised as to the possible inclusion of participation points for volunteers helping work in the event activities. The

general consensus was that the trophy is to recognize the participation of the competitors in the various competitive Oktoberfest activities.

Michael Lingenfelter made a motion to establish a volunteer trophy recognizing the best performance for volunteering to assist with the various events and activities. The motion was seconded by Mark Doran. The motion passed by a vote of 9-0.

Michael Lingenfelter presented another motion that would award volunteers for designated events, with participation points in the event, which they did not otherwise compete. The motion was seconded by Mark Jon Calabrese. The motion passed by a vote of 9-0.

A third motion was made by Michael Lingenfelter to present recognition of the top five competitive performance scores. The motion seconded by Mark Jon Calabrese, passed by a vote of 9-0.

National Congress. A review of the Chapter Congress conducted in Dallas during the weekend of March 5th-7th was presented. A total of 175 chapter leaders, representing 62 chapters, participated in the Congress. Issues highlighted for future events included chapter communication and the enhancement of the Saturday evening banquet. Discussion took place regarding the possibility of conducting a Regional Congress on alternating years with the National Congress. A cost analysis is to be undertaken in this regard.

Michael Lingenfelter proposed, based on feedback from his region's congress delegation, that the non-DEC chapter congress be held on a regional basis on alternating years (ie., once every four years). A motion was made and passed to pilot a region-level chapter congress in the North Central Region in 2011.

REGIONAL EVENTS

It was noted that the Sebring race corral was under way simultaneously with the board meeting. Planning for the Vintage in the Vineyards event is proceeding on schedule. The promotional artwork for the Saratoga Car Show has been submitted. Registration for the West Coast Concours at Monterey is scheduled to go active on April the first. The dinner has been scheduled for the Rancho Canada Country Club. The committee is working on locations for possible expansion of the event in anticipation of future growth.

Pacific Region Vice President Steven Johnson advised of a potential nine chapter driving school Regional Event to be conducted in Las Vegas in October. Further discussion of the application was deferred until the April conference call. North Atlantic Region Vice President John Sullivan, advised that an application is pending from the Green Mountain Chapter for regional event status for the

October Fast event scheduled for mid-October that would be a repeat of the event from 2009.

NATIONAL PROGRAMS AND SERVICES

Database Contract. Executive Director Frank Patek reported on the database contract, having been signed with Go Members. The timeline for development will be six months before going live, which is anticipated to occur following Oktoberfest. A parallel testing program has been planned. Full start up and transition of the new program is being delayed by the requirements for the annual raffle and Oktoberfest.

Website Update. Mr. Chris Rackley, a contractor from Worthwhile, reported on the development of the new club website. He described the program as a project building for long-term solutions using off-the-shelf solutions and avoiding proprietary software. He indicated that the launch date is dependent upon the online operational status of the new database program. An overview of the new design was presented.

Club Racing Update. Club Racing Board liaison, Louis Goldsman presented a report that a club racing stewards meeting had been conducted at the Dallas Chapter Congress. SFI certification testing was completed by the stewards.

Driving Events Committee Update. DEC Board liaison Mark Doran presented a motion for the acceptance of the new helmet standards for autocross events and driving schools. The motion was seconded by Michael Lingenfelter and passed by a vote of 9-0. It was directed that the new standard be indexed as an appendix to the Operations Manual. Further discussion regarded the prohibition of the Chief Instructor being simultaneously involved at a club racing event as a participant and removal of the previously used convertible roll bar waiver and release resulted in a consensus of opinion, but no specific vote was taken. Completion of the technical and medical forms remains pending.

Raffle. The annual raffle is scheduled to launch on April 1, 2010 and close on August 15, 2010. The designated odds for winning have been set at 5000 to one. Members and associate members will be limited to the purchase of 10 tickets apiece. The Grand Prize has been designated as the M6, First Prize will be the M3 Coupe and the Main Prize will be the 335i. The discussion was conducted regarding the sequence and procedures for drawing for the Grand Prize award winner.

POLICY AND ADMINISTRATION

Operations Manual Updates. J.R. Schneider submitted a report prepared at the request of President Hazard regarding a review of the Operations Manual for updates and reconciliation with current Bylaws and procedures. The proposed revisions include:

a.) **Insurance.** A discussion was conducted regarding the status of events eligible for insurance rebates, and the specific events requiring insurance coverage. At the present time, the only events not eligible for insurance rebates are Driving Schools, Autocrosses and Club Racing events. Frank Patek advised that the insurance rebates for events in 2010 will remain unchanged from the rebate 2009 schedule. An updated list of events requiring insurance coverage, with the inclusion of events known as Slaloms, Time Trials, and Hill Climbs is to be incorporated into the Operations Manual. The question was raised regarding the computation of insurance premiums for multiple events occurring on the same day. It was the consensus of the Board that the premium would be a single premium based upon the most expensive of the multiple events being conducted. It was acknowledged that in some circumstances, events now known as Autocross had been previously known as Gymkhanas. The proposed definition of a Gymkhana is "a low-speed timed event conducted on a closed course combining driving skills and other physical activities. It is commonly a driver and navigator team event not requiring helmets. Convertibles are eligible to participate, with only regular street safety equipment."

The proposal was made to revise the current language regarding insurance premium rebates to read "events eligible for insurance premium rebates and the rebate schedule, will be established by the National Office on an annual basis prior to the annual meeting. Chapters must make application for the available rebate following conclusion of the event."

The provisions of the chapter minimum events standards regarding insurance coverage was proposed for revision to read "each chapter is required to obtain liability insurance in the amount of \$5 million for each event requiring insurance, to include, but not limited to, Driving Schools, Safety Schools, Car Control Clinics, Autocrosses, Slaloms, Hill Climbs, Time Trials, Rallies of any type, Tours, Gymkhanas, and Car Shows. Coverage is not automatic. Coverage must be initiated by the chapter holding the event. The chapter must obtain a certificate of insurance for each event. BMW CCA, must be listed as an additional named insured on the certificate of insurance."

b.) **Election Notices.** A proposal revising the language regarding the *Roundel* election notices to reflect the recent bylaw changes regarding National Board terms and election intervals was discussed along with language to correlate the

election of Driving Events Committee members with the terms of the corresponding Regional Vice Presidents.

c.) **Expense Reimbursements.** The proposal was made to expand the language of the paragraph dealing with reimbursable expenses to include the language "alcoholic beverages, as non-reimbursable expenses, should be billed individually at any group dinners or meetings."

d.) **Travel Authorizations.** The provisions for standing travel authorizations by members of the National Board of directors was proposed for revision to read "Members of the Board of Directors have standing travel authorization for travel to National Events and National Conferences, such as Chapter Congresses, Newsletter Editor/ Webmaster Conferences, and the Driving Events Conference.

e.) **National Elections.** Clarification of the campaign procedures approved by the Board for elections to National Board positions will be included under paragraph 2.15 regarding National Elections. The proposed guideline for election campaigning will state "For purposes of National Board election campaigns, the only support provided by the National Office of the club will include the campaign statement included in the *Roundel* as defined herein, and the defined Forums space on the national club website. This information is to be published in the *Roundel* with the call for candidates and pending elections."

A motion was made by Michael Lingenfelter to approve the proposed revisions to the Operations Manual. The motion was seconded by Steven Johnson. The motion passed by a vote of 8-1.

Member Benefits Proposal. A presentation was made by Robert Minnick from the Carbon Fiber Club regarding a proposal for a benefit package to be presented to our members. The benefit package would allow additional purchasing discounts for various automotive related supplies and services for members purchasing the co-branded Carbon Fiber club membership. Consideration of the proposal was deferred for additional investigations as a possible recruiting tool.

Benefits updates. The Partners First credit card program has now involved over 1600 participating members. The promoting sponsor is pleased with the success of the program, particularly in view of the current economy. The Liberty Mutual specialty auto insurance program sponsorship agreement has been extended for 2010 and has committed to six full-page *Roundel* ads, as well as sponsorship for three regional events and Oktoberfest. The roadside assistance program has grown with 1216 participating Premier members. The High-Performance Driving Event insurance program, offered to club members for track events excluded by their normal automotive insurance coverage, has resulted in

570 policies being purchased. A proposal has been submitted for an extended warranty program that has been deferred for further review.

Elections. Frank Patek reported on the expenses incurred for the 2010 National Board elections. The combined costs for the 2010 Elections, including electronic and paper balloting were approximately \$25,000. The total votes exceeded the previous year election balloting by 200 votes. The inclusion of the electronic balloting added an increased cost of \$13,000. Approximately 20% of those voting selected the paper ballot method. The recommendation was made that only one type of balloting be utilized in future elections based upon the financial expense involved.

CHAPTER ISSUES

Conference Calls. Chapter conference call scheduling has been announced in the North Central and North Atlantic Regions. In follow-up of the conference call discussions, the North Central Region has proposed creating a topic related sub-forum available on the National website for input by any club member.

E-Mail Services. The Magnet Mail e-mail broadcasting program has proven successful for communicating with a broad number of chapter members. This service is available for use by any chapter. The technology allows for confirmation of message delivery, and has a successful record for reaching the intended recipients.

Chapter Toolbox. The effort continues for the development of the how-to lists for creating and presenting chapter activities. This new officer guidebook is intended to provide a ready reference and training materials for best practices and the introduction to required national forms.

Chapter Member Recognition Program. During the preparations for the National Congress, Frank Patek identified the need for the development of the objective criteria for recognizing member and chapter performance. Following discussion it was suggested that criteria be developed to recognize superior performances by chapters in each region. It was also suggested that criteria for a new newsletter recognition program be developed. It is been suggested that these new programs to be communicated to the chapters for input.

FOUNDATION

Michael Mitchell from the BMW CCA Foundation reported on the continuing growth in archival holdings. He reported the Street Survival program has now branched out with involvement of other automotive clubs. The schedule for Street Survival programs currently includes 85 schools for the current year. The

historic vintage tour of the Texas Hill country is being conducted in Austin, Texas. The foundation will utilize the Z-4 Roadster for their annual raffle.

Recess. The Board meeting was recessed at 4:05 p.m. and transitioned into Executive Session. The National Board meeting is scheduled to resume at 8:45 a.m. on Sunday, March 21, 2010.

Revised Minutes of the March 21, 2010 National Board Meeting

The National Board Meeting resumed at nine o'clock in the National office in Greenville South Carolina, with all Board Members present, including new Pacific Region Vice President Jeff Cowan, when the meeting was gavelled into session by President Hazard. Guests in attendance included Michael Slaff, Satch Carlson, Steven Schlossman, Suzin Koehler, Linda Axelson, and Executive Director Frank Patek.

FINANCIAL

Treasurer Louis Goldman, presented a financial report that during the interval of the years 2006 through 2009 the national club has sustained a net loss of approximately \$477,000. Website development costs during this time frame have totaled \$405,000. The final determination of the past tax liabilities have not yet been communicated by the Internal Revenue Service.

MEMBERSHIP

The discussion regarding the membership growth and retention needs of the club included the suggestion for increased communication by the Regional Vice Presidents to the chapters about the increased stakes and target goals for growth. Michael Lingenfelter suggested the development of a Membership Committee to set standards and recommendations. Participants from the panel, presenting this topic at the National Congress were suggested as being good candidates for this committee assignment. It was recognized that a substantial amount of work had been undertaken in the presentation of those membership materials. It was observed that our experience with the Driving Events

Committee has had an empowering effect on the committee leading to positive results and the near universal acceptance of the consensus on DEC standards.

It was observed that we have a reasonable record on attracting new members. However, our difficulty involves retention of the new members for additional periods of their membership. It was suggested that chapters be encouraged to enhance their efforts on establishing personal contacts with the new members and engage them into activities.

It was noted there has been difficulty at eliciting input from Chapter members regarding ideas for the retention process. The effort should be made to engage the chapters with the presentation of a formalized process that would include a presentation of tools for recruitment and retention, assisting with the establishment of goals, and a means for the evaluation of the success. The idea for a regional newsletter was also discussed.

Michael Lingenfelter presented a motion for the creation of a Membership Recruitment and Retention Committee to be comprised of representatives from each region. Paul Dunlevy seconded the motion. The motion passed by a vote of 8-0, with Mark Doran voting present.

Also discussed was the dealer partnership program that may potentially include various discounts for membership purchases. Alternative payment methods for automatic renewal of membership dues at various intervals of less than a full year were also discussed.

NEW BUSINESS

SIGS. Executive Vice President Mark Jon Calabrese reported that six Special Interest Groups have currently failed to renew their applications. The E28 5-Series group reports over 6200 users of the website. The Big Coupe Group reports a website update is underway. Twelve of twenty-five Special Interest Groups have submitted their renewal applications, while the 2002Tii Registry has requested to be dropped from the program. Discussion was also conducted regarding the interest of a current special interest group in becoming a Virtual Chapter. Request has been made of the potential virtual chapter for their suggestions of guidelines that might be applicable to a Virtual Chapter. Further discussion by the board on the Virtual Chapter issue was deferred until a future meeting.

Corral Funding. Pacific Region Vice President Jeff Cowan advised of a potential application for Corral funding by the Puget Sound and Oregon chapters for a Portland NASCAR race. The date of the event is anticipated to be July 17th, with the BMW interest arising from the Pro3 racing group participating as a

support race. Additional information and a formal application are to be obtained prior to submission for Board consideration and approval.

Operations Manual – Financial Provisions. Treasurer Louis Goldsman advised that there had been previous modifications made to the Operations Manual in June of 2004 and January of 2007 that had not been incorporated into the Operations Manual. Minutes from those meetings, reflecting the changes approved by the majority of the board will be incorporated into the current version of the Manual. Louis Goldsman made an additional motion regarding amendments to the Chapter Minimum Standards requiring the chapters to provide copies to the National Office of their IRS filings of either Form 990 or 990EZ, or any Unrelated Business Taxable Income Form 990-T within 15 days of filing with the IRS. John Sullivan, seconded the motion, and it passed by a vote of 7-0, with Mark Jon Calabrese and Michael Lingenfelter both absent.

Regional Realignment. Following the recent addition of several new chapters and discussions that had taken place at the National Congress regarding chapter region alignment, it was suggested that a review of the regional distribution of chapters from a geographic and functional perspective, should be undertaken. President Hazard suggested that the Regional Vice Presidents should initiate discussions amongst themselves about possible redistribution alignments.

General Membership Meeting. It was the consensus of the Board that a General Membership Meeting should be added to the agenda of events at Oktoberfest 2010.

Membership Growth Program. Mark Doran presented some ideas for a membership growth program that would target purchasers of Certified Pre-Owned BMW's. The outline of his proposal had been distributed by e-mail just prior to the board meeting. As a consequence all members had not yet had the opportunity to review the proposal. President Hazard suggested that discussion be deferred to pending conference calls.

Future Meetings and Conference Calls. The schedule for conference calls includes the dates of April 22nd, May 20th, and June the 10th. Frank Patek has been requested to review the overall events schedule for the months of June and July to assist in the selection of a board meeting during that interval. Board meetings have been scheduled for September 25, 2010, and January 8, 2011. The Annual Meeting and Board Meeting in Greenville will be set during March 2011 on a date to avoid conflict with other activities in Greenville, while also making the effort to avoid peak travel times.

Adjournment. The meeting was adjourned by unanimous vote at 10:45 a.m.

BMW CCA
Board of Directors Meeting
Annual Meeting
March 20-21, 2010

The Westin Poinsett
120 South Main Street
Greenville, SC



Wireless

Network Name: linksys

**BMW Car Club of America
Board Meeting
Greenville, South Carolina
March 20-21, 2010**

Agenda

Saturday March 20th

08:00 Call to Order

Introduction: Members, Guests.

Minutes: The minutes of the January 23-24 Board meeting were approved by vote of the Board February 2, 2010 via email. Reading of the minutes will be waived.

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

- Approved Revised Autocross Minimum Standards, Approved 8 For, 1 Absent

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 Presentation

1:15 Continue Discussion & New Business

Executive Session

5:00 Recess

5:10 Annual Meeting

**BMW Car Club of America
Board Meeting
Greenville, SC
March 20-21, 2010**

Sunday March 21st

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

10:00 Adjourn

**BMW Car Club of America
Board Meeting
Greenville, SC
March 20-21, 2010**

Discussion Topics

1. National Events

Oktoberfest

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

2010 Chapter Congress

- Debrief
- Regional Congresses

2. Regional Events

Updates:

- Vintage at the Vineyards May 28-30, 2010
- Pittsburg Vintage Grand Prix July 2010
- Monterey Historics August 2010
 - o Festorics
 - o West Coast Concours
 - Inclusion of other marques

New Requests

3. National Programs and Services

IT Update

- Purchase of member database system and website

Club Racing

Driving Events

Charity Awards

Raffle

4. Policy and Administration

Operations Manual review, cleanup and reorganization.

- Discussion Topics

Ombudsman update

**BMW Car Club of America
Board Meeting
Greenville, SC
March 20-21, 2010**

Tech Rep's update

Benefits Update

National Elections

- 2010 Debrief
- Campaign Guidelines

5. Foundation

6. Financial

2010 budget status/issues

7. Chapter Issues

Conference calls

Chapter probation report

Chapter toolbox

Chapter/member Recognition program

Chapter Communication Mailing vs. Email

8. Membership

Membership Drive Update

Membership

- National Membership Committee / Task Force
- Membership Dues
 - o Introductory (Non-Renewal) Membership
 - o Alternate payment methods
 - o Monthly debit from credit card
- BMW Dealership/Club Partnership

9. BMW of North America

Member Rewards Program

10. New Business:

**BMW Car Club of America
Board Meeting
Greenville, SC
March 20-21, 2010**

11. Future Meetings

Board meetings –

Schedule next years meeting dates

Conference Call –

April

May

**BMW CCA ANNUAL MEETING
Greenville, South Carolina
SATURDAY, MARCH 20, 2010**

AGENDA

5:10 PM - Call to Order

Introduction: Board Members, National Staff, National Service Officers, Invited Guests.

Minutes: The minutes of the 2009 Annual Meeting were approved by vote of the Board on the April 16, 2009 conference call.

Treasurer's Report - Louis Goldsman, BMW CCA Treasurer

Membership Report - Frank Patek, II, BMW CCA Executive Director

President's Report – Bruce Hazard, BMW CCA President

Certification of National Election Results - Frank Patek, II

Installation of New Officers – Bruce Hazard

Recognition of Departing Board Members - Bruce Hazard, BMW CCA President

Appointment of National Service Officers - Bruce Hazard

Resolution to change bank records to reflect current officers (if applicable)

Designation of location and time for 2011 Annual Meeting

Adjournment



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

March 12, 2010

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

Subject: President Pre Meeting Report – March Board Meeting

Travel:

- Chapter Congress – Dallas Fort Worth, TX \$80.80 (Airfare included on Mark Doran's report)

Planned Travel:

- Board Meeting – March, Greenville, NC

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 H, (901) 378-1888 C
E-Mail MJ@calabrese.cc

March 10, 2010

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

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

TRAVEL

- Birmingham, AL January 2010 Board Meeting \$348.90

PLANNED TRAVEL

- Dallas, TX March 5,6 & 7 Chapter Congress
- Greenville SC March 19, 20 & 21 Board Meeting

SIG/SIR REPORT

- At this time twelve of the twenty-five SIG/SIR's have submitted their applications for renewal. One SIG (2002tii Registry) has asked to be dropped and another (Magnificent 7) SIG owner has passed away. The remaining eleven have been sent another letter from me giving them one last chance at renewing.

Respectfully submitted

M J Calabrese



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

March 4, 2010

To: BMW CCA Board of Directors
 BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

Travel: BMW CCA Board Meeting, January 23-24, 2010 – \$524.53
 Planned Travel: BMW CCA Board & Annual Meeting, Greenville, S. C.
 March 20-21, 2010
 Chapter Congress, Dallas, March 6-7, 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	1,332,686.84		1,271,000.00
Gross Profit	\$3,639,757.86		\$3,886,575.00
Total Expense	3,583,698.73		3,750,528.32
Net Ordinary Income	\$56,059.13		\$136,046.68
Net Other Income	(212,331.10)		(104,100.00)
Net Income	\$(156,271.97)		\$31,946.68

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

Assets	
Total Current Assets	\$488,555.48
Total Fixed Assets	265,900.93
Total Other Assets	2,243,174.87
Total Assets	<u>\$2,997,631.28</u>
Liabilities & Equity	
Total Current Liabilities	\$2,750,516.96
Total Liabilities	2,750,516.96
Total Equity	247,114.32
Total Liabilities & Equity	<u>\$2,997,631.28</u>

The amounts above are through the end of the fiscal year, as reported through March 3, 2010. As such the amounts do not include the results of the annual audit which may necessitate adjustments or recalculations. Accordingly, the amounts reflected above for the year ending December 31, 2009 may 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

March 18, 2010

To: BMW CCA National Board, Frank Patek

Subject: Secretary's Pre-Meeting Report

Travel Expenses: March Annual Meeting and Board Meeting in Greenville, SC
\$913

Conference Call Voting:

2/18/10
recommended by DEC

Approval of Autocross Standards and changes

Motion: Michael Lingenfelter; Second: J.R. Schneider
Vote: 7-0 in favor. Steve Johnson and Paul Dunlevy,

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: March 8, 2010

Subject: North Atlantic RVP Pre-Meeting Report for March 20-21 2010 BOD Meeting.

Travel & Expenses:

- BOD Meeting Birmingham AL January 22-24, 2010 Travel Expenses \$172.45
- Chapter Congress Dallas TX March 5-7, 2010 Air Fare & Travel Expenses \$730.28
- Annual & BOD Meeting in Greenville SC, March 19-21, 2010 Air Fare \$524.30

RVP Discretionary Funds: No Disbursements'

Newsletter Delinquencies: None

Planned Travel: March 19-21 Annual Meeting & BOD Meeting Greenville, SC

Relevant Notes:

- Regional Conference Call "Newsletter Economies" January 11, 2010 21 persons attended the Call.
- Scheduled Regional Conference Call "What was learned at the Chapter Congress and what initiatives are/will be undertaken due to info/suggestions provided at the Congress". March 29, 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

March 18, 2010

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

From: Michael Lingenfelter, North Central Regional VP

Subject: Pre-Meeting Report, March 2010 Board Meeting

Chapter Highlights: None to report.

Completed Travel:

01/23/10 Board meeting (Birmingham AL) [\$111.40]
01/25/10 National office – prep for chapter congress, etc. *
02/20/10 Motor City Chapter Winterfest (Traverse City MI) [\$233.75]
03/06/10 Chapter congress (Dallas TX) [\$367.00 est.]

The amount of funds used from my travel allowance YTD is \$712.15 (specific amounts for each expensed travel noted above).

Planned Travel:

03/20/10 Board meeting (Greenville SC)
05/02/10 St Louis Chapter – detailing clinic (St Louis)
05/29/10 Heart of Dixie driving school (Birmingham AL) *
06/12/10 Iowa Chapter ITS (Council Bluffs IA)
06/17/10 Bluegrass Bimmers driving school (Greencastle IN) *
06/24/10 Windy City Chapter driving school (South Haven MI) *

* no travel expenses planned

Conference Calls (notes available upon request):

01/25/10 NCR chapter presidents; Jan board meeting, congress, national office staff
02/22/10 NCR chapter presidents; how chapter boards are structured

Regards,

Mike

BMW Car Club of America, Inc.
Steve Johnson
Pacific Regional Vice President
10848 La Alberca Ave
San Diego, California 92127

Pacifiervp@bmwcca.org

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

Date: March 10, 2010

Subject: Pacific Region Pre meeting Report

Completed Travel & Expenses:

3/5 – 3/7/2010 Chapter Congress, Dallas TX \$540.04 spent

RVP Discretionary Funds – None

Planned Travel – None

The Los Angeles Chapter is looking for Regional Status for their upcoming 9 Chapter Driving School to be held in Las Vegas, NV.

Respectfully Submitted,

Steve Johnson



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: March 6, 2009

Subject: South Central RVP Pre-Meeting Report for March 19-21, 2010 Annual Board Meeting

Completed Travel & Expenses:

January 23-24, 2010 Board Meeting – Birmingham, Alabama \$769.93 (includes air fare for both Bruce Hazard and Mark Doran)

RVP Discretionary Funds – None

Newsletter Delinquencies – Report from National on Chapter compliance has not yet been received.

Planned Travel

March 5-7, 2010 Chapter congress – Dallas, Texas

March 19-21, 2010 Annual Board Meeting - Greenville SC

DEC - New Autocross minimum standards have been prepared for distribution to the Chapters.

Respectfully submitted
Mark Doran

My proposal is to offer to provide a free trial membership to everyone who purchases a CPO BMW*. This is not new but the details are laid out here with enough specificity to call the question. This may not be easy and yes there are real financial risks to the program.

Nuts and Bolts

We would provide a current Roundel with an insert that offers the new BMW CPO buyer a free trial membership (3 months, this means they each receive 4 roundels). Incremental cost of each roundel is .57, insert is .08, postage .44 total 1.09. I have used 1.25 costs in the attached spreadsheets.

The insert is a welcome congratulations voucher/invitation that directs prospect to go online (preferred method) or return a card to activate the trial membership. This eliminates a percentage that would likely never be converted to a member anyway. Email address should be required (strongly recommended) and the web page will be designed to up-sell to a membership likely at a discount (maybe 15 months for \$48). This web sign-up page **MUST** be a strong marketing piece.

We immediately send the current chapter newsletter on file via email in pdf format to the trial member.

We update the chapters push them to do the retention work necessary to convert the trial member to a dues paying member.

We follow the same email regimen at the expiration of the trial membership as with normal members.

The program cost/return estimate attached is based on 12 months; however it is set up so that in the event the numbers of prospects accepting or conversion/renewal rates are less than necessary *the program may be suspended at anytime.

Take an opportunity to play with the attached spreadsheet it is designed for you to plug in your expectations and see the results. I primarily look at the breakeven point to understand the magnitude of the risk involved. If as Frank seems to believe this is "just" an elaborate direct mail campaign with return rates in the low single digits then the program will not make sense and will need to be terminated quickly. If on the other hand we see reasonable returns (I believe the sign up rate will be 70-80%) and can convert these folks to members at a reasonable rate (my gut is 17%) it would be successful.

Of note:

1) At the chapter congress I asked Chapter leaders if they would consider waiving the chapter rebates and providing newsletters as normal to a new trial member we provided to them without having received any dues. No one objected and all believed this was a positive step. I reinforced that retention would be up to them. I cannot find anything in

the bylaws and ops manual related to this in fact we as the board have the power to do this without chapter rebates applying. If we receive no dues there are no dues to split with the chapters.

2) I have been in contact with Larry Koch and he has provided the estimated number of CPO buyers. The attached assumes an even distribution of CPO sales resulting in 9,000 new trial members a month. While supportive at this point there is no guarantee we can in fact get the data needed for BMW NA. There are a number of logistic hurdles we need to get over Larry Koch is working on the "how" to make it happen. Larry has said "BMW will not give you the names/address of CPO or new car buyers – against BMW AG rules" and "I can tell you that it will have to work without any significant added work at this end", Then in the next email I am told "What if we provided Frank with a month list of names and addresses that he could send the Roundel to." Time will tell.

3) If my gut numbers are close (75% opt in 17% join) this means first year we see paying membership grow by 13,770 just over 22% and total gross return of north of 650,000 less 350,000 costs a net 50,000 a month in new cash. If I'm wrong we could very easily take a financial hit in the \$30-50,000 range before we can get it stopped.

4) Offer valid only for non members list should be checked against current member data and members excluded.

5) An added benefit to Roundel advertisers. As circulation increases to 100,000 a month we increase the value of the Roundel this may help slow or turn around the continuing decline in Roundel advertizing revenue.

Objections

Recruitment is a chapter level activity. -- Ok we've been pushing this for many years now has this worked? Do we have a new idea?

Bigger isn't better. -- Ok where do we cut? Staff, programs, roundel? I can't in good conscience spend money we don't have so show me what the scaled down BMW CCA and Roundel lite look like?

Too risky. -- Ok so inaction in the light of very real challenges is safe? Somehow the IRS will just go away? Operating in a deficit is in vogue? We'll get fired?

Let's study it. -- Ok let's do this if you need more information ask the question if there is an answer will get it now. Is it germane to the decision or just a method to avoid the question? Not comfortable vote no it's that easy.

The staff can't Handel this – Frank?

See you all this weekend

Respectfully

Mark Doran
South Central RVP BMW CCA
[BMW CCA](#)

	2009 actual	2010 budget	1	2	3	4	5	6	7	8	9	10	12	13	14	15	16	17	18	19	20	21	22	23	24
Roundel costs																									
printing	721,930	598,000																							
postage*	270,938	380,000																							
assumption units currently printed and mailed monthly		65,000																							
cost per roundel per year	15.05	cost per roundel per month					1.25																		
CPO sales estimate 108,000 cars annually 9,000/month																									
month																									
All CPO buyers																									
New free members #	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000
continuing free members #	0	18,000	27,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000
Investment monthly	11,285	22,569	33,854	45,138	45,138	45,138	45,138	45,138	45,138	45,138	45,138	45,138	45,138	45,138	45,138	45,138	45,138	45,138	45,138	45,138	45,138	45,138	45,138	45,138	45,138
Accumulated investment	33,854	67,708	112,846	157,985	203,123	248,262	293,400	338,538	383,677	428,815	473,953	519,091	564,229	609,367	654,505	699,643	744,781	789,919	835,057	880,195	925,333	970,471	1,015,609	1,060,747	1,105,885
Renewal income																									
assume 1% \$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Return to Club \$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total new members #	9,000	18,000	27,000	36,000	36,090	36,180	36,270	36,360	36,450	36,540	36,630	36,720	36,810	36,900	36,990	37,080	37,170	37,260	37,350	37,440	37,530	37,620	37,710	37,800	37,890
Renewal income																									
assume 3% \$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Return to Club \$	0	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)	(9,000)
Total new members #	9,000	18,000	27,000	36,000	36,270	36,360	36,450	36,540	36,630	36,720	36,810	36,900	36,990	37,080	37,170	37,260	37,350	37,440	37,530	37,620	37,710	37,800	37,890	37,980	38,070
Renewal income																									
assume 10% \$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Return to Club \$	(11,285)	(33,854)	(67,708)	(112,846)	(128,555)	(144,263)	(159,972)	(175,680)	(191,388)	(207,097)	(222,805)	(238,513)	(254,221)	(270,930)	(287,638)	(304,346)	(321,054)	(337,762)	(354,470)	(371,178)	(387,886)	(404,594)	(421,302)	(438,010)	(454,718)
Total new members #	9,000	18,000	27,000	36,000	36,900	37,800	38,700	39,600	40,500	41,400	42,300	43,200	44,100	45,000	45,900	46,800	47,700	48,600	49,500	50,400	51,300	52,200	53,100	54,000	54,900
assume 20% \$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Return to Club \$	0	(33,854)	(67,708)	(112,846)	(128,555)	(144,263)	(159,972)	(175,680)	(191,388)	(207,097)	(222,805)	(238,513)	(254,221)	(270,930)	(287,638)	(304,346)	(321,054)	(337,762)	(354,470)	(371,178)	(387,886)	(404,594)	(421,302)	(438,010)	(454,718)
Total new members #	9,000	18,000	27,000	36,000	37,800	39,600	41,400	43,200	45,000	46,800	48,600	50,400	52,200	54,000	55,800	57,600	59,400	61,200	63,000	64,800	66,600	68,400	70,200	72,000	73,800
assume 30% \$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Return to Club \$	0	(33,854)	(67,708)	(112,846)	(128,555)	(144,263)	(159,972)	(175,680)	(191,388)	(207,097)	(222,805)	(238,513)	(254,221)	(270,930)	(287,638)	(304,346)	(321,054)	(337,762)	(354,470)	(371,178)	(387,886)	(404,594)	(421,302)	(438,010)	(454,718)
Total new members #	9,000	18,000	27,000	36,000	37,800	39,600	41,400	43,200	45,000	46,800	48,600	50,400	52,200	54,000	55,800	57,600	59,400	61,200	63,000	64,800	66,600	68,400	70,200	72,000	73,800

Note retention after first year is calculated at 60%
M cars sales estimate 7,200 cars annually 600/month program for M cars would cost and return roughly 7% of the above numbers



128 + 4 CPM Manufacturing

QTY	Per Piece	EXTENDED
64392	\$ 0.68	\$ 43,786.56

Price includes Polybagging and list processing.
Price does not include postage.

ADDITIONAL MAGAZINES AS A RUN ON

10,000 \$ 0.57 \$ 5,700.00 Price includes Polybagging and list processing.

STAND ALONE RUN

125,000 \$ 0.61 \$ 76,250.00 Price includes Polybagging and list processing.
*If you mail 10,000 per month and print all at one time and store per piece will go up to .63 due to 12 makereadies for the mailing equipment.

SINGLE SHEET ENCLOSURE COST

125,000 \$ 0.07 \$ 8,750.00 Print a single sheet two sided two color 80 lb uncoated smooth **(this is an rough estimate for now)**
125,000 \$ 0.01 \$ 625.00 cost for inserting all copies into the polybag as an insert

MISCELLANEOUS

Additional Postage \$ 0.04
Standard Comail Postage \$ 0.40 \$ 5,000.00 Based on 125,000



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: March 4, 2010

Subject: South Atlantic RVP Pre-Meeting Report for March 19 – 21, 2010 Board meeting

Travel & Expenses

January 23 – 24, 2010 Board Meeting in Birmingham, AL \$289.30

RVP Discretionary Funds – None

Newsletter Delinquencies – Unknown at this time – pending reports from National

Planned Travel

March 5 – 7, 2010 Dallas, TX for Chapter Congress

March 19 – 21, 2010 Greenville, SC for BOD meeting and Annual Meeting

Respectfully submitted,

Paul Dunlevy



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: 11th March 2010

Subject: Quarterly Report, March 2010

Once again I had hoped to be able to present this report to the Board in person, but after long nanoseconds of deliberation decided that our spring vacation in St. Thomas would have to take priority. You are however cordially invited to join us on the terrace—tropical drinks are on me.

Budget The NDEC budget proposal for 2010 for was approved at the January Board meeting.

Expenses There are no additional expenses to report for this period.

Activities this Quarter As NDEC Chair I attended the recent Chapter Congress in Dallas and gave a presentation showing our current activities and explaining how the Minimum Standards process works. NDEC members Dan Baker and Bill Wade talked about the new Autocross Standards and ITS, respectively.

I also explained the rationale for our safety equipment requirements for convertibles at DEs. While these rules are not new, they are the focus of some discussion in a couple of Chapters, especially in the North Central region. I've received support of the Club's position from a number of attendees, and not surprisingly a couple of strong disagreements from the convertibles lobby.

The unanimous opinion of the NDEC members is that the existing rules are appropriate, and that while we understand the pressures, including financial, to relax safety rules to allow stock convertibles on track, that is hardly a justifiable reason. This will be, I'm sure, an ongoing discussion.

ITS/Training We have committed financial support for a new ITS currently planned for June at the Mid America Motorplex (MAM), organized by the Iowa Chapter. An exact amount has not yet been decided, but likely \$2500. NDEC will also be providing matching funds for ongoing instructor training at the regional instructor seminar to be held in March by the New Jersey Chapter (estimated \$3000). This event typically draws up to 100 attendees; Ronn Langford will be their speaker.

Minimum Standards Following are several previously submitted but not yet approved recommendations for rules changes to which I would appreciate the Board's attention.

Respectfully,

Neil Maller
Chairman, National Driving Events Committee



NATIONAL DRIVING EVENTS COMMITTEE

Quarterly Report, March 2010

Minimum Standards Changes

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 for Autocross Events and Driving Schools

Helmets used in Autocross events or Driving Schools must be rated to Snell, SFI or FIA standards as detailed below.

Snell Rated Helmets. Either Snell SA (Special Applications, e.g. racing) or Snell M (motorcycle) helmets may be used. Chapters may at their discretion choose to require the more stringent SA rating for high speed events such as Driving Schools.

These helmets must be rated to either:

- a) The current or immediate prior Snell Memorial Foundation SA or M standards, or
- b) The second prior Snell standard, for a grace period extending through the end of the 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 2005 standard are always allowed. In addition, Snell 2000 helmets may be used through the grace period until the end of calendar 2011.

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

SFI or FIA Rated Helmets. Helmets that meet BMW CCA Club Racing eligibility rules at the time of the event are also allowed. (These presently include SFI 31.1 and FIA 8860, subject to change.)

General 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 either be worn closed or removed from the helmet. (Studies show that 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.)

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**.

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.

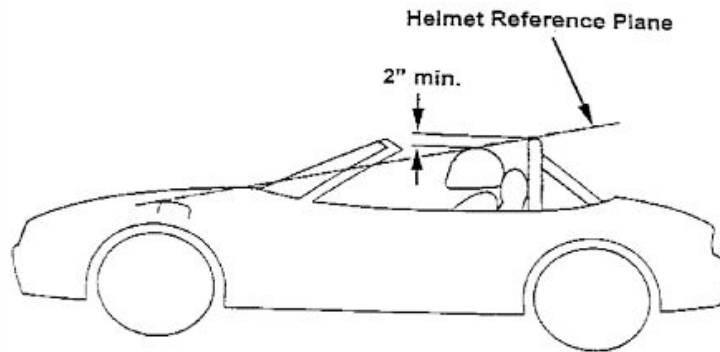


Figure 1. Helmet Reference Plane

- 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.)

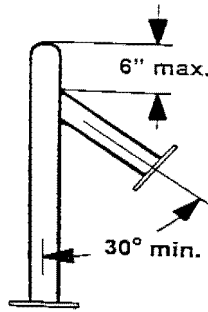


Figure 2. Bracing

- 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:
- 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.
 - Bolts and nuts shall be at least 3/8-inch diameter SAE Grade 5 or equivalent.
 - There shall be a minimum of three (3) bolts per mounting plate.
 - 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.

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.**~~



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

March 10, 2010

To: Board of Directors, BMW CCA
Executive Director, BMW CCA
Subject: Club Racing Chairman's Pre-meeting Report for March 20-21, 2010 Board Meeting.

Travel

March 6-7, 2010; CR Steward Workshop; Dallas Texas.
March 20-21, 2010; BMW CCA National Board Meeting.

Planned Travel

None

Racers Advisory Committee

Dan Fitzgerald elected as 2010 RAC Rules Representative.

Appeals and Protests

None pending

Sponsors

2 new potential sponsors pending.

Current Activity

- Rules Restructuring Task force appointed; 5 member group to examine current car classification system. Proposals to be made to the CR Rules Committee.
- CR Steward Workshop held in Dallas, TX. SFI certification exam administered to all stewards. 2010 rule changes reviewed. Steward Discretion and Rules enforcement discussed.
- Collaboration with NASA to conduct a full race schedule with the Pacific Region. Shared Stewardship with NASA.

Respectfully submitted,

Gary Davis
Chairman, BMW CCA Club Racing

OMBUDSMAN REPORT – submitted by Chief Ombudsman J. Dwayne Mosely

Below are summaries of work done in 2009 by John Gamel, Frank Jones and J. Dwayne Mosely. Each had similar experiences this past year, combined they worked on 54 separate issues, with one issue still outstanding for a member in New Mexico.

This job has grown more difficult as BMW and dealers want to spend less on "good will". They know what we're calling for when we call them and they really try not to discuss it. They also state privacy issues until you can convince them that you know all about the situation you're trying to discuss. BMW corporate has offered limited assistance; generally reporting that the dealers are franchises making their own decisions and that BMW has little influence on them. Regardless, we still give it the old college try.

Most of my issues result in a happy ending. Thanks for being there to help us when we need it. Please don't hesitate to ask any questions that you may have.

Dwayne

I've worked with people who have:

- had major parts in their drivetrains fail
- programming issues
- a guy who purchased a lot of parts from a business that closed due to an illness and didn't consider that he could get a refund from his credit card rather than have me try to find the sick owner and rescue his parts
- a guy who ran his car hot and warped a head and was unhappy with the charges
- a lady whose xenon headlights failed under warranty and the dealer charged her even though the warranty should've paid for them
- a guy who bent some valves in an over-rev but wanted BMW to pay anyway
- a guy who burned up his brakes at a track event and wanted BMW to pay for them under warranty
- a member who purchased a car from another member and claimed that it was misrepresented
- a member who complained about the helmet requirements for a Driver's School
- a member who complained about not being able to drive his convertible in a Driver's School
- others.

Per John Gamel

It's hard for me to say how many people to whom I've actually provided help. In many cases, having an ombudsman to whom he/she might vent over an issue seems to be helpful to members. I do think that some members become overly focused on their particular issue, and really start to think about and look for an unreasonable solution. I think the best example of this was a member who had a problem with a dealer. The dealer eventually resolved the problem

to the member's satisfaction, but the member wanted me to call the dealer and "get him to apologize for my trouble." I believe that the act of talking through the issue is helpful to most members who are interested in being reasonable. Some members have adopted an attitude of entitlement, and as a single example, seem to think that the used BMW which they bought from a used car dealer (not a BMW Center), with 85,000 miles on the odo, should have the transmission replaced for free by BMW because "it's all over the BMW forums that there's an issue with these transmissions." Ah well.

In some cases, members initiate an intercession with me, send me all kinds of documents, and then never respond to my inquiries. I do think that some people use the shotgun approach, and contact all three of us. Perhaps as you aggregate the statistics and stories we have, this will become apparent.

I have had a lot of help from the BMW CCA staff, particularly Frank Patek (in one major instance), and Mike Miller. I know we've talked about this Dwayne, but BMW NA almost always shuts me down when I call, citing privacy issues, and demanding "have the owner call us." In these less profitable times, members who call BMW NA tell me that all they're generally getting is lip service, and no assistance. In the case of one member who was having a problem with her 3-Series, Frank put me in touch with a supervisor at BMW NA Customer Assistance who actually took ownership of the situation and ended up metaphorically bending over backward for a member, trying to get her issue (noisy differential) resolved. I think this one intercession by Frank is about the most successful piece I've worked on since I started the ombudsman work in May of 2008. This one case continued on for a couple of months, involved probably twenty telephone calls on my part, and about 20+ hours of work. I think it was resolved successfully with the member getting a replacement vehicle, but I truly don't know, and will follow up today with her. The member involved is a US DOJ attorney, and surprisingly to me, was very hard to get to a decision point. As noted, I'll let you know the outcome after I speak with her.

Mike Miller has been a resource for me on a number of occasions. As you may know, there is a plethora of forums for BMW owners to discuss their vehicles. Many owners read on the forums about issues with a single vehicle, and turn that single instance into a trend or a problem endemic to all such vehicles, including, of course, theirs. In cases like this, I generally email Mike who has helped me understand the broader context. He has also made suggestions about alternative solutions.

I believe I had email correspondence with, and usually telephone calls with 24 members. The issues involved ranged from not getting to go to "M" School when promised, a dispute with autocross rules and policies in the Boston Chapter, to a dispute between members and the way in which a used BMW was described.

Per Frank Jones

My name and information appeared in the Roundel in July or August and since that time I have been contacted by members about ten times. Here are the ones I remember with some details.

- a. Gap insurance was added to financing by dealer and member was having difficulty getting it canceled. The dealer did cancel and refund after member documented issue to dealer.
- b. Member was upset that it was taking so long to receive his Membership Reward check for CPO purchase. CCA staff had given the member information that the process would take up to six weeks. Member contacted me after 5 weeks 5 days. Check arrived 2 days later.
- c. Member was concerned that tire inflation information in owner's manual was incorrect and caused tire damage due to over inflation. He stated that he was told this by independent tire dealer. I suggested he have the tire dealer document this and submit it to the BMW dealer that replaced his worn tires. I did not hear the final resolution.
- d. Member had an eight year old 3 series with 60,000 mile that developed a sunroof issue. Member felt that the sunroof should last the life of the car and that his sunroof was defective. I was familiar with the Germain, Naples, FL dealership and suggested that the member contact the dealer service advisor and see if the member could discuss with BMWNA technical people on their next visit to the dealership.
- e. Member had an issued with a non-CPO pre-owned that had a service issue after the dealers local pre-owned warranty had expired. This may have been resolved before the member could respond to my request for additional information.
- f. Member claimed that a dealer performed \$370 in repair work that he did not authorize. It became a he said they said situation in that the authorization was done by phone with a dealer in a city where the member was on vacation. I suggested that the member contact someone with that local chapter to determine if someone in the chapter had a relationship with the dealer. Gave the member contact information for that chapter.
- g. Had several conversations with the DOJ attorney and learned that she was also talking with John.
- h. The most interesting situation was a member in Stuart, FL that had a recall reprogramming done on his 2002 M3. The member felt that the reprogramming had caused damage to his car. The member was very knowledgeable and had the advice of friends that were automotive engineers familiar with BMW software. In the end BMW NA paid for the repairs to his engine and gave him a new set of tires. They wanted him to

sign a release and confidentiality agreement. On the day he went to pick up his car they told him they could not restore the original programming. My last conversation with him was that he was experiencing the same problem that caused the damage and was having the car taken to an independent shop to have the car reprogrammed. He was still convinced that the BMW recall programing was going to create problems for other owners. I haven't talked to him since then but did send him an email to see what the final outcome was.

I concur with John that the issues vary from serious to not so serious. I have begun asking for information by email and any correspondence the member has had with dealers or BMWNA. I do not have a good source for technical information at the moment and appreciate Johns comments about Mike Miller. My best source, a service advisor in Asheville and an engineer at the Spartanburg plant have recently moved on to other careers.

TSA Report – prepared by Terry Sayther

The use of the Technical Service Advisors by Club members continues to decline. Carl Nelson continues to get a significant number of tech inquiries due to his professional specialization and higher visibility, but the other TSAs see light duty. The potential for group response and the value of multiple perspectives through the internet has largely supplanted individual telephone consultation. Probably the TSA system should be redesigned such that each inquiry goes out as an email to all TSAs any of whom then respond to the club member problems.

Tech Support software is readily available to do this. Since each user will need to be checked for valid membership, routing of tech inquiries through the Natl Office may be necessary [or whoever has the list of currently valid members]. What do you think? Terry

Terry
Terry Sayther Automotive
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BMW Car Club of America, Inc.
Frank C. Patek, II
Executive Director
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To: BMW CCA Board of Directors
From: Frank C. Patek, II Executive Director
Date: March 15, 2010
Re: March 2010 Board Meeting

DATABASE/WEBSITE/OPERATIONS

As of the January Board Meeting we were weighing our options for a new Database and Website. We have since signed a contract for a new database to be provided by GoMembers. Worthwhile Company of Greenville has agreed to build a new BMW CCA website. Work has begun on both.

Roundel

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. Each monthly online version includes a guest portal permitting non members 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. Members have full access to the latest edition of *Roundel* going back thru December of 2006.

The monthly e mail, to members, announcing the latest version of *Roundel* online is available to advertisers and sponsors for \$1000.00. Bavarian Auto was the first to use this option.

Brown has notified us we will soon have the option of offering *Roundel* thru both an iPhone and iPad application.

In my January report I stated that BMW NA had dramatically cut its advertising in *Roundel*. Since then we have received word that they will restore some of their ads but revenue will not be equal to what it was in past years.

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 \$887,000.00 and expenses \$1.6 million. Approximately \$746,000.00 in expenses will be absorbed by the Club. *(these figures have been revised upward since January 2010.)*

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 advertisers shifting from print to television and other electronic media.

CHAPTER SERVICES

At the 2010 Chapter Congress notice of the availability of Magnet Mail was given to all chapters. Central Cal is the first chapter to request access to this communication tool. Staff announced it will provide event assistance to all chapters.

PBM Graphics has been asked to make newsletter templates available by March Annual Meeting or face termination of contract.

2010 CHAPTER CONGRESS

The conference was held at the DFW Westin March 5-7th. Topics for the Congress were based on a survey sent to chapter officers in November of 2009. Sixty-three chapters were represented.

New Club Race Chair Gary Davis conducted his first meeting with CR staff during the Congress.

A follow up survey was sent to attendees following the Congress and will be summarized by National Events Planner Linda Axelson in her report. I am happy to report that attendees gave the Congress high marks for content and programming. Survey results will be provided.

OKTOBERFEST 2010

Once again early hotel registrations indicate good attendance. The Osthoff Resort is sold out and neighboring Seibkens Resort is taking overflow.

National Events Planner Linda Axelson will provide a more detailed report.

OKTOBERFEST 2011

Contract with Renaissance Ross Bridge Resort is currently under review.

REGIONAL EVENTS

Twelve Hours of Sebring has been granted Regional Event Status and will be held March 18-20, 2010.

OBX Cruise for the Cure has been approved for Regional Event Status. The event is scheduled for the weekend of April 3, 2010 on the Outer Banks of North Carolina.

Vintage in the Vineyard has been approved for Regional Event Status and is scheduled for Memorial Day weekend in Dobson, North Carolina.

The Pittsburgh Vintage Grand Prix has been approved for Regional Event Status. Allegheny Chapter will once again host their corral and concours at this unique event hosted in Pittsburgh's historic Schenley Park and other venues throughout the city. Dates are July 11-25, 2010.

Saratoga Concours has been approved for Regional Event Status. The event is scheduled for the weekend of August 7, 2010 in Saratoga Springs, NY.

Monterey Historics Weekend

The West Coast Concours – Legends of the Autobahn 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 and Porsche Club of America will join us for this event at Rancho Canada Country Club in Carmel Valley.

Monterey Festorics – Golden Gate Chapter and the National Office will jointly run this signature event in 2010. The following division of duties between the National Office and the local volunteers will be followed.

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

- Theme (this affects the website and graphics)
- Sponsors (Including BMW NA funding--part of budget)
- Banquet arrangements

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. This is encouraged as it's more comfortable for volunteers and GGC has cones, tents and other assets from the trailer. Just need to budget for fuel and hotel for the driver.

AFFINITY/MEMBER BENEFIT PROGRAMS

MedJet has reached out to me and would like to offer their services to our members at a discounted rate. BMW MOA already offers this product to their members and Ray Zimmerman

confirms their satisfaction. MedJet arranges transport home for their insureds wherever and whenever they fall ill.

EasyCare is a leading provider of extended warranties. I am currently negotiating with them to either purchase membership in the Club to their insureds who own BMW's and/or to offer a discount to our members.

The **PartnersFirst Credit Card Program** formally launched in mid January 2009. To date 1651 CCA members carry our Affinity Card. The relationship with PartnersFirst has been very positive as they work to assist us in the development of chapter events and to increase membership. To date 670 members have received membership extensions from PartnersFirst, those one year membership extensions have brought in approximately \$30,000 in additional revenue.

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 and at this point have sold 306 policies to Club Members. Liberty Mutual has renewed its agreement with BMW CCA for 2010, and committed to six full page ads in Roundel as well as providing sponsorship to three BMW CCA Regional Events and O'fest. Liberty Mutual will do a minimum of two direct mail campaigns this 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 had **upgraded to Premier Membership. As of March 15, 2010 an additional 195 members had upgraded to Premier Membership**, on average 2.6 per day. (total of 1216)

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 this 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.

Since the inception of this program 570 policies have been purchased by BMW CCA members.

Month	# of Policies to CCA members
Mar-09	47
Apr-09	37
May-09	79
Jun-09	56
Jul-09	63
Aug-09	52
Sep-09	81
Oct-09	83
Nov-09	18

Dec-09	0
Jan-10	25
Feb-10	17
Mar-10	12
Total	570

We are just at the beginning stages of the 2010 driving season. The January number shown above is uncharacteristically high. BMW CCA chapters host the vast majority of their events from mid-April through the end of October (correlates with the policy totals shown above).

Per Ryan Staub of Lockton Affinity there are several program enhancements being made for 2010.

To date we have not offered this coverage in Ohio, due to an insurance regulation requiring a notarized affidavit for each policy sold. Noncompliance with this requirement could result in severe penalties from the state DOI. Since the majority of policies are purchased 4-5 days in advance of an event and Lockton is required to provide at least 30 days notice of cancellation (they would have to cancel a policy before it becomes effective if the notarized affidavit is not sent in), they haven't been able to figure out a solution for Ohio events. Connecticut had a similar situation but, the CT DOI granted an exception to this regulation.

In the next month or two, Lockton hopes to offer policies for Ohio events. To do this and stay in compliance, they will cut off the ability to purchase a policy 45 days in advance of the event (for all other events the cut off is the night before an event begins).

The BMW CCA HPDE Insurance Program was designed to be the ideal solution for the average HPDE enthusiast – one that does 4-5 events or less each year; Lockton estimates 75% of enthusiasts fit into this category. The remaining 25% participate in 6+ events per year. Up to 7 events per year, this program is a great and competitive solution...anything over that it begins to lose its edge.

Lockton is targeting June 1st for the launch of a new annual policy that will cover multiple events. They are creating multi level package policies: 6-pack (covers 6 events or less), 9-pack, 12-pack, and 15-pack. Members will be able to purchase an annual policy and then select the events they wish to have covered under the policy. The per event rate goes down for each tier up that a member purchases. With this solution there will be no issues covering Ohio events, but as an added bonus, members can also purchase coverage for events in Canada. Event coverage in Canada will be a nice bonus for our members in the Northeast.

MEMBERSHIP

As 2009 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

Raffle sales will officially begin April 1, 2010.

NEW ITEMS

DIRECTORY PROJECT

Publishing Concepts, dba PCI approached me to discuss the feasibility of creating, printing and marketing a membership directory for the Club. Each member would be contacted to update their information, determine if they want to be listed in the directory and to purchase one. PCI would also contact lapsed members offering them the chance to update their information and re-join the Club.

The Club would not be responsible for any costs associated with the project and would earn a \$10.00 royalty for every directory sold over the breakeven point. The value associated with having a third party make direct contact with our members, current and lapsed, to verify contact information and renew membership cannot be overstated.

See Appendix A

BMW CCA Preferred Partner Program

With a great deal of assistance from Marylenn Munson and Denis Kingsberg I have been working on an incentive program to enlist the assistance of BMW centers in marketing the Club. Please read the attached material and provide feedback as I would like to launch this program soon if it meets with Board approval.

See Appendix B

APPENDIX A

Membership Directory BMW Car Club of America

Discover the Most Effective Way to
Drive Member Engagement

Membership Directory Project Overview



Agenda

- PCI History
- The Data Collection Opportunity
- The Branding Opportunity
- The Financial Opportunity
- Why PCI?
- Testimonials



2

PCI History

- **Rockwell Clancy Company**
 - Published the nation's first affinity directory in 1921
- **Publishing Concepts**
 - Jack Clancy continues family tradition in 1982
 - Serving 17 of the Top 25 Universities as rated by U.S. News
 - Examples include: Princeton, Northwestern, Georgetown
- **PCI**
 - Drew Clancy broadens the PCI philosophy
 - First CD ROM and first online community software
 - Recognition that clients are unique
 - Willingness to listen
- **PCI Focus**
 - We drive engagement.



3

Opportunity: Why publish a printed membership directory?

- **DATA COLLECTION OPPORTUNITY**
 - Update/verify 75% of your member records
 - Recent clients have increased new email addresses by 25%
 - Gain valuable insight into member interests, needs, preferences through non-biographical questions
- **BRANDING OPPORTUNITY**
 - Quality interaction with your members
 - Provide an expected service to your members
- **FINANCIAL OPPORTUNITY**
 - Budget-enhancing revenue
 - Minimal internal resources required
 - No Cost to the Association



4

The Directory Timeline – 12 Month Project

Key Milestones - First 6 Months

- **Marketing and Data Collection**
 1. Electronic Data Cleansing
 - National Change of Address
 - Telephone number verification and append
 - Email address append
 2. Dual Marketing Events direct member to PCI's inbound call center
 - Postcards
 - Email
 3. Outbound phoning to members who did not respond
 4. Custom online update site for those who cannot be reached
 5. Data returned beginning 8 weeks after 1st contact

The Directory Timeline cont.

- **Advantages of a Professional Call Center**
 - You will approve all communications and scripts
 - PCI will work with you to schedule calling so conflicts with other campaigns are minimized
 - All calls are digitally recorded
 - Data is entered according to your entry standards
 - Zero tolerance policy for management of associates

The Directory Timeline cont.

Key Milestones – Second 6 months

- Editorial, Proof, Print, Replicate, Distribution
 1. PCI Project Manager assigned to your project to oversee the entry of data and quality control via editorial staff
 - Understand the format in which your staff enters data
 - Review every data change to ensure accuracy
 2. **Global Enterprise** (proprietary to PCI) allows secure inquiry/change capability for your print directory database
 3. Proofing Process
 - Sample pages from each directory section to clarify format
 - Page proofs that display each listing in an enlarged font for easy review (special indicators make reviewing simple)
 - Final directory pages for your approval prior to publication
 4. Print directories, replicate CD's
 5. Distribution

Branding Opportunity Attractive and Useful Directories

- Introductory Section: Includes pictures, history, officers, trustees, how to use the directory, etc.
- Alphabetical Section: Contains residence and business address information, e-mail addresses, etc.
- Geographical Listing: Includes members alphabetically by city, state, and country
- Specialty Section: Designed to reflect segmentation most important to your members – e.g. car type
- The CD ROM contains all of the information in the print directory.

Branding Opportunity

Members Choose from Product Packages

- **BASIC Package** \$89.95 plus shipping – choose either:
 - The Printed Member Directory sorted by alpha, geo, specialty for ease of look-up and networking or;
 - The CD ROM features SUPER SEARCH engine allowing multi-conditional search options and capability
- **VALUE Package** \$129.95 plus shipping – includes:
 - BOTH member directory versions from The BASIC Package Plus a Free Companion Airline Ticket
- **COMPLETE Package** \$179.95 plus shipping – includes:
 - BOTH member directory versions from The BASIC Package PLUS; Free Companion Airline ticket and
 - The "Pride Collection" that includes a variety of member products branded to the association

The Pride Collection



FREE Companion Airline Ticket



Included with the reservation of the Value or Complete Package!

- Easy online travel booking
- Reconnect in person with old friends
- Receive travel voucher within 6 weeks of your order

*Recipient of the qualifying certificate is entitled to one adult round-trip coach class ticket at the fare stated and receive a complimentary companion ticket. Companion ticket applies to the base fare only. Taxes and fees associated with both tickets are the responsibility of the certificate holder. Airline participation can vary by airport. Blackout dates and other restrictions may apply. Certificates are being offered free of charge as a promotional award only. CST #1015419-50 Florida Seller of Travel #13513

A Special Offer for your Members ...

1. A choice of two products (samples shown below) will be offered to all members who choose to purchase a standard offering: a high quality Champion brand sweatshirt or a combination cap and Hanes brand t-shirt.
2. A specially discounted CD Directory of members by Geographic Region will be offered to any member who chooses not to purchase one of the standard offerings.



Financial Opportunity

- The Association will receive \$10 per directory sold in royalty income
- Average order rate will vary from 4% to 15% of your membership depending on the strength of affinity
- PCI will contact lapsed members and offer membership and inclusion in the directory

Example:

- Association with 75,000 members
- Sample order rate 8% = 6,000 directories
- Royalty at \$10 per directory = \$60,000

Why PCI? Where Tradition Meets Technology

- **Data Collection Opportunity**
 - Multiple data collection tools for maximum update of your database
 - Quality control of data entry
 - Data returned at regular intervals
- **Branding Opportunity**
 - Marketing communication design, directory format, and special needs
 - Custom communication and telemarketing scripting
- **Branding Opportunity**
 - Attractive, useful directories
 - Accuracy of data
 - Copyright ownership
- **Financial Opportunity**
 - Minimize client resources
 - Use all available technology
 - Global Enterprise
 - Digital Recording of calls
 - Potential Royalties
 - Money back guarantee
 - Complimentary copies

Testimonials

- “Northwestern University has had a relationship with Publishing Concepts for many years and through working with your staff on this last project, I can understand why. They were professional and extremely dedicated to completing the project to our satisfaction.”

Cathy Stembridge and Elizabeth Smith, Northwestern University

- “I have seen the directory and it more than fills the bill. I just wanted to add that Charlie Wood was very good to work with; you have many good folks on your staff. Best wishes Drew and thanks for your involvement and attention to our account.”

Pat Kovalcheck, Vanderbilt University

- “You can’t believe how happy I was to find a copy of the Middlebury College Bicentennial Catalogue at my doorstep! I am very pleased with the finished product; it looks great! Well done guys. You really worked hard , but the excellent quality is a testament. It was a pleasure to work with you.”

Ben Dixon, Middlebury College

- “Kenyon College’s experience with PCI has been exceptional. Our office has worked closely with your staff and the experience has been professional and caring. We are grateful for the services we are able to offer Kenyon alumni thanks to PCI.”

Lisa Schott, Kenyon College



APPENDIX B

<date>

<BMW Center Name>

<address1>

<address2>

<city, state, zip>

<Dear Sir or Madam>

As General Manager at one of BMW's many fine retail centers you are an integral part of the BMW community. Because of your special role and the synergies this would bring to you and ourselves, the BMW Car Club of America (BMW CCA) would like to invite you to join our Partner Program.

Benefits to you and your center include:

- **Access to a targeted audience of current and future customers**

As the **world's largest car club**, the BMW CCA has **more than 73,000 members** in the United States. We are the originators of the *BMW lifestyle* with 67 chapters across the country holding High Performance Driving Events (HPDE's), autocrosses, rallies, concours' and social events.

The typical BMW CCA Club Member is the rarefied and captive audience you want access to when selling BMW's. They are individuals with a median income of \$158,000.00 per year and a median household net worth of \$946,000.00. More than eighty percent have a college education, and thirty-five percent have a post graduate degree. **Over half have purchased multiple new BMW's and more than sixty percent have purchased their new and pre-owned BMW's from authorized BMW centers.** That number is mirrored by the number of Club Members having their **cars serviced at authorized BMW centers.**

- **Your Center posted in our Support Vendors List for increased visibility and customer loyalty**

90% of Club Members say they **make purchases from Club supporting vendors.**

Most BMW centers offer discounts on service and parts to Club Members. The BMW CCA is now collecting and publishing this information. You have an opportunity to include your center by completing and returning the enclosed fact card. The card asks for confirmation of your preferred contact information, any special discounts you offer to Club Members – whether for parts or services, and includes instructions on where to email a banner ad for your BMW Center to be included on our website.

BMW centers that participate in our **Partners Program** offer a 10%, or greater, discount on parts and/or labor.

BMW centers that opt into our **Preferred Partner Program** offer a 10% or greater discount on parts/or labor and agree to purchase a membership for each of their new and C.P.O. customers.

- **Informal and formal endorsement of your center**

There are numerous ways you and your associates may benefit by partnering with the Club. Forty years ago BMW CCA gave rise to the BMW lifestyle in the United States and we continue to this day. **Club Members don't just buy BMW's - we help sell everyone we meet on BMW!**

Our members are your customers, an excellent basis for a close working relationship between your BMW Center and BMW CCA. Many BMW Centers recognize the benefit of our Club Members as their unpaid sales force. Their passion, energy and devotion to the brand combined with the BMW CCA's organization, events and ability to communicate through many forums (e.g. Roundel, Club website, national email blasts and chapter newsletters) can be made to work for you!

- **Value add and additional resources to help your customers learn about, maintain, drive, and enjoy their BMW**

You'll find a wide and wonderful variety of activities and events designed to help members learn about, maintain, drive, and enjoy their BMW. Our sixty-seven chapters throughout the country can assist them locally—and open the door to a world of camaraderie among like-minded enthusiasts. We are a value add to your customers.

- **Additional car purchase rebates to your customers when you provide to your customers Club membership**

One of the greatest benefits of membership in BMW CCA is the Member Reward Program funded through BMW NA. Club members with a minimum of twelve months of unbroken membership are eligible for rebates of \$500.00 - \$1500.00 on the purchase and lease of new BMW's at your authorized BMW center. Rebates on CPO cars are capped at \$250.00, except for M cars which carry a \$500.00 rebate. Thousands of members utilize this benefit each year and those authorized BMW centers who know about it reap the benefit. Our Preferred Partners at BMW Centers directly purchase membership in the Club for their customers because of the benefits this provides to them. We encourage you to also purchase membership for your customers for the value this brings to you.

- **Links to your website when you place ads in Roundel**

Our website, www.bmwcca.org, and our world-class monthly magazine, *Roundel*, offer up-to-date information about Club events and special promotions. Whether they own a brand-new BMW or a classic model; whether they are interested in technical information, driving challenges, social events, or consumer tips, your current and future customers belong in the BMW Car Club of America!

With Roundel now online, individuals can directly be hot linked to your homepage when you place an ad in Roundel.

- **Special discounts on advertising**

The Club recognizes the commitment your BMW center makes whenever it offers discounts on parts and services to our members. In turn we are offering BMW center Partners a matching discount for our print and on-line advertising opportunities. ***Whatever your discount, we will match it, up to 25%!***

BMW center Preferred Partners receive recognition in *Roundel* assuring our members know your level of commitment to the Club.

- **Premium placement on our website**

BMW center Partners may submit a banner ad to be placed on our website links page.

BMW center Preferred Partners may submit a banner ad for run of site advertising on the public views section of our website and priority placement on our links page.

- **Targeted special offer email blasts to members in your selling area**

BMW center Preferred Partners may submit special offers and notices for distribution to Club members in their selling area. Messages will sent electronically once per quarter.

While I believe the greatest benefit of the BMW CCA is our ability to form lasting friendships, bonds of camaraderie and an active BMW lifestyle, members of the Club also enjoy many of the Clubs offerings which are described in the enclosed flyer.

Please call or write if you would like to learn more about leveraging the BMW CCA membership to your advantage. I hope you will [join the BMW CCA Experience](#) and participate in our Premium Partner Program by completing the enclosed fact card.

Wishing you all the best,

Frank C. Patek, II Executive Director

BMW CCA
640 South Main Street, Suite 201
Greenville, SC 29601
Office: 864 250-0022
Fax: 864 250-0038
frank_patek@bmwcca.org

Membership Benefits

Premier Membership

Become a Premier Member for an additional fee and you and up to four additional family members will be enrolled in our first-in-class Roadside Assistance Program. Premier Members and their families are protected in both the US and Canada.

Member Rewards

Rebates Up to \$1,500
BMW CCA members in good standing may be eligible for substantial rebates on the purchase or lease of a new or Certified Pre-Owned BMW from any authorized U.S. BMW Center. Rebates currently range from \$250 to \$1,500 depending on the model.

Roundel Magazine

Declared one of the finest car club magazines in the world by Car and Driver, each monthly issue has 132+ pages of articles, reviews, photography, and classifieds dedicated to all things BMW.



67 Local Chapters

BMW CCA's local chapters provide a range of social, technical, and driving events. They're your gateway to many of the club's driving schools, rallies, and autocrosses. Many events are geared toward the novice mechanic or driving event participant.

Member Discounts

Members receive special discounts on a wide variety of goods and services, ranging from car care to travel and more!

Cellular Discounts



Travel & Hotel Discounts



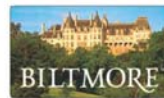
Clothing Discounts



Rental Discounts



Insurance Discounts



BMW Performance Driving School



Car Care Discounts



Member Privileges:

- Access to our Technical Service Advisors for personalized advice.
- Ombudsmen to help with dealer issues.
- Outstanding national events including BMW CCA's premier annual gathering.
- Regional festivals, concours, and club-sponsored corral at major road races
- Driving schools, autocrosses, rallies, safety schools, and Club Racing.
- Free classified ads on the website and in Roundel magazine.
- Friends of BMW: A roster of fellow BMW CCA members who can offer coffee and conversation, repair tools, workspace, sometimes even help when you're out on the road.
- Club library and video services. Borrow BMW-related books and videos
- Availability of a BMW CCA affinity credit card.
- Free BMW CCA decals available from the club office.
- Access to all areas of the growing online community at BMWCCA.org.

BMW CCA Rewards Visa Credit Card

Apply now for a BMW Car Club of America Rewards Visa® Credit Card, custom designed with special features and benefits just for BMW car and racing enthusiasts! Plus, have your car pictured on the card.



Apply now, so you can express your passion for the Ultimate Driving Machine while you automatically build points toward Free annual BMW CCA membership, 1% cash back, travel, merchandise and gift cards from name brand retailer and other great rewards. Plus you'll get all the outstanding benefits you'd expect from a world-class card with a name you can trust – like no annual fee, 1% cash back, and 0% APR on balance transfers for 6 full months.

Special Interest Groups

As if all things BMW weren't special interest enough, some of us like to drill down further into the minutia of Bimmer lore. These independent groups are organized around specific vintage or rare BMWs. They provide information and activities ranging from driving events and web-based digests to publications and news bulletins.

Chapter Compliance Status
As of 03/18/2010

	<u>Required</u>	<u>Required</u>	<u>Required</u>	<u>Required</u>	<u>Required</u>	<u>Required</u>	<u>Required</u>	<u>Required</u>	<u>Required</u>
Chapter	Chapter Officer and Administration Form	Chapter Financial Stmt	Chapter Report Label Req	Chapter Newsletters Overdue	Days	Region			
Allegheny		Received				North Atlantic			
Badger Bimmers	Received					North Central			
Bayou	Received		Received		9	South Central			
Blue Ridge		Received	Received			South Atlantic			
Bluegrass Bimmers	Received					North Central			
Boston						North Atlantic			
Buckeye	Received				9	North Central			
Central California	Received	Received	Received		56	Pacific Region			
Choo Choo Bimmers	Received	Received	Received			South Central			
Connecticut Valley	Received					North Atlantic			
Delaware Valley	Received	Received	Received		1	North Atlantic			
Everglades	Received		Received		3	South Atlantic			
First Coast	Received		Received			South Atlantic			
Florida Suncoast					115	South Atlantic			
Genesee Valley	Received	Received				North Atlantic			
Golden Gate	Received		Received			Pacific Region			
Green Mountain	Received	Received	Received			North Atlantic			
Gulf Coast	Received		Received		27	South Atlantic			
Hawaii	Received		Received		179	Pacific Region			
Heart of Dixie	Received	Received	Received		43	South Central			
Hoosier	Received		Received			North Central			
Houston	Received		Received			South Central			
Illini	Received					North Central			
Inland Empire		Received	Received			Pacific Region			
Iowa	Received	Received	Received			North Central			
Kansas City	Received					North Central			
Lone Star	Received				93	South Central			
Los Angeles	Received	Received				Pacific Region			
Michiana	Received	Received	Received		311	North Central			
Missouri Valley					0	North Central			
Motor City			Received			North Central			

Mountain State													North Atlantic
National Capital						Received							South Atlantic
New Jersey			Received										North Atlantic
New Mexico			Received			Received			Received				South Central
New York			Received						Received				North Atlantic
Nittany			Received								34		North Atlantic
North Star Bimmers													North Central
Northern Ohio			Received			Received							North Central
Old Hickory			Received										South Central
Oregon			Received										Pacific Region
Patron			Received						Received				North Atlantic
Peachtree			Received			Received			Received		14		South Atlantic
Pinetree			Received						Received				North Atlantic
Pocono						Received							North Atlantic
Puerto Rico											136		South Atlantic
Puget Sound			Received			Received							Pacific Region
Rattlesnake			Received			Received							Pacific Region
River City Bimmers			Received						Received				South Central
Roadrunner			Received			Received					300		Pacific Region
Rocky Mountain			Received			Received			Received				South Central
Sacramento Valley			Received										Pacific Region
San Diego			Received			Received							Pacific Region
Sandlapper			Received			Received			Received				South Atlantic
Sierra			Received										Pacific Region
Sin City													Pacific Region
Smoky Mountain			Received								32		South Central
Sonora			Received						Received		30		Pacific Region
St. Louis						Received							North Central
Sunbelt			Received			Received			Received				South Central
Sunshine Bimmers			Received			Received			Received		274		South Atlantic
Tarheel			Received										South Atlantic
Tejas			Received			Received			Received				South Central
Tidewater			Received			Received							South Atlantic
Wasatch			Received						Received				Pacific Region
White Mountain			Received			Received			Received				North Atlantic
Windy City			Received			Received			Received				North Central

From: Walsh, Dan
Sent: Friday, March 19, 2010 11:54 AM
To: Frank Patek
Cc: Silverberg, Jennifer; Lonnie Cooper
Subject: BMW CCA Information

Frank, here is the information that we discussed yesterday. I've included sample retail pricing for some VSC plans, just to give you an idea about what that pricing will look like. We do cover all BMW models, but I just picked the highest volume models.

Also included in the table below is sample retail pricing for our other programs (EasyCare KeyCare, EasyCare Dent Repair and EasyCare Personal Assistant).

We have a retail financing source available for these programs. It might also be interesting to look at a tie-in with the BMW CCA VISA card program.

I have attached PDF versions of the EasyCare VSC, KeyCare and Dent Repair customer contracts. Have you activated your EasyCare Personal Assistant?

I imagine that you may have some questions, so please feel free to give me a call. I will be in and out of meetings this afternoon, so if you miss me please leave a message and I'll get back to you as soon as possible.

Vehicles with 20 - 40,000 miles on the Odometer

Coverage begins on the date of the VSC purchase and expires when time or cumulative miles are reached.

		24/24000	36/36000	48/48000
BMW	3 series	9 3,806	4,558	6,412
BMW	5 series	10 4,182	5,066	7,244

We will need to determine what additional BMW CCA benefit we can provide with these programs.

	KeyCare	Dent Repair	Personal Assistant
1 Year	N/A	N/A	\$199.00
2 Year	\$199.00	\$399.00	N/A
3 Year	\$299.00	\$449.00	N/A
4 Year	\$359.00	\$549.00	N/A
5 Year	\$399.00	\$649.00	N/A

Cheers,
Dan Walsh
Executive Vice President
www.easycare.com



BMW Car Club of America, Inc.

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

Pre-Meeting Report

March 17, 2010

To: BMW CCA Board of Directors

Subject: Manager/National Events

Westin Poinsett

120 S. Main Street
Greenville, SC 29601

2010 Chapter Congress

The BMW CCA's 2010 Chapter Congress attracted 62 Chapters and 175 chapter leaders to Dallas, Texas over the March 5-7 weekend. Those in attendance had the opportunity to engage with Rick Barnes and his "Leadership Seminar". In addition, Jeff Crilley from Real News PR spoke with the attendees about social/media marketing. The membership renewal/retention round table was such a huge success; there was an encore presentation on Sunday morning. My thoughts -- From an event "experience" standpoint -- we should make more of a "to do" on Saturday evening. Otherwise, I thought the Congress was extremely well received. Survey results can be reviewed at:

http://www.surveymonkey.com/sr.aspx?sm=cmj992yZPcFcSL4FLX4gxd4io6bW1A9JaCIH9yqM_2flw_3d

The protected password is cca1414

Appendix A -- is an overall survey summary of the event elements.

2011 DEC Chapter Congress - Location/Time of Year

Dallas, Denver? Suggest moving it to mid to late February to accommodate those chapters who will have already begun their track season --- Peachtree, Roadrunner, Sonora --- just to name a few.

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

Oktoberfest on-line registration went live on Monday, March 1, 2010 at 10:00AM EST. The numbers as of this writing are: Total registrations - 115, DE's - 95, first timers - 19 and 5er festers - 8. Total instructors across all days is 83 (Thursday has reached the limit of 65; a wait list will be started). Instructors from 18 states - 17 chapters - 13 makes of car. Club Race School registration - 4 and Club Race - 6. I will update these numbers at the board meeting. There are two social tours slated. 1) Thursday - Harley Davidson Tour and the Milwaukee Art Museum including lunch at the HD museum. 2) Friday - Tour of Kohler Design Center and John Michael Kohler Arts Center including lunch at the American Club. As of Monday, March 15, 2010 The Osthoff Resort (host hotel) in Elkhart Lake has 216 arrivals totaling 1,286 room nights -- with a wait list of 25. In addition, Siebkens Resort has 34 arrivals totaling 174 room nights and The Baymont Inn in Plymouth has 10 arrivals totaling 46 room nights. The club race staff room block will be at Siebkens.

A hard copy Oktoberfest registration form will run in the April issue of Roundel and continue thru the August issue. The Oktoberfest sales drive will start next week. The first letter will be sent to last year's sponsors, vendors and advertisers with an offer to renew their 2009 buys. Vendor space will be located Monday/Tuesday at the Osthoff and Wednesday-Sunday at Road America in a 6500 square foot tent with sides and lighting.

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.

My next site visit will be mid-May as I will be attending the Spring Vintage Races at Road America. I have a meeting with the organizing committee - which will include a final walk through of the track. All signage needs will be addressed. It will be my first opportunity to see an event at Road America.

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

The host hotel will be the Renaissance Ross Bridge Golf Resort & Spa at a rate of 134/night plus taxes. Frank is finalizing the contract. I have approached/invited Ron Drenning of the Heart of Dixie chapter to send key 2011 committee members to Oktoberfest this year.

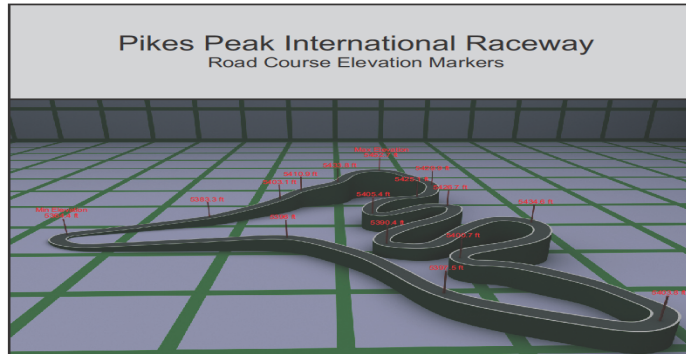
Oktoberfest 2012 – Pikes Peak International Raceway

PPIR closed its doors in August 2005 and remained vacant until purchased by Reef Partners in August 2008. Reef Partners, a venture investment group, is located in Greenville. The 2.1 mile road course is cut out and the investors are "hoping" to have it completed by 2012.

Current Track & Facility Details

- Track surfaces (mile oval, road course , /5 mile oval, and 12 acre autocross surface)
- Two 15,500 sq. ft. Garage Buildings
 - 36+ car capacity each, restrooms, showers and tech areas
- Executive center with VIP Suites, press room and meeting room
- Restrooms, concession and medical care center buildings
- RV-parking sites with electrical
- Suite Tower
 - 10,000 grandstand seats, 31 suites, meeting spaces, observation deck
 - Catering kitchen

Potential New Road Course



Elevation map for a conceptual 2.2 mile road course.

1

Additional Track Map Concepts



1

Oktoberfest Best Overall Performance Trophy – This is way the trophy is scored now. We need clarification of what participation means. This must be finalized for the Oktoberfest rules and regulations.

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	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.

Appendix A

4. How would you rate the following elements of the Chapter Congress?

	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied	Response Count
Overall Event	55.1% (75)	39.0% (53)	5.9% (8)	0.0% (0)	0.0% (0)	136
Format of Program	39.7% (54)	50.7% (69)	8.1% (11)	1.5% (2)	0.0% (0)	136
Content of Program	37.0% (50)	55.6% (75)	3.7% (5)	3.7% (5)	0.0% (0)	135
Speakers	30.6% (41)	50.7% (68)	15.7% (21)	2.2% (3)	0.7% (1)	134
Networking Atmosphere	61.8% (84)	32.4% (44)	4.4% (6)	1.5% (2)	0.0% (0)	136
Social Atmosphere	52.6% (71)	37.0% (50)	9.6% (13)	0.7% (1)	0.0% (0)	135
Length of Program	40.0% (54)	48.9% (66)	8.1% (11)	3.0% (4)	0.0% (0)	135
Materials Provided	30.1% (41)	53.7% (73)	14.0% (19)	1.5% (2)	0.7% (1)	136
Time of Year	47.1% (64)	37.5% (51)	13.2% (18)	1.5% (2)	0.7% (1)	136
Location	39.7% (54)	39.0% (53)	19.9% (27)	0.7% (1)	0.7% (1)	136

4. How would you rate the following elements of the Chapter Congress?

Hotel	55.1% (75)	34.6% (47)	7.4% (10)	2.2% (3)	0.7% (1)	136
Food	36.3% (49)	39.3% (53)	17.0% (23)	6.7% (9)	0.7% (1)	135

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
March 2010 Pre-Board-Meeting Report

Costs and savings: As I said three months ago, printing costs fell dramatically with our migration to Brown Printing. However, the cost figures for early 2010 are somewhat misleading; for one thing, we paid for two months of mail costs in January. For another, about \$6,000 of the February figure comes from the costs of mounting the online version of *Roundel*, including the back issues, so we have added a new line item for those costs. This number should stabilize at about \$1,000 a month.

For the past eight issues, we have set a 128-page maximum in order to get our advertising-to-editorial ratio closer to the Ops Manual maximum of 45%. Although January is always low in advertising, our January 2010 issue shows a 26.32% ad ratio, compared with a 24.36% ad ratio for the January 2009 issue (also 128 pages). Since then, advertising has steadily increased, to the point where the April issue has a 40.40% ratio. However, that issue will be a sort of a test: It has several spreads of facing ads, and Tech Talk is down to two pages. But we haven't received any complaints yet about previous "slim" issues, so April may pass muster as well.

The May issue: a recruiting tool. Frank asked us to make the May issue something that would appeal to the Bimmerfest Nation, since we will be handing out sample copies at that West Coast event. Fortunately, we were able to get the bored-and-stroked Dinan M3 before any other publication. In addition, we had Dave Haueter profile an LA enthusiast who has supercharged his E46 M3 along with other mods. Finally, we have a story on the 600-horsepower M6 being sold under the Brabham label. Maybe we should call it the Hot Rod issue.

***Roundel* online edition:** The December issue was our first online issue published through Imirus; now we are on the March issue, and the feedback we have received has been quite positive. We are eager to be ahead of the game when it comes to technology that will make *Roundel* a downloadable application for devices like Kindle and the new Apple iPad. By now you have probably seen the YouTube video on the theoretical future of *Sports Illustrated* (<http://www.youtube.com/watch?v=ntyXvLnxyXk>); this is obviously the direction magazines will take in order to survive.

But it's a fairly distant future for us. At this point, we have barely begun to explore the possibilities available with our Imirus partnership; we provide our advertisers the advantage of the automatic links from our online pages, but the possibilities of interactive animations and imbedded video are enormous.

Meanwhile, as our online readership grows and our website architecture changes to accommodate it, we expect to create an online presence beyond the mounting of our Imirus edition of *Roundel*. As you know, Frank and I both see a role for Sam Smith in this area. He is currently comfortable with his fulltime position with jalopnik.com; this allows him to contribute print materials for us, but when we are ready for a full-time online editor, we may have to do some persuasive recruiting.

Sample edition: Frank has been looking into the possibility of producing a sample *Roundel* issue that could be mailed to every buyer of a CPO BMW. The print edition may be prohibitively expensive, but Imirus has demonstrated the possibilities of a special online issue. In one case, an airline sent an e-mail to each of their elite mileage members providing access to an online issue of Condé Nast *Traveler*; this was a special issue prepared for this purpose, and stripped of any competing advertising. If BMW NA could be persuaded to send such an e-mail message to CPO buyers, we could prepare a “best of *Roundel*” sample issue, complete with imbedded BMW videos linked to their ad spreads.

Growing through chapter initiative: While the chapters are the heart of the Club, they seem to have little incentive to actively recruit new members. Chapters with successful newsletters make sure those newsletters are seen in every dealership, independent shop, and enthusiast gathering in their area; an attractive chapter newsletter remains one of the most effective tools for letting new potential members know about the Club.

But too many chapters still seem to view the newsletter as an onerous chore that must be endured in order to preserve their charters. What’s worse, many of the smaller newsletters are woefully amateurish, despite their best intentions.

Frank has been working on an online **newsletter resource center**, and we have had some discussions of what we can do to make it easier for chapters to produce high-quality newsletters. Aside from newsletter layout templates and the News From National that goes out to every chapter, we want to provide BMW press links so chapter editors can easily find and download press releases and images that may be of interest.

Even so, unless individual chapter newsletter editors find inspiration and enthusiasm, perhaps we should explore the possibility of regional newsletters instead of chapter newsletters. In any case, unless the chapter newsletters can serve as an informative benefit to members, and a successful recruiting tool, we are wasting a lot of money with nothing to show for it.

As for the big newsletter, meanwhile, I believe *Roundel* continues to fulfill its stated mission: to inform, entertain, and provide a sense of community for our members. Some of the chapter newsletters do a good job of it, too—but not all of them.

Roundel expenses:
January-December 2010

	YTD Accumulated totals		Per Month:		Over/under budget		January		February	
	YTD	Yearly budget:	9,166.66	7,916.66	Over	Under	Monthly	Under/Over	Monthly	Under/Over
6011 · Roundel Editor-in-Chief	\$18,333.32	\$110,000	\$91,667	\$81,245	\$0,000	\$0,000	\$9,166.66	\$0,000	\$9,166.66	\$0,000
6013 · Roundel Design	\$13,754.70	\$95,000	\$81,245	\$81,245	\$1,039.31	\$1,039.31	\$6,877.35	\$1,039.31	\$6,877.35	\$1,039.31
6015 · Writers	\$26,400.00	\$200,000	\$173,600	\$12,000	\$2,666.66	\$2,666.66	\$14,000.00	\$2,666.66	\$12,400.00	\$4,266.66
6018 · Web-page Services	\$0.00	\$12,000	\$12,000	\$11,641	\$1,000.00	\$1,000.00	\$2,089.65	-\$839.65	\$0.00	\$1,000.00
6020 · Production	\$3,359.30	\$15,000	\$11,641	\$509,321	\$45,666.02	\$4,167.32	\$45,666.02	-\$839,650	\$1,269.65	-\$19,665
6025 · Printing	\$88,678.86	\$598,000	\$49,833.34	\$329,372	\$4,167.32	\$4,167.32	\$1,406.00	\$4,167.32	\$43,012.84	\$6,820.50
Electronic Publishing										
6028 · Postage	\$50,627.87	\$380,000	\$31,666.66	\$0	-\$7,151.84	-\$7,151.84	\$38,818.50	-\$7,151.84	\$11,809.37	\$19,857.29
6041 · Meetings	\$0.00	\$0	\$0	\$0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
6046 · Employee/Member Goodwill	\$0.00	\$0	\$0	\$0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
6040 · Travel & Entertainment	-\$404.20	(\$404)	-\$404.20	-\$404.20	-\$404.20	-\$404.20	-\$404.20	-\$404.20	\$0.00	-\$404.20
	\$201,558.25	\$1,409,999.84	\$117,499.98	\$1,208,441.59	\$477.60	\$477.60	\$118,428.38	\$477.60	\$90,651.87	\$32,964.11

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

Advertising Ratios

	Total size (including cover)	Ad pages	Advertising-to-Editorial Ratio	YTD Page average (ex cover)	Numbered pages (excluding cover)	Printing Cost	Print cost per page (inc cover)
January	132	34.74	26.32%	128	128	\$45,666.02	\$356.77
February	132	36.49	27.64%	128	128	\$43,012.84	\$336.04
March	132	46.58	35.29%	128	128	\$0.00	\$0.00
April	132	53.33	40.40%	128	128	\$0.00	\$0.00



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

To: Frank Patek, BMW CCA
From: Michael Slaff, Roundel Magazine, 22 Woburn St, Ste 36, Reading, MA 01867
781-944-3900, michael@131main.com
Date: 2/15/10

Frank,

Here's a report on Roundel advertising through the April 2010 issue for ad sales and through the end of February for revenue received.

Table with 2 columns: Description and Value. Rows include Ad pages (1/10-4/10, 1/09-4/09), Ad billings (1/10-4/10, 1/09-4/09), and Ad revenue rec'd (1/10-2/10, 1/09-2/09) with associated gain/loss percentages.

I'm not concerned about the cash-in figure - it will catch up to the billings numbers in the next 30 or 60 days.

We appear to be following the national trend...seeing slight improvement - but nothing yet to indicate that we're coming out of the recession.

The tire companies, a major barometer for me, are mostly still in budget lockdown and I think that goes for a good portion of the rest of the aftermarket. And... while the pace has slowed down somewhat, some advertisers continue to cut back their spending...in most cases because of the economy, but in others because they're continuing to move money from print to digital alternatives.

Michael



Private Garage Program



BMWCCA

CFC Private Garage Program Overview



What is The CFC?

An Exclusive Buying Club Designed for Serious Car Guys





Member-Only Benefits

SAVINGS

on performance products and specialty services from leading merchants

SERVICES

to locate, buy, lease and insure high line vehicles at best prices and terms

ACCESS

to private tracks, events and unique experiences

“Costco for Car Guys”



CFC Benefits Providers

96

Network of leading companies form the core of the Club and offer exclusive discounts on world class products and services





Two Tier Membership

Standard Membership: free

- Exclusive discounts of 10-25% off products and services from leading companies in the auto industry

Premium Membership: \$49.95 annual fee

- Incredible Deep Discounts of 30-70% off limited quantity products and services
- Last minute offers of over 40% off driving schools and exotic car rentals
- Exclusive access to private tracks, events and unique experiences
- Genuine Carbon Fiber Membership Card



Private Garage Programs





Private Garage Program

What is the CFC Private Garage Program?

- All the benefits of the Carbon Fiber Club – plus:
 - Special benefits, partners and deals tailored to your organization
 - Customized “Garage” Web Site for your members
 - BMWCCA branded carbon fiber card





Customized Benefits

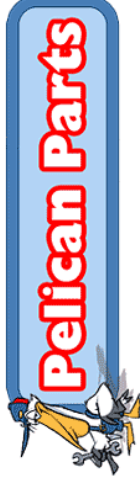
BMWCCA Carbon Fiber Membership – premium tier membership that includes:

- All the benefits of CFC Premium Membership
- Additional merchants directly relevant to BMW experience exclusive to BMWCCA Carbon Fiber Members

bimmerworld

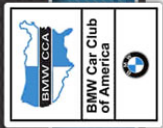


bsw
BAVARIAN SOUNDWERKS





"Garage" Web Site



Carbon Fiber Garage

Member Sign In

BMWCCA Carbon Fiber Garage



Join to save on:

- Cars & Trucks
- Wheels & Tires
- Performance Parts
- Races, Shows & Rallies
- Driving Schools & More

Join Now

Learn More

Join the Experience.

Stalk us on:



THE CLUB

THE DEALS

MEMBERSHIP

RPM BLOG

JOIN NOW



\$48,995
Save \$3,215 below Blue Book
7k miles

USED CARS



SAVE 10%

On all Bavarian Autosport Products:



from floor mats, to performance brake rotors, car covers, stainless steel exhausts, specialty tools and much **more**

PERFORMANCE PARTS



Wheel Deals
Limited Quantity

Prices Too Low to Print!

Only Style Numbers:

943R, C20-57, 540R, 546R, 547R, 844R, 841R, 843R, 948R, and **more**

Available in Various Different
Fitments & Finishes

WHEELS & TIRES



"Garage" Web Site



Welcome

[Welcome](#) |
 [My Account](#) |
 [My Affiliate Account](#) |
 [Logout](#)

[SERVICES](#)

[PRODUCTS](#)

[EVENTS & TRAVEL](#)

[CFC STORE](#)

[DEEP DEALS](#)

Welcome to the Garage

DEEP DEALS



SAVE 50%

POLE POSITION DEAL

iRacing online racing simulation | 1 year membership. Click for details.






BROWSE ALL DEALS BY CATEGORY

<p>SERVICES</p> <ul style="list-style-type: none"> Buy A Car Lease A Car Insure A Car Warranty A Car Exotic Rentals Racing Schools Sim Racing 	<p>PRODUCTS</p> <ul style="list-style-type: none"> Wheels/Tires Performance Parts Car Care Audio/Video Race Gear Magazines Books/DVDs/Posters German Auto Parts Italian Auto Parts English Auto Parts Corvette Parts Muscle Car Parts Odds & Ends 	<p>EVENTS</p> <ul style="list-style-type: none"> Races/Track Events Rallies Car Shows <p>TRAVEL</p> <ul style="list-style-type: none"> Factory Tours Motorcycle Tours Car Tours & Rallies <p>...and MORE</p>
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DEALS

<p>PERFORMANCE PRODUCTS & ACCESSORIES</p> <p>AutoAnything</p> <p>SAVE 10%</p> <p>Auto Parts & Accessories</p>	<p>BAVARIAN MOTORSPORT</p> <p>SAVE 10%</p> <p>German Auto Parts</p>	<p>Motorsport</p> <p>SAVE 10%</p> <p>Wheels & Tires</p>
MORE PRODUCTS & ACCESSORIES SERVICES		
<p>Skip Barber</p> <p>SAVE 15%</p> <p>Driving & Racing School</p>	<p>BONDURANT</p> <p>SAVE 15%</p> <p>Driving & Racing School</p>	<p>DRIVE 5 SUPER CARS IN A DAY</p> <p>SAVE 25%</p> <p>Drive 5 Super Cars in A Day</p>
MORE SERVICES EVENTS & TRAVEL		
<p>GRAND PRIX NEW YORK</p> <p>SAVE 15%</p> <p>Indoor Kart Track</p>	<p>German Auto Parts</p> <p>SAVE 25%</p> <p>Tours of German Car Factories</p>	<p>SCDA</p> <p>SAVE 20%</p> <p>Events & Races</p>
<p>EXOTICS RALLY</p> <p>SAVE 15%</p> <p>Car Rally's & Events</p>		



Garage Integration

BMW Car Club of America
Join the Experience

Home News BMW CCA National Activities Roundel Magazine Join the Experience Members Community Carbon Fiber Garage

Log in

User Name:

Password:

[Register](#)
[Log in help](#)
[Forgot your User Name/Password?](#)

Renew Membership

Former or lapsed members please call the National Office at (800) 878-9292 to reinstate your original membership number.

Carbon Fiber Garage

We are proud to announce the opening of the Carbon Fiber Garage. To gain access to the Garage, a total cost of \$88 (includes 1 year membership to the BMWCCA) gets anyone who signs up substantial savings across a wide variety of new and used vehicles, performance parts and accessories, wheels and tires, race gear, track time, and much more. [Click here for more details about the Garage.](#)

Candidates and Proposals

Voting concludes on February 26, 2010 at 12:00 noon EST. **00** days, **21** hours, **52** minutes, **03** seconds from now.

All electronic and paper ballots cast in the 2010 BMW CCA elections are being independently counted by VoteNet Inc.

VOTE NOW
Election Perfection. Online.

BMWCCA Announces Carbon Fiber Garage

Nürburgring

What we do

BMW CCA Site Search



Custom Membership Card



Made out of 100% Real Carbon Fiber



Member Value Proposition

- Multi dimensional benefits
- Exclusive discounts not available elsewhere
- Incredible deep discounts benefits of CFC Premium membership
- Unique access to private tracks, events and experiences
- Benefits specifically tailored to BMW Experience
- Beautifully crafted BMWCCA carbon fiber card





BMWCCA Value Proposition

- Significant new source of recurring revenue
- Enrich Club value
- Increase retention
- Attract new members
- Enhance image with high class membership card
- Member activity data mining capability





Economics - Costs

Cost to BMWCCA Carbon Fiber Members:

- \$40 additional annual due: \$88 including \$48 existing dues
- \$10 less than standalone CFC Premium Membership

Cost to BMWCCA:

- None over time
- \$50,000 down payment for custom website development and custom card printing which will be fully reimbursed through annual dues



Economics - Revenue

Assumptions:

- BMWCCA Carbon Fiber Membership Priced at \$88
- Incremental \$40 shared 50/50 between BMWCCA and CFC
- 10%, 20% and 30% conversion scenarios on 73,000 existing members

Recurring Annual Revenue to BMWCCA:

- 10% Conversion - \$146,000
- 20% Conversion - \$292,000
- 30% Conversion - \$438,000

*100% of incremental \$40 will go to BMWCCA until \$50,000 initial deposit is recouped; \$50,000 recouped with 1,250 members, 1.7% of current member base



Program Summary

- Unique program offering all the benefits of CFC and more to enhance and enrich the BMWCCA experience.
- Designed to help National Car Clubs provide more value to the Club, increase retention and attract NEW members.
- Significant new source of revenue to monetize existing members.

	National			North Atlantic			Pacific			Total Voting	
	Yes	No		Yes	No		Yes	No		Yes	No
Art 5	1175	46	697	29	679	26	2551	101	2652		
Art 7	1168	54	695	30	666	33	2529	117	2646		
Art 13	1150	69	694	28	654	42	2498	139	2637		

	National	North Atlantic	Pacific	Totals
Louis Goldsman	918	537	546	2001
Michael Harmon	293	159	148	600
Invalid Paper Ballots Not Counted				9
Total Ballots	1211	696	694	2610

Jeff Cowan	428	428
Delight Lucas	303	303
Invalid Paper Ballots Not Counted	16	16
Total Ballots	747	747

John Sullivan	316	316
Dyke Morrisey	143	143
Scott Stowell	287	287
Invalid Paper Ballots Not Counted	17	17
Total Ballots	763	763

BMW Car Club of America, Inc.
Profit & Loss by Job
January 1 through March 19, 2010

	<u>Elections</u> <u>(BMW CCA)</u>
Ordinary Income/Expense	
Expense	
6025 - Printing	
6025.01 - Elections Printing	2,853.47
6025 - Printing - Other	<u>5,100.26</u>
Total 6025 - Printing	<u>7,953.73</u>
6026 - Postage	
6026.01 - Elections Postage	<u>3,513.32</u>
Total 6026 - Postage	<u>3,513.32</u>
6041 - Meetings	<u>37.55</u>
Total 6041 - Meetings	<u>37.55</u>
Total Expense	<u>11,504.60</u>
Net Ordinary Income	-11,504.60
Other Income/Expense	
Other Expense	
8000 - Other Expense	
8070 - Licenses and Fees	<u>13,135.00</u>
Total 8000 - Other Expense	<u>13,135.00</u>
Total Other Expense	<u>13,135.00</u>
Net Other Income	<u>-13,135.00</u>
Net Income	<u><u>-24,639.60</u></u>

MEMBERSHIP REPORT

February 2007

Primary	66,072
Associate	9,850
Total	75,922

February 2008

Primary	66,252
Associate	9,687
Total	75,939

February 2009

Primary	64,693
Associate	9,537
Total	74,230

February 2010

Primary	62,807
Associate	9,305

	2/19/2009	2/25/2010	Members Lost / Gained	Percentage Lost / Gained
Primary	64742	62822	-1920	-2.97%
Associate	9591	9374	-217	-2.26%
Total Membership	74333	72196	-2137	-2.87%
M1	43821	41765	-2056	-4.69%
M2	10658	10438	-220	-2.06%
M3	9755	9924	169	1.73%
M5	0	73	73	
Life	508	622	114	22.44%
A1	5813	5622	-191	-3.29%
A2	1775	1728	-47	-2.65%
A3	1895	1876	-19	-1%
A5	0	17	17	
AL	108	131	23	21.30%
2/19/2009 Primary Members	64742			
Members Lost in 2009 who never reinstated	-14546			
Members who reinstated their old memberships during the year	1620			
Brand New Members in 2009	11006			
2/25/2010 Primary Members	62822			
Renewal Rate for 2009 (including reinstatements)	82.50%			
Recruitment Rate for 2009	17.50%			

M1's lost in 2009	12042
M2's lost in 2009	1560
M3's lost in 2009	943
Lifetimes lost in 2009	1
	14546
People who joined in the 70's lost in 2009	14
People who joined in the 80's lost in 2009	108
People who joined in the 90's lost in 2009	662
People who joined in the 2000 lost in 2009	215
People who joined in the 2001 lost in 2009	282
People who joined in the 2002 lost in 2009	321
People who joined in the 2003 lost in 2009	432
People who joined in the 2004 lost in 2009	463
People who joined in the 2005 lost in 2009	737
People who joined in the 2006 lost in 2009	1438
People who joined in the 2007 lost in 2009	2347
People who joined in the 2008 lost in 2009	7063
People who joined in Jan and Feb of 2009 lost in 2009	464
	14546
2/19/2009 Associate Members	9591
Members Lost in 2009 who never reinstated	-3023
Members who reinstated their old memberships during the year	703
Brand New Members in 2009	2103
2/25/2010 Associate Members	9374

Service Officers

Board of Directors

Bruce D Hazard
Mark J. Calabrese
John R. Schneider
Louis P. Goldsman
Michael L. Lingenfelter
John E. Sullivan, Jr.
Jeff Cowan
Mark Doran
F. Paul Dunlevy

Technical Service Advisors

Oscar Velez
Carl O. Nelson
Jennifer Morgan
Brett Hurless
Terry Sayther
Leif S. Anderberg
Dan Patzer
Peter A. Langenwalter

Driving Events Committee

Scott Adare
Neil Maller
Ross Karlin
Bruce Leggett
April Curtis

BMW CCA Club Racing

Gary David
Dean Croucher
Bruce Smith
Scott Hughes
Larry Fletcher

Club Racing Advisory Committee

Allan Lewis
Ralph Warren
James Clay
Mike Akard
Daniel Fitzgerald
Tim Smith

BMW CCA Ombudsmen

Dwayne Mosley
John Eric Gamel

Recruitment and Retention

Marylinn Munson
Denis Kingberg
Nick Owen
Jeff Goman
Tim Beechuck

