

BMW CCA  
Board of Directors Meeting  
June 23-24, 2012  
Hyatt Regency  
Greenville, SC

BMW Car Club  
of America





**BMW Car Club of America  
Board Meeting  
Greenville, SC  
June 23, 2012**

***Agenda***

**Saturday, June 23rd**

**08:00 Call to Order**

**Introduction:** Members, Guests.

**Minutes:** The minutes of the March 31, 2012 Board meeting were approved by vote of the Board on May 25, 2012. Reading of the minutes will be waived.

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

- Oktoberfest Chapter Reimbursement Guidelines. Approved 8 For and 1 Absent
- Operational Manual wording change making electronic newsletter the default and printed optional at member's option. Approved 8 For and 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
- Membership Committee
- Club Racing

**08:35 Reports & Presentations Continue Until Completed**

**Discussion of Listed Topics**

**09:45 Break**

**10:00 Resume Discussion of Listed Topics**

**New Business**

**Noon Lunch**

**1:00 Continue Discussion & New Business**

**Executive Session**

**5:00 Adjourn**

**BMW Car Club of America  
Board Meeting  
Greenville, SC  
June 23, 2012**

***Discussion Topics***

**1. National Events**

Oktoberfest

- 2012 – Columbus, OH & Mid Ohio
- 2013 – Laguna Seca
- Future

Chapter Congress

- Regional

**2. Regional Events**

Updates:

- OBX CruZ
- The Vintage
- Pittsburgh Vintage Grand Prix
- (Vintage at Saratoga Patroon)
- (OktoberFAST Green Mtn.)
- Monterey Festorics Weekend August 2012
  - o Legends of the Autobahn
  - o Vintage Races
- Others?

New Requests

**3. National Programs and Services**

IT Update

-

Club Racing

-

Driving Events

-

Charity Matching Funds

Raffle

SIG's

Roundel:

**4. Policy and Administration**

**BMW Car Club of America  
Board Meeting  
Greenville, SC  
June 23, 2012**

Ombudsman update

Tech Rep's update

Benefits Update

Non-Geographical Chapters

- Request for non-geographical chapter status by Z-Club SIG
- Update & direction

BMW Clubs International

- Planning for 2012 meeting in Ashville, NC Sept 30-Oct 4, 2012

Operations Manual

- Breakout of DE and Autocross sections

**5. Foundation**

- Fundraising update – Presentation by the Foundation

**6. Financial**

2012 Update

**7. Chapter Issues**

Sunshine Bimmers - Update

Conference calls

Chapter probation report

Chapter toolbox

**8. Membership**

Membership Drive Update

Marketing

- Special Offer to CPO owners

**9. BMW of North America**

**10. New Business:**

**11. Future Meetings**

Board meetings –

Sept 17, 2012

January 12-13, 2013

Conference Calls (proposed dates)

July 19, 2012

August 23, 2012





June 12, 2012

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

BMW Car Club of America  
Bruce Hazard  
President  
2984 S Milwaukee Circle  
Denver, Colorado 80210  
Tele: (303) 324-6541  
Email: president@bmwcca.org

**Subject:** President Pre Meeting Report – June Board Meeting

**Travel:**

- Board Meeting – March 31, 2012 - \$817.68
- Roundel Design Meeting, San Diego – April 28, 2012 - \$818.37
- Foundation Fund Raising Meeting, Denver – May 5, 2012 - \$69.91

**Planned Travel:**

- Board Meeting – Greenville, SC June 23, 2012
- Fund Raising Workshop – July 2012
- Pittsburgh Vintage Grand Prix – July 20-23, 2012
- Monterey Weekend – August 17-19, 2012
- Board Meeting & Oktoberfest – September 17-22, 2012

Respectively Submitted

Bruce Hazard







June 5, 2012

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

To: BMW CCA Board of Directors  
BMW CCA Executive Director

Subject: EVP Pre-meeting Report

Planned Travel:

BMW CCA Board Meeting, Greenville SC  
Pittsburg Vintage  
Legends of The Autobahn  
Monterey Festorics

Past Travel:

Denver, Planning meeting foundation, CCA new building meeting, \$609.94

M-Fest, Las Vegas, \$562.25

BMWCCA Board Meeting, \$934.96

Bimmerfest, n/c

Discussion : O-fest 2013, 2012

Virtual chapters

Foundation, CCA Fundraiser Project

Respectfully Submitted,

Steve Johnson  
Executive Vice President, BMW CCA





BMW Car Club of America  
 Louis P. Goldsman  
 Treasurer  
 5296 Via Jacinto  
 Dos Vientos Ranch, CA 91320-6895  
 Telephone: (805) 499-3849  
 Email: treasurer@bmwcca.org

June 13, 2012

To: BMW CCA Board of Directors  
 BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

Travel: May 8, 2012 Car Club/Foundation planning meeting—\$293.84  
 Planned Travel: BMW CCA Board Meeting, Greenville—June 23-24, 2012  
 BMW CCA Board Meeting, Oktoberfest—September 22, 2012

Preliminary Income Statement – Period Ending December 31, 2011

	January 1 – December 31, 2011	Budget
Ordinary Income/Expense		
Total Income	\$4,972,011.24	\$4,930,359.25
Total Cost of Goods Sold	1,265,740.49	1,403,813.26
Gross Profit	\$3,706,270.75	\$3,526,545.99
Total Expense	3,552,681.69	3,183,168.85
Net Ordinary Income	\$153,589.06	\$343,377.14
Net Other Income	(12,207.19)	(168,000.00)
Net Income	\$141,381.87	\$175,377.14

Preliminary Balance Sheet – as at December 31, 2012

Assets	
Total Current Assets	\$1,388,983.74
Total Fixed Assets	498,791.37
Total Other Assets	2,203,367.80
Total Assets	<u>\$4,091,142.91</u>
Liabilities & Equity	
Total Current Liabilities	\$3,291,752.07
Total Liabilities	3,291,752.07
Total Equity	799,390.84
Total Liabilities & Equity	<u>\$4,091,142.91</u>

The amounts reflected above do not include all year-end or audit/review adjustments.

Income Statement – Period Ending May 31, 2012

	January 1 – May 31, 2012	Budget
Ordinary Income/Expense		
Total Income	\$1,795,085.80	\$1,818,850.00
Total Cost of Goods Sold	489,928.35	529,085.00
Gross Profit	\$1,305,157.45	\$1,289,765.00
Total Expense	1,608,026.31	1,587,182.62
Net Ordinary Income	\$(302,868.86)	\$(297,417.62)
Net Other Income	9,600.62	(40,306.00)
Net Income	\$(293,268.24)	\$(337,723.62)

Balance Sheet as at May 31, 2012

Assets	
Total Current Assets	\$1,325,932.90
Total Fixed Assets	486,694.27
Total Other Assets	2,211,401.76
Total Assets	\$4,024,028.93
Liabilities & Equity	
Total Current Liabilities	\$3,517,906.33
Total Liabilities	\$3,517,906.33
Total Equity	506,122.60
Total Liabilities & Equity	\$4,024,028.93

The amounts reflected above do not include May month-end accruals and adjustments.

Respectfully submitted,  
Louis Goldsman

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through December 2011

	Jan - Dec 11	Budget
Ordinary Income/Expense		
Income		
4000 - Revenues		
4005 - Membership Dues		
4005.00 - Membership Dues	2,861,332.30	
4005.01 - Promotion Discounts	-305.63	
4005.95 - E30 M3 SIG	0.00	
4005.96 - Club Race License	25,525.10	30,000.00
4005.98 - CR Digest SIG	45.00	
4005.99 - Discounts (Staff Adjmts)		
Chapters	0.00	
4005.99 - Discounts (Staff Adjmts) - Other	-8,025.20	
Total 4005.99 - Discounts (Staff Adjmts)	-8,025.20	
4005 - Membership Dues - Other	-22.00	2,852,000.00
Total 4005 - Membership Dues	2,878,549.57	2,882,000.00
4010.07 - First Class & Air Mail Revenue	7,397.21	9,000.00
4015.07 - Classified Advertising Revenue	6,812.00	7,500.00
4020.07 - Commercial Advertising Revenue	961,738.90	926,859.25
4025.07 - Reprints Revenue	4,227.00	4,500.00
4030.01 - Merchandise Sales		
4030.05 - Oktoberfest Logo Merch Revenue	4,428.00	7,000.00
4030.96 - Club Racing Merch Sales	2,024.29	2,000.00
4030.01 - Merchandise Sales - Other	29,210.84	10,000.00
Total 4030.01 - Merchandise Sales	35,663.13	19,000.00
4035 - Royalty Income		
4035.02 - Medjet Assistance Royalty	231.91	
4035.03 - Lockton Risk Svcs, Inc Royalty	3,613.60	
4035.04 - Multiview Royalty	11,671.99	
4036.01 - Bentley Books	119.80	
4039.01 - Copyright Clearance Center	165.64	
4035 - Royalty Income - Other	21.48	
Total 4035 - Royalty Income	15,824.42	
4040.08 - Net Raffle Income	461,226.38	480,000.00
4045.01 - Registrations		
4045.05 - Oktoberfest Registration	211,332.50	230,000.00
4045.06 - Festorics Registration Income	35,611.00	53,000.00
4045.07 - Legends of Autobahn Registration	11,725.40	
4045.01 - Registrations - Other	6,100.51	8,000.00
Total 4045.01 - Registrations	264,769.41	291,000.00
4050.01 - Sponsorship		
4050.05 - Oktoberfest Sponsorships	83,398.40	
4050.96 - Club Racing Sponsorship	73,300.00	85,000.00
4050.01 - Sponsorship - Other	51,000.00	84,000.00
Total 4050.01 - Sponsorship	207,698.40	169,000.00

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through December 2011

	<b>Jan - Dec 11</b>	<b>Budget</b>
4055.01 · List Rentals	22,500.00	30,000.00
4060 · Friends of BMW		
4060.01 · Friends of BMW	10.00	
Total 4060 · Friends of BMW	10.00	
4070.01 · Credit Card Affinity Fees	100,000.00	100,000.00
4076.01 · Other Event Revenues		
4076.05 · Oktoberfest Other Event Revenue	4,400.00	
4076.96 · Club Racing Other Event	50.00	
Total 4076.01 · Other Event Revenues	4,450.00	
4078.01 · Advertising Revenue		
4078.05 · Oktoberfest Advertising Rev	1,400.00	2,500.00
4078.01 · Advertising Revenue - Other	0.00	9,000.00
Total 4078.01 · Advertising Revenue	1,400.00	11,500.00
4090.01 · Other Revenues	-104.85	
4095 · SC Sales Tax Income		
4095.00 · SC Sales & Use Tax Discount	-23.93	
4095 · SC Sales Tax Income - Other	0.00	
Total 4095 · SC Sales Tax Income	-23.93	
4099.01 · Default Income	-126.40	
<b>Total 4000 · Revenues</b>	<b>4,972,011.24</b>	<b>4,930,359.25</b>
<b>Total Income</b>	<b>4,972,011.24</b>	<b>4,930,359.25</b>
<b>Cost of Goods Sold</b>		
5000.01 · Direct Costs		
5005.00 · Chapter Dues Rebates	958,710.26	1,083,760.31
5010.01 · Cost of Merchandise Sold		
5010.05 · Ofest Logo Cost of Goods Sold	4,645.48	7,000.00
5010.96 · Club Racing Cost of Goods Sold	2,835.03	2,000.00
5010.01 · Cost of Merchandise Sold - Other	21,912.53	40,000.00
Total 5010.01 · Cost of Merchandise Sold	29,393.04	49,000.00
5016.07 · Roundel Advertising Rep	184,532.54	176,102.95
5020.01 · Credit Card Fees	93,104.65	94,950.00
Total 5000.01 · Direct Costs	1,265,740.49	1,403,813.26
<b>Total Cost of Goods Sold</b>	<b>1,265,740.49</b>	<b>1,403,813.26</b>
<b>Gross Profit</b>	<b>3,706,270.75</b>	<b>3,526,545.99</b>
<b>Expense</b>		
6003.00 · Membership Buck Incentive Exp.	2,165.00	
6004.01 · Foundation Salary and Benefit	0.00	
6005 · Salaries & Wages	424,549.83	415,227.36
6006 · Payroll Taxes	26,605.20	32,100.96
6007 · Employee Fringe Benefits	68,405.20	70,826.55
6008 · 401(k) Match	15,458.54	16,576.92
6010 · Outside Contractors		
6010.00 · Outside Contractors Set-aside	0.00	12,533.33
6014.07 · Roundel Staff		

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through December 2011

	Jan - Dec 11	Budget
6011.07 · Roundel Editor-in-Chief	,	,
6013.07 · Roundel Design	,	,
6014.07 · Roundel Staff - Other	,	
<b>Total 6014.07 · Roundel Staff</b>	<b>203,783.92</b>	<b>202,068.12</b>
6015 · Writers	185,140.00	200,000.00
6017 · Computer Services	189,199.99	139,147.20
6018.11 · Web Page Services	24,895.86	19,800.00
6021 · Design-Other	10,531.25	6,000.00
6010 · Outside Contractors - Other	31,108.18	1,400.00
<b>Total 6010 · Outside Contractors</b>	<b>644,659.20</b>	<b>580,948.65</b>
6020 · Production	11,490.00	16,000.00
6025 · Printing		
6025.98 · Elections Printing	3,923.00	2,000.00
6025E · Electronic Roundel Publishing	26,321.74	18,000.00
6025 · Printing - Other	604,040.50	604,404.44
<b>Total 6025 · Printing</b>	<b>634,285.24</b>	<b>624,404.44</b>
6026 · Postage		
6026.01 · Postage-General	52,626.99	20,000.00
6026.96 · Club Racing Postage	5,769.92	8,000.00
6026 · Postage - Other	485,260.58	467,121.35
<b>Total 6026 · Postage</b>	<b>543,657.49</b>	<b>495,121.35</b>
6030 · Telephone	18,854.60	14,000.00
6035 · Utilities	3,813.79	4,000.00
6040 · Travel & Entertainment		
6040ME · Travel (Meals & Entertainment)	4,778.90	18,000.00
6041 · Meetings		
6041ME · Meetings (Meals & Ent.)	15,047.78	10,000.00
6041 · Meetings - Other	58,804.89	53,000.00
<b>Total 6041 · Meetings</b>	<b>73,852.67</b>	<b>63,000.00</b>
6042.09 · Congresses		
6042.00 · Congresses Set-aside	434.32	
6042ME · Congress (Meals & Ent)	7,927.46	
6042.09 · Congresses - Other	15,496.69	12,000.00
<b>Total 6042.09 · Congresses</b>	<b>23,858.47</b>	<b>12,000.00</b>
6043.01 · RVP Travel		
6043ME · RVP Travel (Meals & Ent.)	207.00	500.00
6043.01 · RVP Travel - Other	3,929.36	6,000.00
<b>Total 6043.01 · RVP Travel</b>	<b>4,136.36</b>	<b>6,500.00</b>
6046.01 · Employee/Member Goodwill		
6046ME · Empl/Mbr Goodwill (Meals & Ent)	2,819.73	2,000.00
6046.01 · Employee/Member Goodwill - Other	8,424.44	5,000.00
<b>Total 6046.01 · Employee/Member Goodwill</b>	<b>11,244.17</b>	<b>7,000.00</b>
6048.00 · Chapter Goodwill	5,022.28	7,000.00
6049.96 · Tech Steward		

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through December 2011

	Jan - Dec 11	Budget
6049ME · Tech Steward (Meals & Ent.)	158.80	250.00
6049.96 · Tech Steward - Other	11,775.63	6,500.00
<b>Total 6049.96 · Tech Steward</b>	<b>11,934.43</b>	<b>6,750.00</b>
6052.96 · T&S Steward		
6052ME · T&S Steward (Meals & Ent.)	782.89	250.00
6052.96 · T&S Steward - Other	9,891.79	6,500.00
<b>Total 6052.96 · T&amp;S Steward</b>	<b>10,674.68</b>	<b>6,750.00</b>
6056.96 · CR Chair		
6056ME · CR Chair (MEals & Ent.)	0.00	250.00
<b>Total 6056.96 · CR Chair</b>	<b>0.00</b>	<b>250.00</b>
6057.96 · Comp Steward		
6057ME · Comp Steward (Meals & Ent.)	596.10	
6057.96 · Comp Steward - Other	18,143.71	12,000.00
<b>Total 6057.96 · Comp Steward</b>	<b>18,739.81</b>	<b>12,000.00</b>
6058.96 · CR Registrar		
6058ME · CR Registrar (Meals & Ent.)	48.68	
6058.96 · CR Registrar - Other	668.07	
<b>Total 6058.96 · CR Registrar</b>	<b>716.75</b>	
6061.96 · CR Instructor	1,486.69	2,000.00
6061ME · CR Instructor Meals	377.32	
6040 · Travel & Entertainment - Other	40,331.17	35,000.00
<b>Total 6040 · Travel &amp; Entertainment</b>	<b>207,153.70</b>	<b>176,250.00</b>
6050 · Office Supplies and Expenses	31,504.06	40,000.00
6051 · Printed Business Supplies	45,962.99	20,000.00
6055 · Insurance		
6055.01 · Insurance Chapter Checks	-175,495.55	-227,000.00
6055.02 · Chapter D&O Ins Payments	-11,860.00	-14,000.00
6055 · Insurance - Other	227,364.64	230,000.00
<b>Total 6055 · Insurance</b>	<b>40,009.09</b>	<b>-11,000.00</b>
6059 · Marketing	86,197.71	32,500.00
6060 · Computer Software	24,956.16	14,767.00
6065 · Training & Education		
6065ME · Training & Education Meals	1,138.32	
6065 · Training & Education - Other	19,928.90	15,000.00
<b>Total 6065 · Training &amp; Education</b>	<b>21,067.22</b>	<b>15,000.00</b>
6070 · Dues & Subscriptions	600.00	1,000.00
6075 · Legal Expenses	63,435.55	35,000.00
6076.01 · Accounting Expenses	45,170.00	43,600.00
6080 · Service Contracts	1,578.02	500.00
6085 · Occupancy Expenses		
6086 · Real Estate Taxes	6,241.37	6,000.00
6087 · Building Regime Expenses	4,944.00	5,000.00
<b>Total 6085 · Occupancy Expenses</b>	<b>11,185.37</b>	<b>11,000.00</b>
6090.01 · Bank Charges	1,984.20	



**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through December 2011

	Jan - Dec 11	Budget
6095 · Equipment Leases	23,624.51	22,484.88
6100.01 · RVP Discretionary Funds		
6100ME · RVP Discretionary Funds Meals	300.00	2,100.00
6100.01 · RVP Discretionary Funds - Other	2,377.50	7,900.00
Total 6100.01 · RVP Discretionary Funds	2,677.50	10,000.00
6105 · Event Expense		
6105.05 · Event Expense O'Fest	245,622.88	
6105.06 · Festorics Event Expense	49,128.52	20,000.00
6105ME · Event Expense Meals	5,198.71	23,000.00
6106.06 · Legends of the Auto. Event Exp.	10,631.89	7,500.00
6105 · Event Expense - Other	33,744.26	262,283.98
Total 6105 · Event Expense	344,326.26	312,783.98
6205 · Other Expenses		
6205-1 · Impairment of Inventory	8,505.67	
6205 · Other Expenses - Other	18,045.05	18,000.00
Total 6205 · Other Expenses	26,550.72	18,000.00
6500 · Chapter Incentives & Rebates		
6505.00 · Insurance Rebates	15,965.00	18,000.00
6515.00 · Dealer Drive Program	1,050.00	2,000.00
6500 · Chapter Incentives & Rebates - Other	0.00	5,000.00
Total 6500 · Chapter Incentives & Rebates	17,015.00	25,000.00
6600 · Surveys	219.45	
6700 · Charitable Contributions		
6700.00 · Charitable Contr Set-aside	73,300.00	20,000.00
6700 · Charitable Contributions - Other	350.00	20,000.00
Total 6700 · Charitable Contributions	73,650.00	40,000.00
6702 · Foundation Contribution in kind	20,688.00	40,000.00
6805 · Depreciation Expense	68,961.90	67,076.76
6810 · Bad Debt Expense	220.19	
Total Expense	3,552,681.69	3,183,168.85
Net Ordinary Income	153,589.06	343,377.14
Other Income/Expense		
Other Income		
7000 · Other Income		
7005 · Interest Income	62,118.03	42,500.00
7010 · Dividend Income	797.22	2,000.00
7015.01 · Revenue Write offs	-613.00	-2,000.00
7030 · Unrealized Gain on Investment	-3,959.26	10,000.00
Total 7000 · Other Income	58,342.99	52,500.00
Total Other Income	58,342.99	52,500.00
Other Expense		
8000 · Other Expense		
8005 · Investment Advisory Fees	0.00	500.00
8050 · Federal Income Taxes	48,000.00	175,000.00

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through December 2011

	<b>Jan - Dec 11</b>	<b>Budget</b>
8060 - State Income Taxes	3,000.00	25,000.00
8070 - Licenses and Fees	19,470.18	20,000.00
8000 - Other Expense - Other	80.00	
Total 8000 - Other Expense	70,550.18	220,500.00
Total Other Expense	70,550.18	220,500.00
Net Other Income	-12,207.19	-168,000.00
Net Income	<b>141,381.87</b>	<b>175,377.14</b>

# BMW Car Club of America, Inc.

## Balance Sheet

As of December 31, 2011  
Dec 31, 11

### ASSETS

#### Current Assets

##### Checking/Savings

##### 1000 - Cash

1016 - Certus Bank 1,013.53

##### 1024.01 - South Carolina Bank & Trust

1024SA - Tax Set Aside for Char. Purp. 36,832.50

1024.01 - South Carolina Bank & Trust - Other 988,854.45

Total 1024.01 - South Carolina Bank & Trust 1,025,686.95

1029 - The Palmetto Bank 1,000.00

1050 - Petty Cash 25.00

Total 1000 - Cash 1,027,725.48

1030 - FSA (SCB&T) 5,975.88

Total Checking/Savings 1,033,701.36

##### Accounts Receivable

##### 1100.01 - Accounts Receivable

1130.01 - A/R Foundation 9,391.70

1140 - Club Racing 9,000.00

1141 - Reserve for Bad Debts-Club Race -7,500.00

1195.01 - Reserve for Bad Debts-Roundel -9,610.85

1199.01 - Other 19,848.28

1100.01 - Accounts Receivable - Other 27,198.47

Total 1100.01 - Accounts Receivable 48,327.60

Total Accounts Receivable 48,327.60

##### Other Current Assets

##### 1200 - Investments

1205 - Merrill Lynch 46,236.08

1210 - State Street Research Fund 31,650.81

Total 1200 - Investments 77,886.89

##### 1300.01 - Inventory

##### 1305.01 - Club Logo Merchandise

1305.05 - Oktoberfest Club Logo Merch 1,931.81

1305.96 - Club Racing Logo Merch 2,448.84

1305.01 - Club Logo Merchandise - Other 41,036.22

Total 1305.01 - Club Logo Merchandise 45,416.87

1306 - Promotional Merchandise 3,887.32

Total 1300.01 - Inventory 49,304.19

##### 1400.01 - Prepaid Expenses

1405 - Prepaid Insurance 6,152.08

1410 - Prepaid Federal Income Taxes 99,187.75

1411 - State Prepaid Taxes 28,101.00

##### 1412 - Prepaid Event Expense

1412.05 - Prepaid Ofest Event Exp 737.73

1412.96 - Prepaid Club Racing Event Exp 289.89

Total 1412 - Prepaid Event Expense 1,027.62

# BMW Car Club of America, Inc. Balance Sheet

As of December 31, 2011  
Dec 31, 11

1415 · Other Prepaid Expenses	6,055.02
1400.01 · Prepaid Expenses - Other	6,185.16
Total 1400.01 · Prepaid Expenses	146,708.63
1800 · Other Investments	
1810 · Investment - BMW AG	33,055.07
Total 1800 · Other Investments	33,055.07
Total Other Current Assets	306,954.78
Total Current Assets	1,388,983.74
Fixed Assets	
1500 · Fixed Assets	
1505 · Building	332,736.79
1510 · Equipment	390,411.89
1515 · Furniture & Fixtures	89,367.21
Total 1500 · Fixed Assets	812,515.89
1550 · Accumulated Depreciation	
1555 · Accum. Depr. - Building	-113,553.15
1560 · Accum. Depr. - Equipment	-60,309.29
1565 · Accum. Depr. - Furn. & Fixt.	-139,862.08
Total 1550 · Accumulated Depreciation	-313,724.52
Total Fixed Assets	498,791.37
Other Assets	
1700 · Certificates of Deposit	
1700.01 · Chelsea Financial Accr.Interest	17,986.92
1700.02 · CD - Harris Bank NA	250,000.00
1700.03 · CD - HSBC Bank	57,000.00
1700.04 · CD - East West Bank	200,000.00
1701 · CD-First Private Bank & Trust	251,098.81
1708 · CD -(Certus)CommunitySouth B&T	251,831.94
1709 · CD - Doral Bank	100,000.00
1713 · CD - Greenville First Bank	257,725.00
1714 · CD - Greenville First H. Fisher	2,141.36
1729 · CD - FirstBank of PR	249,000.00
1733 · CD - Flagstar Bank, FSB	99,000.00
1738 · CD - Huntington National Bank	100,000.00
1743 · CD - Key Bank	100,000.00
1782 · CD - Shelter Financial Bank	250,000.00
Total 1700 · Certificates of Deposit	2,185,784.03
1900.05 · Prepaid Ofest Event Expense	16,083.77
1999 · FSA funds held at Data Path	1,500.00
Total Other Assets	2,203,367.80
TOTAL ASSETS	4,091,142.91
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	

# BMW Car Club of America, Inc. Balance Sheet

As of December 31, 2011  
Dec 31, 11

2000.01 · Accounts Payable	75,630.53
<b>Total Accounts Payable</b>	<b>75,630.53</b>
<b>Other Current Liabilities</b>	
2100.01 · Deferred Revenues	
2105.01 · Deferred Membership Dues	3,056,091.31
2106 · Michelin Deferred Membership	1,824.00
2110.01 · Deferred Mailing Fees	9,497.84
2115.01 · Deferred Advertising Revenue	13,834.00
2120 · Deferred sponsorship revenue	15,000.00
2125 · Deferred Oktoberfest Spon. Rev.	15,000.00
2130 · Deferred List Rental Revenue	9,500.00
2150.01 · Deferred Raffle Rev. - Current	-2,875.00
2170 · Deferred Revenues-Dealerships	
2170.01 · Def Rev-Dealerships-Northwest	4,158.00
2170.02 · BMW South County	2,674.00
2170.03 · Def Rev-IHG	960.00
<b>Total 2170 · Deferred Revenues-Dealerships</b>	<b>7,792.00</b>
<b>Total 2100.01 · Deferred Revenues</b>	<b>3,125,664.15</b>
2101 · Payroll Liabilities	
2102 · Accrued Vacation and Comp Time	60,598.60
<b>Total 2101 · Payroll Liabilities</b>	<b>60,598.60</b>
2201.01 · Sales Tax Payable	-121.78
2280 · Payrol Benefits Withheld	0.02
2300.01 · Deposits	
2310 · Deposits - Nurburgring	12,530.30
2398 · BMW NA Corral Deposits	3,000.00
<b>Total 2300.01 · Deposits</b>	<b>15,530.30</b>
2400 · Accrued Expenses	
2405 · Accrued Payroll	
2405-K · Accrued 401(k) Expense	2,283.78
<b>Total 2405 · Accrued Payroll</b>	<b>2,283.78</b>
2420.01 · Accrued Membership Bucks Pay.	9,200.00
<b>Total 2400 · Accrued Expenses</b>	<b>11,483.78</b>
2601 · FSA Funds Held for Employees	2,966.47
<b>Total Other Current Liabilities</b>	<b>3,216,121.54</b>
<b>Total Current Liabilities</b>	<b>3,291,752.07</b>
<b>Total Liabilities</b>	<b>3,291,752.07</b>
<b>Equity</b>	
3001 · Opening Bal Equity	1,164,528.76
3900 · Retained Earnings	-506,519.79
Net Income	141,381.87
<b>Total Equity</b>	<b>799,390.84</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>4,091,142.91</b>



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

	Jan - May 12	Budget
Ordinary Income/Expense		
Income		
4000 - Revenues		
4005 - Membership Dues		
4005.00 - Membership Dues	1,184,447.21	1,205,000.00
4005.01 - Promotion Discounts	-845.28	
4005.95 - E30 M3 SIG	0.00	
4005.96 - Club Race License	13,192.50	12,000.00
4005.98 - CR Digest SIG	0.00	
4005.99 - Discounts (Staff Adjmts)	-1,165.00	-2,000.00
4005 - Membership Dues - Other	-124.00	
Total 4005 - Membership Dues	1,195,505.43	1,215,000.00
4010.07 - First Class & Air Mail Revenue	2,464.13	2,000.00
4015.07 - Classified Advertising Revenue	3,450.00	2,875.00
4020.07 - Commercial Advertising Revenue	366,191.07	408,000.00
4025.07 - Reprints Revenue	1,445.00	1,750.00
4030.01 - Merchandise Sales		
4030.05 - Oktoberfest Logo Merch Revenue	309.00	0.00
4030.96 - Club Racing Merch Sales	671.48	750.00
4030.01 - Merchandise Sales - Other	10,872.66	10,500.00
Total 4030.01 - Merchandise Sales	11,853.14	11,250.00
4035 - Royalty Income		
4035.02 - Medjet Assistance Royalty	359.88	75.00
4035.03 - Lockton Risk Svcs, Inc Royalty	1,562.19	1,125.00
4035.04 - Multiview Royalty	489.49	13,750.00
4036.01 - Bentley Books	28.89	
4039.01 - Copyright Clearance Center	238.02	
Total 4035 - Royalty Income	2,678.47	14,950.00
4040.08 - Net Raffle Income	0.00	0.00
4045.01 - Registrations		
4045.05 - Oktoberfest Registration	0.00	0.00
4045.06 - Festorics Registration Income	2,805.55	0.00
4045.07 - Legends of Autobahn Registration	327.80	0.00
4045.01 - Registrations - Other	12,551.60	
Total 4045.01 - Registrations	15,684.95	0.00
4050.01 - Sponsorship		
4050.05 - Oktoberfest Sponsorships	0.00	0.00
4050.96 - Club Racing Sponsorship	74,500.00	29,750.00
4050.01 - Sponsorship - Other	16,375.00	15,000.00
Total 4050.01 - Sponsorship	90,875.00	44,750.00
4055.01 - List Rentals	4,750.00	17,750.00
4070.01 - Credit Card Affinity Fees	100,000.00	100,000.00
4076.01 - Other Event Revenues		
4076.05 - Oktoberfest Other Event Revenue	0.00	0.00

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

	Jan - May 12	Budget
4076.96 · Club Racing Other Event	0.00	25.00
4076.01 · Other Event Revenues - Other	0.00	500.00
<b>Total 4076.01 · Other Event Revenues</b>	<b>0.00</b>	<b>525.00</b>
4078.01 · Advertising Revenue		
4078.05 · Oktoberfest Advertising Rev	0.00	0.00
<b>Total 4078.01 · Advertising Revenue</b>	<b>0.00</b>	<b>0.00</b>
4090.01 · Other Revenues	252.83	
4095 · SC Sales Tax Income		
4095.00 · SC Sales & Use Tax Discount	22.43	
<b>Total 4095 · SC Sales Tax Income</b>	<b>22.43</b>	
4099.01 · Default Income	-86.65	
<b>Total 4000 · Revenues</b>	<b>1,795,085.80</b>	<b>1,818,850.00</b>
<b>Total Income</b>	<b>1,795,085.80</b>	<b>1,818,850.00</b>
<b>Cost of Goods Sold</b>		
5000.01 · Direct Costs		
5005.00 · Chapter Dues Rebates	384,171.09	405,625.00
5010.01 · Cost of Merchandise Sold		
5010.05 · Ofest Logo Cost of Goods Sold	1,943.08	0.00
5010.96 · Club Racing Cost of Goods Sold	51.42	85.00
5010.01 · Cost of Merchandise Sold - Other	15,687.05	13,875.00
<b>Total 5010.01 · Cost of Merchandise Sold</b>	<b>17,681.55</b>	<b>13,960.00</b>
5016.07 · Roundel Advertising Rep	72,139.63	79,500.00
5020.01 · Credit Card Fees	15,936.08	30,000.00
<b>Total 5000.01 · Direct Costs</b>	<b>489,928.35</b>	<b>529,085.00</b>
<b>Total Cost of Goods Sold</b>	<b>489,928.35</b>	<b>529,085.00</b>
<b>Gross Profit</b>	<b>1,305,157.45</b>	<b>1,289,765.00</b>
<b>Expense</b>		
6004.01 · Foundation Salary and Benefit	0.00	
6005 · Salaries & Wages	195,396.55	210,000.00
6006 · Payroll Taxes	16,274.98	17,065.00
6007 · Employee Fringe Benefits	38,941.52	33,500.00
6008 · 401(k) Match	7,580.12	8,300.00
6010 · Outside Contractors		
6014.07 · Roundel Staff		
6011.07 · Roundel Editor-in-Chief	,	,
6013.07 · Roundel Design	,	,
6014.07 · Roundel Staff - Other	,	,
<b>Total 6014.07 · Roundel Staff</b>	<b>83,868.30</b>	<b>87,225.00</b>
6015 · Writers	69,700.00	83,000.00
6017 · Computer Services	76,284.77	73,500.00
6018.11 · Web Page Services	8,432.00	10,000.00
6021 · Design-Other	4,893.75	4,625.00
6010 · Outside Contractors - Other	29,611.24	8,625.00
<b>Total 6010 · Outside Contractors</b>	<b>272,790.06</b>	<b>266,975.00</b>



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

	<b>Jan - May 12</b>	<b>Budget</b>
<b>6020 - Production</b>	4,360.00	4,800.00
<b>6025 - Printing</b>		
6025.98 - Elections Printing	5,098.29	4,700.00
6025E - Electronic Roundel Publishing	6,620.00	16,500.00
6025 - Printing - Other	270,372.99	274,125.00
<b>Total 6025 - Printing</b>	<b>282,091.28</b>	<b>295,325.00</b>
<b>6026 - Postage</b>		
6026.01 - Postage-General	10,220.86	26,750.00
6026.96 - Club Racing Postage	2,431.33	2,500.00
6026 - Postage - Other	136,418.38	195,125.00
<b>Total 6026 - Postage</b>	<b>149,070.57</b>	<b>224,375.00</b>
<b>6030 - Telephone</b>	4,694.64	8,000.00
<b>6035 - Utilities</b>	1,548.63	1,875.00
<b>6040 - Travel &amp; Entertainment</b>		
6040ME - Travel (Meals & Entertainment)	555.32	13,000.00
<b>6041 - Meetings</b>		
6041ME - Meetings (Meals & Ent.)	1,302.80	11,000.00
6041 - Meetings - Other	29,327.39	30,000.00
<b>Total 6041 - Meetings</b>	<b>30,630.19</b>	<b>41,000.00</b>
6042.09 - Congresses		
6042ME - Congress (Meals & Ent)	668.12	25,000.00
6042.09 - Congresses - Other	99,468.09	131,000.00
<b>Total 6042.09 - Congresses</b>	<b>100,136.21</b>	<b>156,000.00</b>
6043.01 - RVP Travel		
6043ME - RVP Travel (Meals & Ent.)	0.00	250.00
6043.01 - RVP Travel - Other	19.08	2,250.00
<b>Total 6043.01 - RVP Travel</b>	<b>19.08</b>	<b>2,500.00</b>
6046.01 - Employee/Member Goodwill		
6046ME - Empl/Mbr Goodwill (Meals & Ent)	238.26	750.00
6046.01 - Employee/Member Goodwill - Other	388.00	4,125.00
<b>Total 6046.01 - Employee/Member Goodwill</b>	<b>626.26</b>	<b>4,875.00</b>
6048.00 - Chapter Goodwill	0.00	2,500.00
6049.96 - Tech Steward		
6049ME - Tech Steward (Meals & Ent.)	137.78	105.00
6049.96 - Tech Steward - Other	3,554.93	2,750.00
<b>Total 6049.96 - Tech Steward</b>	<b>3,692.71</b>	<b>2,855.00</b>
6052.96 - T&S Steward		
6052ME - T&S Steward (Meals & Ent.)	0.00	105.00
6052.96 - T&S Steward - Other	1,812.55	2,750.00
<b>Total 6052.96 - T&amp;S Steward</b>	<b>1,812.55</b>	<b>2,855.00</b>
6057.96 - Comp Steward		
6057ME - Comp Steward (Meals & Ent.)	102.44	
6057.96 - Comp Steward - Other	3,350.37	5,000.00
<b>Total 6057.96 - Comp Steward</b>	<b>3,452.81</b>	<b>5,000.00</b>

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

	<b>Jan - May 12</b>	<b>Budget</b>
6058.96 · CR Registrar		
6058ME · CR Registrar (Meals & Ent.)	0.00	25.00
6058.96 · CR Registrar - Other	0.00	375.00
Total 6058.96 · CR Registrar	0.00	400.00
6061.96 · CR Instructor	583.00	850.00
6061ME · CR Instructor Meals	0.00	175.00
6040 · Travel & Entertainment - Other	128,940.21	0.00
Total 6040 · Travel & Entertainment	270,448.34	232,010.00
6050 · Office Supplies and Expenses	16,230.87	13,000.00
6051 · Printed Business Supplies	12,651.33	25,500.00
6055 · Insurance		
6055.01 · Insurance Chapter Checks	-79,735.01	-82,500.00
6055.02 · Chapter D&O Ins Payments	0.00	-6,000.00
6055 · Insurance - Other	75,496.77	92,500.00
Total 6055 · Insurance	-4,238.24	4,000.00
6059 · Marketing	181,333.08	46,333.31
6060 · Computer Software	1,005.33	4,169.00
6065 · Training & Education		
6065ME · Training & Education Meals	115.16	9,000.00
6065 · Training & Education - Other	3,019.90	1,000.00
Total 6065 · Training & Education	3,135.06	10,000.00
6070 · Dues & Subscriptions	600.00	300.00
6075 · Legal Expenses	58,082.01	4,169.00
6076.01 · Accounting Expenses	0.00	40,000.00
6080 · Service Contracts	150.00	150.00
6085 · Occupancy Expenses		
6086 · Real Estate Taxes	0.00	2,500.00
6087 · Building Regime Expenses	2,472.00	2,500.00
Total 6085 · Occupancy Expenses	2,472.00	5,000.00
6090.01 · Bank Charges	760.80	750.00
6095 · Equipment Leases	11,347.69	10,000.00
6100.01 · RVP Discretionary Funds	1,050.00	2,500.00
6105 · Event Expense		
6105.05 · Event Expense O'Fest	1,548.80	0.00
6105.06 · Festorics Event Expense	0.00	0.00
6105ME · Event Expense Meals	296.93	0.00
6106.06 · Legends of the Auto. Event Exp.	0.00	0.00
6105 · Event Expense - Other	9,388.73	13,500.00
Total 6105 · Event Expense	11,234.46	13,500.00
6205 · Other Expenses	7,901.38	8,000.00
6500 · Chapter Incentives & Rebates		
6505.00 · Insurance Rebates	5,580.00	5,750.00
6515.00 · Dealer Drive Program	325.00	525.00
Total 6500 · Chapter Incentives & Rebates	5,905.00	6,275.00

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

	<b>Jan - May 12</b>	<b>Budget</b>
6600 - Surveys	99.75	100.00
6700 - Charitable Contributions		
6700.00 - Charitable Contr Set-aside	0.00	44,500.00
6700 - Charitable Contributions - Other	100.00	
Total 6700 - Charitable Contributions	100.00	44,500.00
6702 - Foundation Contribution in kind	5,088.00	7,083.31
6805 - Depreciation Expense	49,921.10	39,628.00
Total Expense	1,608,026.31	1,587,182.62
Net Ordinary Income	-302,868.86	-297,417.62
Other Income/Expense		
Other Income		
7000 - Other Income		
7005 - Interest Income	23,697.88	25,625.00
7010 - Dividend Income	23.15	400.00
7015.01 - Revenue Write offs	0.00	-1,000.00
7030 - Unrealized Gain on Investment	14,214.34	
Total 7000 - Other Income	37,935.37	25,025.00
Total Other Income	37,935.37	25,025.00
Other Expense		
8000 - Other Expense		
8050 - Federal Income Taxes	20,000.00	48,000.00
8060 - State Income Taxes	3,500.00	9,000.00
8070 - Licenses and Fees	4,834.75	8,331.00
Total 8000 - Other Expense	28,334.75	65,331.00
Total Other Expense	28,334.75	65,331.00
Net Other Income	9,600.62	-40,306.00
Net Income	<b>-293,268.24</b>	<b>-337,723.62</b>



# BMW Car Club of America, Inc.

## Balance Sheet

As of May 31, 2012

May 31, 12

### ASSETS

#### Current Assets

##### Checking/Savings

##### 1000 - Cash

1016 - Certus Bank	1,015.68
1017 - XCEL Federal Credit Union MM	225,399.37
1024.01 - South Carolina Bank & Trust	
1024SA - Tax Set Aside for Char. Purp.	36,832.50
1024.01 - South Carolina Bank & Trust - Other	584,693.76
Total 1024.01 - South Carolina Bank & Trust	621,526.26
1029 - The Palmetto Bank	1,000.00
1050 - Petty Cash	25.00
1000 - Cash - Other	5,782.53

Total 1000 - Cash 854,748.84

1030 - FSA (SCB&T) 9,095.58

Total Checking/Savings 863,844.42

##### Accounts Receivable

##### 1100.01 - Accounts Receivable

1130.01 - A/R Foundation	22,494.38
1140 - Club Racing	10,250.00
1141 - Reserve for Bad Debts-Club Race	-7,500.00
1195.01 - Reserve for Bad Debts-Roundel	-9,610.85
1199.01 - Other	18,505.66
1100.01 - Accounts Receivable - Other	23,929.70

Total 1100.01 - Accounts Receivable 58,068.89

Total Accounts Receivable 58,068.89

##### Other Current Assets

##### 1200 - Investments

1205 - Merrill Lynch	46,134.23
1210 - State Street Research Fund	31,955.39

Total 1200 - Investments 78,089.62

##### 1300.01 - Inventory

##### 1305.01 - Club Logo Merchandise

1305.05 - Oktoberfest Club Logo Merch	2,108.49
1305.96 - Club Racing Logo Merch	2,397.42
1305.01 - Club Logo Merchandise - Other	33,838.95

Total 1305.01 - Club Logo Merchandise 38,344.86

1306 - Promotional Merchandise 3,887.32

Total 1300.01 - Inventory 42,232.18

##### 1400.01 - Prepaid Expenses

1405 - Prepaid Insurance	105,530.84
1410 - Prepaid Federal Income Taxes	99,187.75
1411 - State Prepaid Taxes	17,999.00
1412 - Prepaid Event Expense	
1412.05 - Prepaid Ofest Event Exp	737.73

# BMW Car Club of America, Inc.

## Balance Sheet

As of May 31, 2012

	May 31, 12
1412.96 · Prepaid Club Racing Event Exp	1,546.42
Total 1412 · Prepaid Event Expense	2,284.15
1415 · Other Prepaid Expenses	11,731.22
Total 1400.01 · Prepaid Expenses	236,732.96
1800 · Other Investments	
1810 · Investment - BMW AG	46,964.83
Total 1800 · Other Investments	46,964.83
Total Other Current Assets	404,019.59
Total Current Assets	1,325,932.90
Fixed Assets	
1500 · Fixed Assets	
1505 · Building	332,736.79
1510 · Equipment	406,433.50
1515 · Furniture & Fixtures	90,939.21
1599 · Fixed Assets in Progress	4,060.39
Total 1500 · Fixed Assets	834,169.89
1550 · Accumulated Depreciation	
1555 · Accum. Depr. - Building	-117,954.45
1560 · Accum. Depr. - Equipment	-63,288.04
1565 · Accum. Depr. - Furn. & Fixt.	-166,233.13
Total 1550 · Accumulated Depreciation	-347,475.62
Total Fixed Assets	486,694.27
Other Assets	
1700 · Certificates of Deposit	
1700.01 · Chelsea Financial Accr.Interest	25,978.05
1700.02 · CD - Harris Bank NA	250,000.00
1700.03 · CD - HSBC Bank	57,000.00
1700.05 · CD - Goldman Sachs Bank	200,000.00
1701 · CD-First Private Bank & Trust	251,098.81
1708 · CD -(Certus)CommunitySouth B&T	251,831.94
1709 · CD - Doral Bank	100,000.00
1713 · CD - Greenville First Bank	257,725.00
1714 · CD - Greenville First H. Fisher	2,184.19
1729 · CD - FirstBank of PR	249,000.00
1733 · CD - Flagstar Bank, FSB	99,000.00
1738 · CD - Huntington National Bank	100,000.00
1743 · CD - Key Bank	100,000.00
1782 · CD - Shelter Financial Bank	250,000.00
Total 1700 · Certificates of Deposit	2,193,817.99
1900.05 · Prepaid Ofest Event Expense	16,083.77
1999 · FSA funds held at Data Path	1,500.00
Total Other Assets	2,211,401.76
TOTAL ASSETS	4,024,028.93
LIABILITIES & EQUITY	
Liabilities	

**BMW Car Club of America, Inc.**

**Balance Sheet**

As of May 31, 2012

May 31, 12

<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000.01 · Accounts Payable	53,572.18
<b>Total Accounts Payable</b>	<u>53,572.18</u>
<b>Other Current Liabilities</b>	
2100.01 · Deferred Revenues	
2105.01 · Deferred Membership Dues	3,227,003.81
2106 · Michelin Deferred Membership	1,824.00
2110.01 · Deferred Mailing Fees	11,105.80
2115.01 · Deferred Advertising Revenue	
2115.07 · Def. Advertizing Rev. Digital	2,912.00
2115.01 · Deferred Advertising Revenue - Other	<u>5,467.20</u>
<b>Total 2115.01 · Deferred Advertising Revenue</b>	<u>8,379.20</u>
2120 · Deferred sponsorship revenue	95,000.00
2125 · Deferred Oktoberfest Spon. Rev.	15,000.00
2130 · Deferred List Rental Revenue	4,750.00
2150.01 · Deferred Raffle Rev. - Current	-2,875.00
2170 · Deferred Revenues-Dealerships	
2170.01 · Def Rev-Dealerships-Northwest	3,948.00
2170.02 · BMW South County	2,154.00
2170.03 · Def Rev-IHG	<u>960.00</u>
<b>Total 2170 · Deferred Revenues-Dealerships</b>	<u>7,062.00</u>
<b>Total 2100.01 · Deferred Revenues</b>	<u>3,367,249.81</u>
2101 · Payroll Liabilities	
2102 · Accrued Vacation and Comp Time	<u>60,598.60</u>
<b>Total 2101 · Payroll Liabilities</b>	<u>60,598.60</u>
2201.01 · Sales Tax Payable	94.00
2280 · Payrol Benefits Withheld	0.12
2300.01 · Deposits	
2310 · Deposits - Nurburgring	12,530.30
2398 · BMW NA Corral Deposits	9,000.00
2399.01 · Twitpay Deposits	<u>-360.00</u>
<b>Total 2300.01 · Deposits</b>	<u>21,170.30</u>
2400 · Accrued Expenses	
2405 · Accrued Payroll	
2405-K · Accrued 401(k) Expense	<u>0.30</u>
<b>Total 2405 · Accrued Payroll</b>	<u>0.30</u>
2420.01 · Accrued Membership Bucks Pay.	<u>9,135.00</u>
<b>Total 2400 · Accrued Expenses</b>	<u>9,135.30</u>
2601 · FSA Funds Held for Employees	<u>6,086.02</u>
<b>Total Other Current Liabilities</b>	<u>3,464,334.15</u>
<b>Total Current Liabilities</b>	<u>3,517,906.33</u>
<b>Total Liabilities</b>	<u>3,517,906.33</u>
<b>Equity</b>	
3001 · Opening Bal Equity	1,164,528.76

**BMW Car Club of America, Inc.**

**Balance Sheet**

As of May 31, 2012

	<u>May 31, 12</u>
3900 - Retained Earnings	-365,137.92
Net Income	<u>-293,268.24</u>
Total Equity	506,122.60
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u><u>4,024,028.93</u></u></b>





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

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

June 14, 2012

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

**Subject:** Secretary Pre Meeting Report – March Board Meeting

**Travel:**

- BOD Meeting Greenville, SC 6/22-24 Airfare \$425.70

**Planned Travel:**

- Oktoberfest BOD Meeting OH September 20?-23

Respectfully submitted,

*Darcy Yench*





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

## BMW National Board Meeting Conference Call – Thursday, May 24, 2012

Board members participating: Bruce Hazard – President; Darcy Yench - Secretary, Louis Goldsman Treasurer; John Sullivan – North Atlantic Regional VP; Michael Lingenfelter - North Central Regional VP; Paul Dunlevy South Atlantic Regional VP; Dan Baker – South Central Regional VP; Steve Johnson – Vice President – joined at the National events discussion.

Frank Patek

Absent: Jeff Cowan Pacific Regional VP;

### 1. Chapter Issues:

#### Sunshine Bimmers Update – Paul Dunlevy

- Court date is established
- Mark Rutenberg – has been named in a lawsuit for making disparaging remarks.
  - He has filed a motion to dismiss.
  - He knows we are not covering his legal defense.

#### Wasatch Chapter

- Dan Baker is working on some issues.

#### Chapter Rebates Withheld

- Hawaii-due to newsletter delinquency in excess of one year. Contact attempts have failed.
- Lonestar- due to newsletter and admin form delinquencies. Expected to be resolved soon.

#### St. Louis Chapter

- Michael Lingenfelter asked if the IRS has reinstated their c(7) status. Louis reported that documents have been filed but there is no news yet.

### 2. Event Updates

#### Bimmerfest

- Frank Patek reported that the club signed up 40 new members at this event. Frank sent out KUDOS to Steve Johnson, Louis Goldsman, Delight Lucas and the local members that manned the membership booth. Goeff Sykes, a younger club member and club racer brought his race car for display. Lots of club merchandise was sold. BMW had a very large presence with a nice display of cars.
- Frank suggested we do a feature article about Goeff Sykes in an upcoming issue of the *Roundel*. Further discussion occurred of adding a regular feature article to attract younger members.

#### Legends of the Autobahn

- Following Bimmerfest, Frank and John Haverland drove to Monterey for a joint meeting with MBCA, ACNA and PCA to discuss Legends of the Autobahn. Coming away from the talks Frank has determined several items for further follow-up with the group.

#### Vintage at the Vineyards

- May 26<sup>th</sup> Frank, Jackie Bechek and John Haverland will be in Winston-Salem to attend "The Vintage." Spaten will be on hand to provide hospitality.

#### Pittsburgh Vintage Grand Prix

- In July staff will attend the "Pittsburgh Vintage Grand Prix" over two separate weekends. Spaten and Sonax will be present.

#### Monterey Weekend

- August 17-20 is BMW CCA "Monterey Weekend". Staff will attend. Spaten will provide hospitality and Sonax will also attend.
- Oktoberfest Discussion regarding chapter cost/reimbursement occurred. Bruce e-mailed the following for consideration:  
Chapter Reimbursement Guiding Principles.doc

In order to make Oktoberfest successful a close partnership between CCA and host chapters is critical. CCA recognizes and appreciates the amount of effort a chapter puts into a specific event(s).

- No chapter will be asked to subsidize an event at Oktoberfest.
- No chapter will be asked to assume any financial risk. CCA will be responsible for any loss.
- A Chapter's traditional arrangements and expenses will be recognized and accommodated at a level similar to that of a chapter event.
- The details will be mutually agreed upon in advance and clearly documented in writing.
- In recognition of a chapter's participation and efforts contributing to the success of Oktoberfest, CCA will insure that the chapter receives recognition for their efforts including financial recognition depending on the overall financial success of Oktoberfest.
- The board offered some grammatical changes and were in agreement with the rewording.

Paul Dunlevy made the motion to accept the Chapter Reimbursement Guiding Principles document with the ammended changes discussed. Michael Lingenfelter 2<sup>nd</sup> the motion. Vote: 8 for, 0 against, 1 absent (Jeff Cowen). Motion Carried.

- Darcy Yench asked about a manual for future hosting chapters to outline overall responsibilities and jobs of National and the Chapter for Oktoberfest. To be included should be sample schedules of previous year's events in an ongoing, "living" document that can be annually updated. Frank will put together something for the Board Meeting in June.

#### Oktoberfest 2012 - Ohio

- Discussion/planning occurred related to a Thursday event at a Kelly BMW. Rahal race cars might be supplied to this event, very limited on parking so there are issues of getting people from the hotel to the site.
- Club Racing has asked for additional track time and will cover the additional cost through their registration fees.

#### Oktoberfest 2013 - Monterey

- Steve Johnson expects a preliminary schedule within a couple of weeks in order to allow the National Office to work on potential non-refundable, early-bird pricing to the Oktoberfest 2012 attendees.

#### BMW Clubs International Meeting.

- The 2012 meeting will be held in Ashville, NC, Sept 30-Oct 4, 2012, at the Crowne Plaza hotel.
- Wed. October 3<sup>rd</sup>, the group will be leaving Asheville for a one day bus trip to the Performance Center to do a driving school. In addition, there will be a possible tour of the Foundation and dinner in downtown Greenville.
- National is working with the Performance Center to obtain loaner cars.

#### Vintage at Saratoga

- John Sullivan is working on this growing event and the time conflict issues with PVGP.

#### Board meeting in June

#### Foundation meeting in July

#### 3. National update:

See other areas.

#### 4. Finance

##### IRS

- Louis reported the reviewing supervisor has formally requested technical advice. CCA's legal counsel has formally refuted the issues in the supervisor's technical advice request and requested a formal meeting with the Technical Advice group prior to ruling.

## National Office Employee Handbook

- Lindsey Jefferson requested the Board to review the handbook and issues that will be e-mailed. Discussion prior to the next meeting will facilitate a vote at the next board meeting.

## CPO Membership Letter Offer

- Magazine should start dropping mid to late next week after the holiday weekend. The mail house just received BMW's recent CPO list and it needs to be compared against our list to remove duplicates. Once that is completed the mailing process can begin.
- The cost of printing envelopes, letterhead and the requirement to use BMW's mail house has driven up the cost of the project. For the first 60,000 mailings, we will be about \$30,000 over budget. No real way of knowing exactly how many copies will mail per month until BMW supplies the mail house with their list. Details will follow as the monthly mailings ensue.

## Foundation fundraising

- Frank Patek, Bruce Hazard and Louis Goldsman attended a meeting with the fundraising consultant and the Foundation board. Mike Ura and consultant, Wayne Antworth will come to the June board meeting to present the plan. Bruce indicated it is a very organized one. There will be a workshop for some to attend after the June meeting. The purpose of the workshop, July 13<sup>th</sup> afternoon at DFW is for the consultant to help us understand, help in identifying people able to make significant contributions and to lay out how we can help with the process.
- Bruce Hazard had a question about the foundation thinking that CCA might share 50% of the cost for the feasibility study, but the cost should be covered in the revenue proceeds of the drive.
- Louis Goldsman again reiterated that this whole process is to buy whole or part of the facility and the decision needs to be based on a business case rather than just making a donation to the foundation.
- Bottom line we need to find a bigger space. The search for a new facility is still ongoing and a one new possibility being looked at is to buy some land next to the Performance Center and build. Long term and short term considerations need to be addressed in the nature of the relationship.

## 5. Ops Manual Wording Changes for the newsletter distribution

1. At the option of any regular Chapter newsletter recipient, the newsletter **shall** be furnished to those requesting it in printed form rather than electronic. This is **solely** at the option of the recipient.
2. Removal of those sentences requiring distribution of newsletters by the National Office and by the chapters to other chapters.

**Motion made by Louis, Second by Mike Lingenfelter. Vote 8 for 0 against. Jeff Cowan absent.**

Frank discussed how to get this information out to the chapters regarding the changes of the Ops Manual. Bruce Hazard suggested that the RVPs handle this with their Presidents conference calls. Michael Lingenfelter indicated he preferred to send out the notification via email. Darcy Yench suggested copying the newsletter editors, also.

Michael Lingenfelter made the motion to approve the March Board Minutes, Steve Johnson 2<sup>nd</sup> Vote: 8 for, 0 against 1 absent – Jeff Cowan.

Darcy Yench moved to adjourn the conference call, Paul 2<sup>nd</sup>, all were in favor.

Conference call ended at 7:36 pm CST  
Respectfully submitted,

Darcy Yench







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

**Date:** June 2012

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

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

**Travel & Expenses:**

- BOD Meeting Greenville SC 3/30-4/1 Expenses \$64.41
- Visit NJ Chapter Clark, NJ 6/8-10 Expenses \$437.00
- BOD Meeting Greenville, SC 6/22-24 Airfare \$456.70

**Planned Travel:**

- BOD Meeting Greenville, SC June 22-24
- Vintage at Saratoga, NY Regional Event July 13-15
- Pittsburgh Vintage Grand Prix PA, Regional Event July 20-22
- NY Chapter Show & Shine, NY September 15-16
- Oktoberfest BOD Meeting , OH September 17-23
- OktoberFAST, VT Regional Event October 5-7

**RVP Discretionary Funds:**

- None

**Chapter Probation Report:**

- None

**Newsletter Delinquencies:**

- None

**Notes:**

- Regional Conference Call June 4 Bill Wade Speaker Street Survival Schools. Pres./VPs and DE Chairs to participate. Twenty-two persons attended the Call.

Respectfully submitted,

*John E. Sullivan*





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

Date: June 6, 2012

Subject: North Central RVP Pre-Meeting Report

Travel & Expenses:

March 2012 Board Meeting/Annual Meeting (Greenville SC, \$507.90)  
Oktoberfest 2012 TSD Rally Prep (Columbus OH, \$290.21)  
Oktoberfest 2012 Fun Rally Prep (Columbus OH, \$0.00)

YTD: \$942.24

Planned Travel:

June 2012 Board Meeting (Greenville SC)  
Pittsburgh Vintage Grand Prix (Pittsburgh PA)  
Oktoberfest 2012 TSD Rally & Fun Rally Final Prep (Columbus OH)  
Oktoberfest 2012 (Columbus OH)

RVP Discretionary Funds:

Rescinded \$2,800 earmarked for chapters to visit each other's events, due to lack of interest.

Chapter Probation Report / Newsletter Delinquencies:

Nothing to report.

Notes:

Region-level email blast of upcoming chapter events remains pending, due to Roundel Weekly start-up and incomplete chapter input. Monthly chapter conference calls temporarily suspended due to lack of participation.

Respectfully submitted,

Michael Lingenfelter





June 21, 12

To: Board of Directors, BMW CCA  
Executive Director, BMW CCA  
From: Jeff Cowan, Pacific Region RVP

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

Subject: Pre-Meeting Report, June 2012 Board Meeting

Chapter Issues:

- None
- Revisit LA Chapter proposal for "Anderberg" volunteer system

Delinquent Newsletter status

- Hawaii have created a newsletter as of this week!
- Requested report from National on status of other chapters

Completed Travel:

- Greenville, SC March board meeting (\$814)

Planned travel:

- Greenville, SC June board meeting (~\$800)

Discretionary funds committed:

- \$500 to Rattlesnake (SSS)
- \$250 to Central Cal (HPDE)
- \$500 to Oregon (NASCAR/PRO3 Corral)

Discretionary funds planned:

- Grand Am Corral at Laguna Seca, September (Sacramento) – \$\$ TBD

Regards,

Jeff Cowan





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

**Date:** June 11, 2012

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

**Subject:** South Atlantic RVP Pre-Meeting Report for June 23, 2012 Board meeting.

**Travel & Expenses:**

National Board Meeting & Annual Meeting in Greenville, SC March 2012 - \$184.00

**Planned Travel**

**Attend O'Fest 2012 and National Board Meeting in Columbus, OH**

**RVP Discretionary Funds - None**

Chapter Probation Report: None

**Newsletter Delinquencies :**

Sunshine Bimmers is quiet. Court date set for July 10, 2012 for Summary Judgement. Correspondence is continuing for legal matters and I am monitoring chapter activities.

National Capital is planning on a corral at the Baltimore Grand Prix again this year.

OBX Cruz was a success with attendance from all up and down the East Coast. Over \$10,000 was raised for the Michael J Fox Foundation during the weekend.

The Vintage was a resounding success with at least 275 cars registered as of the Friday evening preceding. There were large crowds throughout the day on Saturday and some local TV coverage. Our booth was well attended and some merchandise was sold. The Foundation had a good day as well. It helped that the Spaten tent right across from us. This continues to be an event that I think we can feel good about supporting.

Respectfully submitted,

Paul Dunlevy







BMW Car Club of America  
Frank C. Patek, II  
Executive Director  
640 South Main Street, Ste 201  
Greenville, SC 29601  
864-250-0022  
frank\_patek@bmwcca.org

Re: June 23, 2012 Board Meeting – Greenville, SC

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

The Auto Renew modification is complete and was successfully launched for June 2012. The Workflow Modification mentioned in my January report is on hold until after the completion of Auto Renew. Stephen Elliott will address both of these in his report.

- The website has received a slider on the benefits page instructing members to log in to access their affinity benefits.
- The Preferred Partners Map listing BMW Centers and Independent Shops offering club discounts has been created.
- Members can now download temporary membership cards from the website.
- A Membership Rewards Rebate module has been completed such that members can now track their rebates online.
- An enhanced events submission form has been created allowing for more timely and efficient approval of events for the Club Calendar.

Staff is currently reviewing options for web video content that would focus club life. (*please see attached proposal*)

### **ROUNDEL**

The effort to create a redesign of *Roundel* continues. Members continue to demand a better online product.

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

### **MEMBER SERVICES**

A template has been created to deliver the quarterly events newsletter to members and is awaiting the start date of our new Director of Marketing and Communications before commencement. The new weekly membership e mail has begun and is now under the title of *Roundel Weekly*.

### **STAFFING**

Chris Hennecy has joined our staff as Director of Marketing and Communications.

### **ELECTION COSTS**

The most recent CCA Elections were conducted by mail ballot alone, with the ballot and mailing labels inserted into *Roundel*. Costs were as follows:

Printing: \$5098.29

Audit: \$ 250.00

Total: \$5,348.29

The previous year's election was done via *Roundel* mailing and Votenet. Costs were as follows:

Printing: \$ 3,923.00

Votenet: \$12,640.00

Total: \$16,563.00

### **RAFFLE**

Raffle 2012 began on June 1<sup>st</sup>. As of June 22 9682 tickets have been sold.

### **OKTOBERFEST 2012**

Events and locations are lined up. Buckeye Chapter is doing a great job and it looks to be a great event.

### **REGIONAL EVENTS**

Vintage at the Vineyard was Memorial Day Weekend and saw one of the largest crowds yet with over 300 Vintage BMW's on hand. Membership and Merchandise sales were brisk. Spaten was on hand to provide hospitality.

Pittsburgh Vintage Grand Prix is our next Regional event followed by Vintage at Saratoga and then the Monterey Weekend.

### **AFFINITY/MEMBER BENEFIT PROGRAMS**

**Roadside Assistance:** staff has settled on Chubb Insurance and its Road America Plan to replace our Nations Safe Driver program.

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

Other benefits would include:

Road America Preferred Plus

Sign and Drive roadside assistance up to \$100 per occurrence

A comprehensive travel, safety and security program

Coverage is provided to customer, spouse and all dependent children in all of their vehicles

Program is designed as a stand-alone profit center

Terms for stand-alone memberships range from 1-5 years

Renewable membership and commission

#### Additional Features:

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

#### HPDE INSURANCE 2011

Although it's very early in the HPDE season, BMW CCA participation is slightly up from this point last year. The single-event policies continue to be very popular, but the participation level seems to be directly tied to the level of promotion the hosting chapter does for the program. It does seem to me that the larger driving events tend to promote the program more, see higher participation at their events, and we sell more policies to participants. I think there is some correlation between event success and promotion of the insurance program (member benefit). We continue to offer discounts for BMW CCA members participating in the program.

The multi-event policies we introduced last year are continuing to grow in popularity. We offer 4 options: 6, 9, 12, and 15-event packages. We launched two new benefits/changes effective 3/5/12 that apply to both single and multi-event policies: the deductible was lowered from 10% to 5%, and we added Rental Reimbursement coverage.

Here is our production so far for the 2012 season:

BMW CCA HPDE Insurance Production		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-12	0	\$ -
Feb-12	27	\$ 101.94
Mar-12	39	\$ 158.50
Apr-12	91	\$ 335.12

		\$	
May-12	81	346.28	
		\$	
Jun-12	46	166.18	
Jul-12	0	\$	-
Aug-12	0	\$	-
Sep-12	0	\$	-
Oct-12	0	\$	-
Nov-12	0	\$	-
Dec-12	0	\$	-
Annual / multi- event policies	50	\$	1,117.08
		\$	
<i>Total</i>	334	2,225.10	

## MEMBERSHIP

One feature of the new website is the ability to track how our members come to us.

How did you hear about us?	Count
Bimmer Magazine	481
BMW CCA Website	1654
BMW Center	13
Car and Driver Magazine	143
CPO Sample Roundel	21
GrassRoots Magazine	2
Independent Shop/Dealer	2
Link from Another Website	237
Search Engine	156
Sports Car Market Magazine	40
Word of Mouth	4783

## Spaten Munich Oktoberfest Drawing

During the month of May any member joining and/or renewing their membership for 3, 4 or 5 years was entered into a drawing for a trip to Munich's 179<sup>th</sup> Oktoberfest.

- 3 Year Memberships – 627
- 4 Year Memberships - 22
- 5 Year Memberships – 104
- Total - 753
- **Cash Value - \$110,796.40**

## Second Quarter 2012 Membership Promotion

To launch at the end of June 2012

### **March 2011 March Madness Promotion**

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

236 1 YR Members

56 2 YR Members

32 3 YR Members

### **December 2011 Lapsed Member Appeal/JingleBulb Promotion**

In December of 2011 BMW CCA ran a membership drive to recapture lapsed members in association with Stealth Auto. Combined with a discounted membership rate the first 100 respondents received a free set of bulbs from Stealth Auto. Every respondent after that received a 50% discount on those bulbs. The results were as follows:

Member Type	Count
PRIMARY1YR	289
PRIMARY2YR	79
PRIMARY3YR	34
<b>Total Primary</b>	<b>402</b>
ASSOC1YR	11
ASSOC2YR	3
ASSOC3YR	4
<b>Total Associate</b>	<b>18</b>
<b>Total Members</b>	<b>420</b>

**September 2011 Lapsed Member Appeal** – utilizing the discount feature that is built into our new database we were able to launch our most successful E-Rejoin campaign to date. During the last 4 days of September 231 lapsed members rejoined the club from one e mail. All 231 rejoined online because we were able to send them a link allowing them access to their old membership record.

With iMIS similar offers could only be accomplished by asking the member to call, fax or mail a renewal application to the office.

The breakdown of renewals was as follows:

1 year 165  
2 year 46  
3 year 20

### **2011 Membership Drive**

2213 referrals made by 1454 referrers

**Trial Membership Program** – The first 1600 copies of the Trial Membership program mailed to BMW's CPO Customers on Friday June 8, 2012.



## 2011 to 2012 Raffle Comparison of the First 3 Weeks

2011 Day	2011 Tickets Purchased	2012 Day	2012 Tickets Purchased
1-Jul	16	1-Jun	923
2-Jul	4	2-Jun	176
3-Jul	3	3-Jun	223
4-Jul	14	4-Jun	237
5-Jul	105	5-Jun	368
6-Jul	85	6-Jun	272
7-Jul	220	7-Jun	250
8-Jul	294	8-Jun	246
9-Jul	82	9-Jun	155
10-Jul	83	10-Jun	430
11-Jul	119	11-Jun	513
12-Jul	347	12-Jun	751
13-Jul	290	13-Jun	508
14-Jul	619	14-Jun	198
15-Jul	874	15-Jun	740
16-Jul	68	16-Jun	48
17-Jul	68	17-Jun	590
18-Jul	679	18-Jun	76
19-Jul	1197	19-Jun	1525
20-Jul	820	20-Jun	386
21-Jul	48	21-Jun	780
22-Jul	66	22-Jun	287
<b>TOTAL</b>	<b>6101</b>		<b>9682</b>

2011 Ticket Counts	2011 Member's Purchasing	2012 Ticket Counts	2012 Member's Purchasing
1 Ticket	763	1 Ticket	1176
2 Tickets	388	2 Tickets	594
3 Tickets	50	3 Tickets	85
4 Tickets	379	4 Tickets	645
5 Tickets	104	5 Tickets	91
6 Tickets	26	6 Tickets	42
7 Tickets	3	7 Tickets	3
8 Tickets	25	8 Tickets	34
9 Tickets	1	9 Tickets	
10 Tickets	199	10 Tickets	289
		11 Tickets	5
		12 Tickets	5
		13 Tickets	1
		15 Tickets	1
		18 Tickets	1
		20 Tickets	16
		22 Tickets	1
		25 Tickets	2
		40 Tickets	1
<b>TOTAL</b>	<b>1938</b>		<b>3992</b>





## Chapter Compliance Status

**As of 06/22/2012**

<u>Chapter</u>	<u>Chapter Officer and Administration Form</u>	<u>Required</u>		<u>Chapter Report Label Req</u>	<u>Chapter Newsletters</u>	<u>Days Overdue</u>	<u>Region</u>
		<u>Required</u>	<u>Financial Stmt</u>				
Allegheny	Received	Received	Received				North Atlantic
Badger Bimmers	Received	Received	Received			13	North Central
Bayou	Received	Received	Received			16	South Atlantic
Blue Ridge	Received	Received	Received				South Atlantic
Bluegrass Bimmers	Received	Received	Received				North Central
Boston	Received	Received	Received				North Atlantic
Buckeye	Received	Received	Received				North Central
Central California	Received	Received	Received			16	Pacific Region
Choo Choo Bimmers	Received	Received	Received				South Atlantic
Connecticut Valley	Received	Received	Received				North Atlantic
Delaware Valley	Received	Received	Received			6	North Atlantic
Everglades	Received	Received	Received				South Atlantic
First Coast	Received	Received	Received			12	South Atlantic
Florida Suncoast	Received	Received	Received			16	South Atlantic
Genesee Valley	Received	Received	Received				North Atlantic
Golden Gate	Received	Received	Received				Pacific Region
Great Plains	Received	Received	Received				South Central
Green Mountain	Received	Received	Received				North Atlantic
Gulf Coast	Received	Received	Received			16	South Atlantic
Hawaii	Received	Not Received	Not Received				Pacific Region
Heart of Dixie	Received	Received	Received			75	South Atlantic
Hoosier	Received	Received	Received				North Central
Houston	Received	Received	Received			15	South Central
Illini	Received	Received	Received				North Central
Inland Empire	Received	Received	Received				Pacific Region
Iowa	Received	Received	Received			19	North Central
Kansas City	Received	Received	Received				South Central
Lone Star	Received	Received	Not Received				South Central
Los Angeles	Received	Received	Received				Pacific Region
Michigan	Received	Received	Received			16	North Central
Motor City	Received	Received	Received				North Central
Mountain State	Received	Received	Received				North Atlantic
National Capital	Received	Received	Received				South Atlantic
New Jersey	Received	Received	Received			1	North Atlantic
New Mexico	Received	Received	Received				South Central
New York	Received	Received	Received				North Atlantic
Nittany	Received	Received	Received				North Atlantic
North Star Bimmers	Received	Received	Received			16	North Central
Northern Ohio	Received	Received	Received				North Atlantic
Old Hickory	Received	Received	Received				North Central
Oregon	Received	Received	Received			14	Pacific Region

## Chapter Compliance Status

As of 06/22/2012

Chapter	<u>Required</u>		<u>Required</u>		<u>Required</u>	
	Chapter Officer and Administration Form	Chapter Financial Stmt	Chapter Report Label Req	Chapter Newsletters	Days Overdue	Region
Patron	Received	Received				North Atlantic
Peachtree	Received	Received			10	South Atlantic
Pinetree	Received	Received				North Atlantic
Pocono	Received	Received				North Atlantic
Puerto Rico	Received	Received				South Atlantic
Puget Sound	Received	Received				Pacific Region
Rattlesnake	Received	Received				Pacific Region
River City Bimmers	Received	Received				North Central
Roadrunner	Received	Received			146	Pacific Region
Rocky Mountain	Received	Received				South Central
Sacramento Valley	Received	Received				Pacific Region
San Diego	Received	Received				Pacific Region
Sandlapper	Received	Received				South Atlantic
Sierra	Received	Received				Pacific Region
Sin City	Received	Received			64	Pacific Region
Smoky Mountain	Received	Received			11	South Atlantic
Sonora	Received	Received				Pacific Region
St. Louis	Received	Received				North Central
Sunbelt	Received	Received				South Central
Sunshine Bimmers	Received	Received			15	South Atlantic
Tarheel	Received	Received				South Atlantic
Tejas	Received	Received				South Central
Tidewater	Received	Received			16	South Atlantic
Wasatch	Received	Received				South Central
White Mountain	Received	Received				North Atlantic
Windy City	Received	Received				North Central

**2011 Charity Matching Funds**

<u>Chapter Name</u>	<u>Charity</u>	<u>Description</u>	<u>Donation</u>	<u># of Attendees (Member)</u>	<u># of Attendees (Non-Member)</u>	<u>Est. # of Hours</u>	<u>Match</u>
CT Valley	ALS Association of CT	Humpa Picnic	\$ 318.00	80	12	6	\$ 52.38
CT Valley	ALS Association of CT	Annual Dinner	\$ 649.00	112	18	60	\$ 106.89
	<b>ALS Association of CT Total</b>		\$ 967.00				\$ 159.27
Iowa	American Red Cross	Driving School	\$ 500.00	95	-	40	\$ 82.35
	<b>American Red Cross Total</b>		\$ 500.00				\$ 82.35
CT Valley	BMWCCA Foundation	Street Survival	\$ 1,000.00	60	40	180	\$ 164.70
CT Valley	BMWCCA Foundation	Street Survival	\$ 1,000.00	40	30	120	\$ 164.70
Genesee Valley	BMWCCA Foundation	Street Survival	\$ 700.00	38	23	18	\$ 115.29
Genesee Valley	BMWCCA Foundation	Street Survival	\$ 1,223.00	32	30	16	\$ 201.43
Motor City	BMWCCA Foundation	Street Survival	\$ -	11	24	20	\$ -
San Diego	BMWCCA Foundation	Street Survival	\$ 347.00	42	36	360	\$ 57.15
St. Louis	BMWCCA Foundation	Street Survival	\$ 520.00	100	-	8	\$ 85.65
Windy City	BMWCCA Foundation	"Fun Shirts" at Oktoberfest	\$ 393.45	-	-	20	\$ 64.80
	<b>BMWCCA Foundation Total</b>		\$ 5,183.45				\$ 853.74
St. Louis	C.H.A.M.P. Assistance Dogs	Holiday Party	\$ 520.00	100	-	8	\$ 85.65
	<b>C.H.A.M.P. Assistance Dogs</b>		\$ 520.00				\$ 85.65
Delaware Valley	Camp Good Days & Special Times	Driving School	\$ 1,000.00	-	-	-	\$ 164.70
	<b>Camp Good Days &amp; Special</b>		\$ 1,000.00				\$ 164.70
Sunbelt	Children's Hospital Found.	Oktoberfest	\$ 217.00	6	27	10	\$ 35.74
	<b>Children's Hospital Found.</b>		\$ 217.00				\$ 35.74
Boston	Childrens Room	Cash Donation	\$ 500.00	-	-	-	\$ 82.35
	<b>Childrens Room Total</b>		\$ 500.00				\$ 82.35
Boston	Citizens for Adequate Housing	Cash Donation	\$ 500.00	-	-	-	\$ 82.35
	<b>Citizens for Adequate Housing</b>		\$ 500.00				\$ 82.35
Windy City	EAA Museum	Visit to airplane hanger	\$ 515.00	50	-	4	\$ 84.82
	<b>EAA Museum Total</b>		\$ 515.00				\$ 84.82

2011 Charity Matching Funds

<u>Chapter Name</u>	<u>Charity</u>	<u>Description</u>	<u>Donation</u>	<u># of Attendees (Member)</u>	<u># of Attendees (Non-Member)</u>	<u>Est. # of Hours</u>	<u>Match</u>
Genesee Valley	Geva Theatere	Cash Donation	\$ 425.00	-	-	-	\$ 70.00
	<b>Geva Theatere Total</b>		\$ 425.00				\$ 70.00
Windy City	GiGi's Playhouse	Autocross	\$ 1,350.00	90	10	60	\$ 222.35
Windy City	GiGi's Playhouse	Annual Dinner	\$ 300.00	210	10	12	\$ 49.41
Windy City	GiGi's Playhouse	Raffle	\$ 1,375.00	210	10	230	\$ 226.47
	<b>GiGi's Playhouse Total</b>		\$ 3,025.00				\$ 498.23
Tejas	Guadalupe Community Center	Pledge Drive	\$ 3,600.00	31	-	20	\$ 592.94
Tejas	Guadalupe Community Center	Children's Christmas Shopping Sp	\$ 200.00	27	41	5	\$ 32.94
	<b>Guadalupe Community Center Total</b>		\$ 3,800.00				\$ 625.88
Boston	Hopes Program	Cash Donation	\$ 500.00	-	-	-	\$ 82.35
	<b>Hopes Program Total</b>		\$ 500.00				\$ 82.35
Sunbelt	Iron Gate Ministries	Oktoberfest	\$ 217.00	6	27	10	\$ 35.74
	<b>Iron Gate Ministries Total</b>		\$ 217.00				\$ 35.74
Boston	J&E Foreman Rich Family						
	Scholarship	Cash Donation	\$ 500.00	-	-	-	\$ 82.35
	<b>J&amp;E Foreman Rich Family Scholarship Total</b>		\$ 500.00				\$ 82.35
Windy City	Kids Golf Soudation of Illinois	Car Collection Outing	\$ 515.00	39	-	12	\$ 84.82
	<b>Kids Golf Soudation of Illinois Total</b>		\$ 515.00				\$ 84.82
Genesee Valley	Kyle Petty Charity Ride	Cash Donation	\$ 2,000.00	100	30	-	\$ 329.41
	<b>Kyle Petty Charity Ride Total</b>		\$ 2,000.00				\$ 329.41

**2011 Charity Matching Funds**

<u>Chapter Name</u>	<u>Charity</u>	<u>Description</u>	<u>Donation</u>	<u># of Attendees (Member)</u>	<u># of Attendees (Non-Member)</u>	<u>Est. # of Hours</u>	<u>Match</u>
Boston	Lakeville Conservation Commission	Cash Donation	\$ 150.00	-	-	-	\$ 24.71
	<b>Lakeville Conservation Commission Total</b>		\$ 150.00				\$ 24.71
Boston	LARS Anderson Auto Museum	Cash Donation	\$ 1,000.00	-	-	-	\$ 164.70
	<b>LARS Anderson Auto Museum Total</b>		\$ 1,000.00				\$ 164.70
Boston	Loaves and Fishes Food Pantry	Cash Donation	\$ 500.00	-	-	-	\$ 82.35
	<b>Loaves and Fishes Food Pantry Total</b>		\$ 500.00				\$ 82.35
Boston	Marblehead Food Pantry	Cash Donation	\$ 500.00	-	-	-	\$ 82.35
	<b>Marblehead Food Pantry Total</b>		\$ 500.00				\$ 82.35
Tarheel Chapter	Michael J Fox Foundation	OBX Cruz	\$ 13,500.00	40	80	1,200	\$ 2,223.51
Tarheel Chapter	Michael J Fox Foundation	BRP Cruz	\$ 21,000.00	50	275	2,100	\$ 3,458.79
	<b>Michael J Fox Foundation Total</b>		\$ 34,500.00				\$ 5,682.30
Boston	New Found Lake Conservation	Cash Donation	\$ 500.00	-	-	-	\$ 82.35
	<b>New Found Lake Conservation Total</b>		\$ 500.00				\$ 82.35
Windy City	Northern Illinois Food Bank	Vintage Fest	\$ 300.00	275	20	130	\$ 49.41
Windy City	Northern Illinois Food Bank	Autocross	\$ 1,910.00	90	10	60	\$ 314.59
Windy City	Northern Illinois Food Bank	Autocross	\$ 200.00	-	-	20	\$ 32.94
Windy City	Northern Illinois Food Bank	Annual Dinner	\$ 550.00	210	10	12	\$ 90.59
Windy City	Northern Illinois Food Bank	Annual Dinner	\$ 1,615.00	210	10	230	\$ 266.00

2011 Charity Matching Funds

<u>Chapter Name</u>	<u>Charity</u>	<u>Description</u>	<u>Donation</u>	<u># of Attendees (Member)</u>	<u># of Attendees (Non-Member)</u>	<u>Est. # of Hours</u>	<u>Match</u>
	<b>Northern Illinois Food Bank</b>						
	<b>Total</b>		\$ 4,575.00				\$ 753.52
Windy City	PAWS	Raffle	\$ 2,240.00	210	10	230	\$ 368.94
Windy City	PAWS	Autocross	\$ 2,610.00	90	10	60	\$ 429.88
Windy City	PAWS	Annual Dinner	\$ 325.00	210	10	12	\$ 53.53
	<b>PAWS Total</b>		\$ 5,175.00				\$ 852.34
	<b>Pittsburgh Vintage Grand Prix</b>						
Allegheny	Association	2011 PVGP	\$ 28,695.28	75	275	800	\$ 4,726.24
	<b>Pittsburgh Vintage Grand Prix Association Total</b>		\$ 28,695.28				\$ 4,726.24
	<b>Susan G. Koman for the cure</b>						
Boston	Susan G. Koman for the cure	Cash Donation	\$ 5,000.00	-	-	-	\$ 823.52
	<b>Susan G. Koman for the cure</b>						
Delaware Valley	Susan G. Koman for the cure	Annual Dinner	\$ 15,000.00	85	-	25	\$ 2,470.56
	<b>Susan G. Koman for the cure Total</b>		\$ 20,000.00				\$ 3,294.09
	<b>United Ostomy Assoc. Total</b>						
San Diego	United Ostomy Assoc.	Car Show	\$ 3,000.00	350	200	150	\$ 494.11
	<b>United Ostomy Assoc. Total</b>		\$ 3,000.00				\$ 494.11
	<b>Walt Whitman School</b>						
Windy City	Walt Whitman School	Picnic	\$ 500.00	35	-	30	\$ 82.35
	<b>Walt Whitman School Total</b>		\$ 500.00				\$ 82.35
	<b>Wish Upon a Star Foundation</b>						
Central CA	Wish Upon a Star Foundation	Holiday Party	\$ 1,450.00	50	25	12	\$ 238.82
	<b>Wish Upon a Star Foundation Total</b>		\$ 1,450.00				\$ 238.82
	<b>Grand Total</b>		\$ 121,429.73				\$ 20,000.00
		2011 Total Dollars	\$ 121,429.73				

2011 Charity Matching Funds

<u>Chapter Name</u>	<u>Charity</u>	<u>Description</u>	<u>Donation</u>	<u># of Attendees (Member)</u>	<u># of Attendees (Non-Member)</u>	<u>Est. # of Hours</u>	<u>Match</u>
		2010 Total Dollars	\$ 100,957.28				
		Increase in donations from 2010 :	\$ 20,472.45				
Grand Total			\$ 364,289.19				\$20,000.00





**2011 Charity Matching Funds**

<b><u>Chapter Name Total</u></b>						
<b>Allegheny Total</b>	\$ 28,695.28	75	275	800	\$	4,726.24
<b>Boston Total</b>	\$ 9,650.00	-	-	-	\$	1,589.40
<b>Central CA Total</b>	\$ 1,450.00	50	25	12	\$	238.82
<b>CT Valley Total</b>	\$ 2,967.00	292	100	366	\$	488.68
<b>Delaware Valley Total</b>	\$ 16,000.00	85	-	25	\$	2,635.27
<b>Genesee Valley Total</b>	\$ 4,348.00	170	83	34	\$	716.13
<b>Iowa Total</b>	\$ 500.00	95	-	40	\$	82.35
<b>Motor City Total</b>	\$ -	11	24	20	\$	-
<b>San Diego Total</b>	\$ 3,347.00	392	236	510	\$	551.27
<b>St. Louis Total</b>	\$ 1,040.00	200	-	16	\$	171.29
<b>Sunbelt Total</b>	\$ 434.00	12	54	20	\$	71.48
<b>Tarheel Chapter Total</b>	\$ 34,500.00	90	355	3,300	\$	5,682.30
<b>Tejas Total</b>	\$ 3,800.00	58	41	25	\$	625.88
<b>Windy City Total</b>	\$ 14,698.45	1,929	110	1,122	\$	2,420.90
<b>Grand Total</b>	\$ 121,429.73	3,459	1,303	6,290	\$	20,000.00





## BMW Car Club of America

### Member Appreciation, Retention, and Growth

Many businesses understand the virtues of using video marketing. While this proposal is focused on the planning, production, and use of videos, there will be other facets in play to successfully complete the program including marketing, member engagement, and rewards programs.

#### **VIDEOS**

- We will create an outline with BMWCCA identifying the videos to be produced.
- Each week or month (your choice), I will meet with your assigned point of contact to make sure we are capturing all the content that is important to the club.

The following are the major event videos that I am proposing. This can change based on BMWCCA's choosing.

- Mar 15-17 BMWCCA Corral at Sebring
- Apr 19-23 Ladies Only Driving and Spa Get Away / Biltmore in Asheville
- Apr 27-29 OBX Cruz for the Cure of Parkinson's
- May 25-26 Vintage in Winston-Salem, NC
- July 13-14 Couples Performance Drive School/ Greenville
- July 14-22 Pittsburg Vintage Grand Prix not unless BMW is involved)
- Aug 17-19 BMWCCA Monterey Weekend
- Aug 18-19 Corral at Rolex Monterey Motorsports Reunion at Laguna Seca
- Aug 31- Sept 2 BMW Corral at Baltimore, MD Grand Prix

- Sept. 17-23 Oktoberfest 2012 at Mid-Ohio
- Oct 26-Nov 4 Hilton Head Island Motoring Festival

I understand that the above list may be different. I have copied these events from your website as a baseline. We will video at least 10 major events per year. Often this will involve several videographers, travel, and other expenses included in this proposal.

Working with BMWCCA, we can determine a list of secondary videos that need to be done each year or month. We will have to do some “spur of the moment” videos that will pop up, but obviously planning is better. Examples of secondary videos: Video showing member benefits; video showing “Plasti-dip” application; video of a secondary event (maybe at a Street Survival event or at the Performance Center with permission).

- We will produce at least 50 videos a year. I am confident that we will actually produce more. I just don’t currently know all the need without working with your organization, but you can consider this as a baseline.
- We will distribute the videos at BMWCCA’s direction to different chapters, use on Roundel website, etc.).
- We can explore a “Highlight Video” of all the shoots done in a year (maybe make it available for sale).
- Watermark ALL videos with BMWCCA. This will build your brand.
- Use QR codes in print and tie back to videos.

### **MEMBER ENGAGEMENT & REWARDS Programs**

The overall objective is to retain members and recruit new members. As I started contemplating a plan to address this need, I decided to attend some club meetings and find out for myself what the club is really all about. I do understand that the cars are important. The members, however, are the impetus for everything.

My major objective would be to DEMONSTRATE the club membership and benefits. Our main way to do that is through getting the members engaged by providing them a way to visualize and understand what is happening within the CCA chapters.

- Think about Harley Davidson Motorcycles. Objectively, this is just another brand of motorcycles and not necessarily a very practical piece of machinery. People that are Harley enthusiasts are extremely loyal. Some might even say that it is a lifestyle. I want to help you build that same brand loyalty and awareness. I have witnessed those feelings of loyalty at the local chapter meetings I have attended.

- Utilizing video to become more visible should make more people want to join the club. To accomplish this I would:
- Announce a monthly video competition and possibly a photo competition, but video is better and brings in more website traffic.
- All members are encouraged to participate. They qualify for the year-end prize (large - possibly \$10,000) by submitting a video during the year. There may be other qualifiers, i.e. must be a member for a year, etc.
- It will be my objective (at the direction and initiative of the club) to also educate the members as to the importance of this program.
- Videos will be uploaded to the BMWCCA website by Region. The videos will be stored on a video website (pages) that I will provide. I am referring to this site as Bimmervision.
- Prizes (\$1,000) per month will be awarded for the best video in each Region to those with the most "Likes" on BMWCCA.org/Bimmervision. This will ultimately increase traffic to your website. You will constantly be building your brand as the videos are integrated into the members' Facebook page. All of this creates more awareness for the club, the cars, and the joy of membership.
- \$50,000 of our annual fee will be used to fund member engagement.
- We will provide each chapter with a video site and their videos will be stored and visible there (SandlapperBMW.org/Bimmervision). This will constantly build your brand and traffic to each chapter's website. While I am referring to the video site as Bimmervision, it might be good to get the members to name the site.

### **ARCHIVES AND HISTORICAL**

All of the footage that is shot will be catalogued and stored on hard drives. This will be invaluable to the club in future years.

### **PROGRAM to reach DEALERS**

- Start first with the largest dealer groups. Build an ongoing relationship with them and show the benefits of purchasing a first year membership in BMWCCA for everyone that purchases a BMW.
- Send out a monthly newsletter to all the dealers describing club activity and feature different dealers.
- We could incorporate video into this portion as well, especially for the largest dealer groups.

### **COST**

- Commit to a full year of participation to adequately judge the effects of the program. This will give you an opportunity to see how the program works.
- The videos sites will be yours after the first year and all the content is always yours.
- I will arrange all of our travel and incur all expenses associated with the travel.

- All costs associated with the production, storage of all video, hosting of video sites, and the newsletter to Dealers will be included in our annual fee.
- The cost is \$5.00 per person in the club (75,000 or \$375,000). I am calling this an activity fee, even though that fee should not be passed on to members at this time.
- You ultimately want the program to fund itself through advertisers and sponsors.
- After a setup/startup fee of \$50,000, we would draw the balance in a monthly fee.
- If BMWCCA determines that this program is not producing the desired effects, you have the ability to end the relationship at your discretion. This provides you with minimal risk as we start moving forward.

## SUMMARY

PEOPLE LOVE VIDEO! The number of online video consumers is set to double to 1.5 billion by 2015, and online video consumption to quadruple. The point is, since video usage is growing so fast, businesses cannot neglect the use of video as an important and viable marketing channel. Video will allow us along with BMWCCA to create and share exciting content with your current and potential members in a way that plain text will never match. People do not have the patience and time to read through a lengthy description or explanation. They will, however, watch a compelling video that will tell them more.

On the surface, videos WILL NOT directly generate any money, grow the club, and retain members. But, well-produced videos with targeted subject matter WILL engage your audience and show what your club is all about. Imagine a great video that actually explains your club and its purposes. That will go a long way in recruiting new members. Better yet, take a look at the recent video that we did for the Street Survival program. Ask yourself if that video does a good job of explaining the program. That video shows what text cannot convey. Think about this: according to Dr. James McQuivey of Forrester Research, one minute of video is worth 1.8 million words. The amount of information contained in one single frame of video would take 3 pages of text to describe. All of the feelings, colors, and ultimately the messages are immediate.

Videos will also greatly improve the “click through” rate on your website, and the overall traffic. Since the search engines started ranking videos, search traffic has greatly improved for websites. Search traffic is very important to the growth potential of the club. And of course, every business should think about their ever-changing demographics. As your target audience ages and changes, you want to use the technologies that younger audiences (your future) have used their entire lives. Since social media has redefined marketing, videos have become an integral part of any successful marketing mix.

Our ultimate goal is to better define, with video, the purpose and values of a membership in the BMWCCA. We want to create a relationship and partnership within the membership base that ultimately creates enhanced loyalty to the club and to the members as a family. We will positively communicate those values to improve current membership retention and attract new members.

Video is everywhere and some think it will BE the internet in a few years. If you desire to stay current, and be a leader amongst car clubs, it's time to get the BMWCCA on the move with VIDEO. Technology on the web will continue to evolve, but CONTENT will always be KING!







## JUNE 2012 REPORT

**TO: BMW CCA BOARD OF DIRECTORS**

**FROM: Jackie Bechek, Director of National Events**

**Date: June 23, 2012**

**Place: Hyatt Hotel in Greenville, SC**

---

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

Tel 864-250-0022

Fax 864-250-0038

### STATUS UPDATE OF UPCOMING EVENTS

#### BMW CCA EVENTS

**May 26-27<sup>th</sup>: Winston-Salem Vintage Weekend:** Worked memberships/sales on Saturday—sold 20+ memberships and \$2,000 merchandise; Spaten Beer had extraordinary turn-out and success.

**July 13<sup>th</sup>-22<sup>nd</sup>: Pittsburgh GrandPrix/Schenley Park:** Working with Dan DelBianco (412) 781-0880 regarding Drivers' Reception, Volunteer Party, Schenley Park & Spaten Beer arrangements. Working with Kevin Wygant of A-B regarding Spaten set-up at two locations—golf course and grid.

**August 17-19<sup>th</sup>: Monterey Festorics/ Laguna Seca :** Ordered tents and supplies for Laguna Seca corral; confirming Porsche's share of expenses of same; working with chapters and Track on details.

**September 17-23<sup>rd</sup> Oktoberfest Mid-Ohio:** Recent meeting with Tim Beechuk re numerous track details; secured Harley site for AutoX and car control; working on social events, meals, and hotel reservations.

**October 3<sup>rd</sup> Int'l Council Dinner, Greenville, SC:** Secured Larkin's Cabaret Room for plated dinner from 6-9pm. Working with Billy Watson (864) 940-2788 of Larkin's. Met with Debbie Harbour on 3/22 at site to discuss location, menu and costs of evening. Presently, group staying at Crowne Plaza in Asheville, but will spend time at CCA and PC as well in Greenville, SC.

**January 17-20<sup>th</sup> NCR Congress:** Secured the Dearborn Inn near Detroit for Congress meeting .

---

#### CCA MEMBER-ONLY TRIPS WITH PERFORMANCE CENTER

Our CCA member-only getaways with the Performance Center continue to be in very high demand, particularly for the Two Day M School which has sold out in 48 hours for each of the trips we ran in February, July, September, and October.

Over the past three years, we have run (8) trips which have resulted in the sale of (10) new BMWs from satisfied members who have enjoyed the driving experiences. **The goals of these exclusive trips are to encourage CCA membership and retention, build brand loyalty, and facilitate the BMW lifestyle.**

**April 18-23<sup>rd</sup>: Ladies' Only Driving & Spa Getaway:** CCA women members enjoyed the Third Annual Ladies' Driving & Spa Getaway, which included one full -day of Car Control School at the BMW PC and then two spa days at the Grove Park Inn in Asheville, NC. Ladies drove back to SC through the winding Blue Ridge Parkway driving new 550i's. The camaraderie created another strong bonding experience for BMW women.

**July 13-14<sup>th</sup>: Couples'/Co-Ed Driving Trip:** We offer to CCA couples/co-eds, one day of Car Control Schools at the PC and then a second day driving up in the foothills of the Blue Ridge culminating in a social luncheon at the summit. We also enjoy a CCA-only dinner on Friday night and share stories of our chapters. (3 slots left)

**July 14-15<sup>th</sup>: Two Day M School:** We offer the same Two Day M School curriculum but add on two CCA-member only dinners on Friday and Saturday nights. These dinners offer our members an additional social opportunity to meet other chapter members from around the country. (SOLD OUT)

**September 1<sup>st</sup>-2<sup>nd</sup>: Two Day M School:** We offered this Two Day M Program again, due to high demand, and it sold out as the other M programs have in 48 hours. (SOLD OUT)

**October 21-22<sup>nd</sup>: Two Day M School:** We offered this Two Day M School to accommodate a private CCA party, and it filled with other CCA membership. (SOLD OUT)

**Future Plans for the CCA-Only Member Trips:** Will try to plan 4 annual trips with the PC for our members only. Getting the dates on the calendars of the CCA and PC well in advance will better suit our members' planning needs and ensure capacity of each trip.

\*\*\*\*\*

### **Jackie's Goals as Director of National Events**

#### **Top Priorities:**

1. **Support regional chapter events** through information, sponsors, or other resources;
2. Create **national events** to strengthen the BMW CCA community;
3. Create **exclusive events** which necessitate membership and encourage retention;
4. Create a **diversity of events** for our diverse membership: driver experiences and lifestyle opportunities;
5. **Provide information** and access to BMW brands and key employees;

6. Support inter- and intra-chapter member relationships.

**Challenges:**

1. Dissemination of information of events: members' better use of Digital Roundel;
2. Reduction of excessive emails which lead to member fatigue;
3. Timeliness of information to help members plan better for events in the future.





Re: June 23, 2012 Board Meeting--Greenville, SC

BMW Car Club of America  
Stephen Elliott  
Director of Information Technology  
640 South Main Street, Ste 201  
Greenville, SC 29601  
864-250-0022  
sellott@bmwcca.org

## Membership Database Update

The Auto Renewal modification was delivered on June 1, 2012. Staff members are now able to process auto renewals much more efficiently. Moreover, the process for Auto Renewals is now PCI compliant and the credit card data is securely stored at Chase Paymentech.

We are still waiting for the workflow module to be installed. Once it is installed and the appropriate Staff members have been trained, the system will be able to send automated e-mails.

Work is still underway on automating the e-mail address upload to MagnetMail. Due to the extended development period required for the Auto Renewal modification, more time was required to test it than I had anticipated. I will have automated uploads completed by the end of the third quarter.

We are working with CDC to have the capability to store an unlimited number of cars for each member in the database. We are currently limited to five. The expansion will also allow us to track more information about the cars, such as: VIN, color, convertible, etc.

## Website Update

We are currently in the process of adding an expanded description field for events on the website. The current field limits a person to a description of 300 characters. The new field will have a limit of 2,500 characters.

**Development has been completed for the following enhancements to the website:**

### Events Submission Form

We have enhanced the event submission form used by Chapters. It now allows a person to choose from a list of locations or enter a new one. The approval process has been streamlined: now the events go directly into the database instead of requiring the Director of National Events to manually enter them.

### Preferred Partners

This module will allow members to see a map of the US and find discounts offered by dealers. This module is not active on the website yet as it needs to be populated with data. The Chapters will be contacted by the Director of Marketing to obtain the information. Please see the screenshots attached to the end of this report.

### Newsletter Grabber

The Newsletter Grabber exports news stories from the BMW CCA website for use in Roundel Weekly. It is used by the Director of Marketing to make it more efficient to create the e-mail.

### Rebate Status

The Rebate Status module allows a member to see a live status of their rebate request. If the request has been received, then it will show whether the rebate is pending, has been paid, or has been denied. The status also displays the notes from our system; so, if the Rebates Administrator needs additional information it will be displayed on the website. Also, a denial reason will be displayed if a rebate request has been denied. The module is not live yet, but we will be making it available soon. Only rebates submitted after May 1, 2012 will be displayed. Please see the screenshot attached to the end of this report.

### Printable Membership Cards

Members can now choose from six designs and print their own membership card. The module has been written so that it is ready to display "Premier Membership" if the Club decides to offer that level of membership again. Please see the screenshot attached to the end of this report.

### My Garage

The My Garage module allows members to update their car information. At this time only five cars may be stored in the database. Once the expansion explained in the Database section is complete this module will need to be revisited to allow for an unlimited number of cars. Please see the screenshot attached to the end of this report.



Stephen Elliott  
Director of Information Technology  
BMW Car Club of America

Attachments:

## BMW CCA Preferred Partners

Enter your address to locate BMW preferred partners in your area and see their special offers and other deals.

Address: 29601

[Find Preferred Partners](#)

Preferred partners are listed in the map below. Click on each pin to find special offers and other benefits.

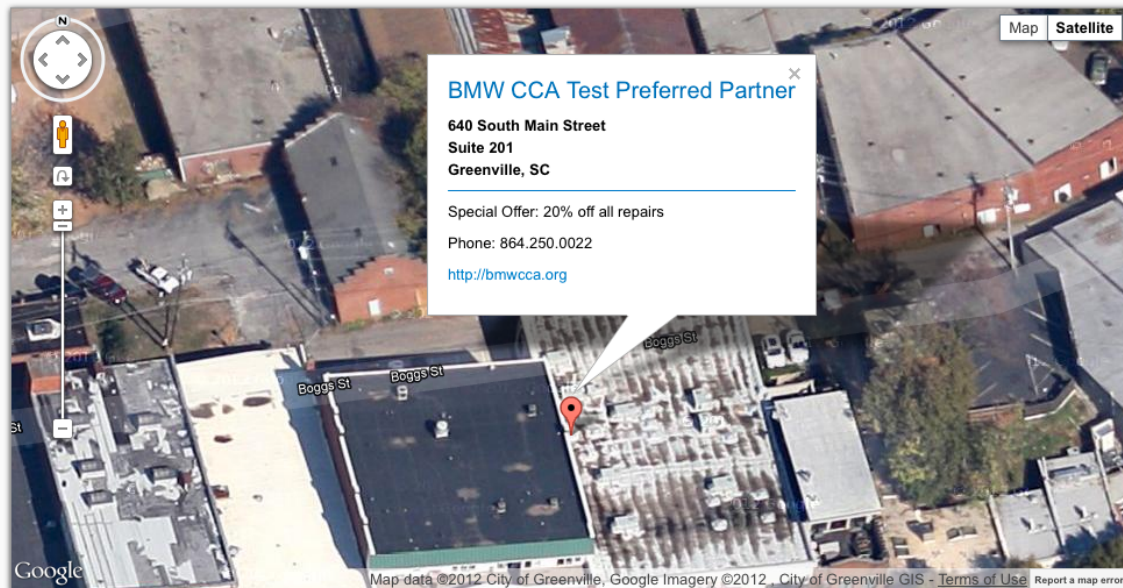


Image 1: Preferred Partners Main Page

## BMW CCA Preferred Partners

Enter your address to locate BMW preferred partners in your area and see their special offers and other deals.

Address:

[Find Preferred Partners](#)

[Return to main map](#)

Looking for BMW Preferred Partners near 29601

### BMW CCA Test Preferred Partner

0.7 MI

Phone: 864.250.0022

640 South Main Street  
Suite 201  
Greenville, SC 29601

[View Website](#)

**Special Offer:** 20% off all repairs

[View Directions](#)

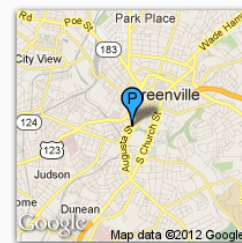


Image 2: Preferred Partners Search Results

## My Rebates

Stephen, your rebate status is available below.

Only rebates submitted after May 1st, 2012 will be viewable here.

	Date Received	VIN	Status	Additional Notes
⊖	6/1/2012	0000003	Pending	We are processing your application.
✓	10/15/2011	0000002	Approved	Check issued on 11/1/2011
✗	5/1/2011	0000001	Declined	Membership has not been continuous for one year without lapse.

Image 3: Rebates Status Page

1

Click on your favorite card design.

2

Click the Print Membership Card button.

3

Print your card using your browser's print function.  
**Note:** most browsers will open the card automatically. Others will have a pop-up asking you to open the card first.

Print Membership Card

Image 4: Printable Membership Card



## My Garage

You may enter up to five BMWs to your BMW CCA profile.

Please enter 4 digits for the year (ex. 2005).

If you know your model's chassis, please enter it before the model number. Please do not enter the series, but rather the model number. You may add your vehicle's extra features, like convertible, after the model number.

Model number examples: E46 M3, 650i Convertible, X5 xDrive35d

**Year:**      **Model:**

<input type="text" value="1996"/>	<input type="text" value="318ti"/>
<input type="text" value="2003"/>	<input type="text" value="MINI Cooper S"/>
<input type="text" value="1991"/>	<input type="text" value="325iC"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

Update Garage



Image 5: My Garage Page



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**

## **June 2012 Pre-Board-Meeting Report**

**Son Of DigiStrasse:** As you know, we took over production of our weekly BMW-themed news digest in May. With a new look by Len Rayburn, and a new title—*Roundel* Weekly—it features opening commentary by a rotating group of writers. We hope to set up the *Roundel* section of the CCA website in a similar fashion. While the first issues were assembled primarily by John Haverland, I must say that Stephen Elliot has been extraordinarily productive in Haverland’s absence.

*Roundel* Weekly must be considered a successful operation, if only because people complain when they try to follow a link and it doesn’t work; at least we know they’re reading it.

**Mini access follow-up:** The Mini Roadster graced the cover of the May issue without shattering the Earth. The timing was unfortunate for Frank, who was handing out *Roundel* copies at Bimmerfest that month, but by then the sample issue had been printed, so he was able to use that one.

**Size issues:** It was a standing joke in the old days, that Yale Rachlin’s reports to the Board always consisted of one line: “I need more pages!” In the early days of the magazine’s growth, the Board was concerned that we might eventually look like other magazines that are swamped with ads, so they set a ratio of editorial matter to advertizing of 65%:35%. Somehow, over the years, this has changed; the ops manual now allows for a maximum of 55% advertising material.

We have tried to maintain a standard of 128 pages (plus cover), but multi-page ad spreads for the April and May issues pushed us to 136—but we still had an advertising rate of over 40% for those issues. In fact, the April issue had our highest ad percentage yet: 42.61%

2012 Month	Total pages (including cover)	Numbered pages	Ad pages 2011	Adv Edit Ratio
Jan	116	112	36.66	31.60%
Feb	132	128	44.08	33.39%
Mar	132	128	50.41	38.19%
Apr	140	136	59.66	42.61%
May	140	136	57.16	40.76%
Jun	132	128	55.49	42.04%
Jul	132	128	51.66	39.14%

Of course, much of our advertising space is devoted to materials that do not appear directly in *Roundel* budgetary considerations: ads promoting BMW CCA events, ads for our sponsorship partners, ads for membership benefits, and such.

While our leaner profile saves money in an age of rising paper costs, we are still able to offer a wide variety of stories, primarily because our classified-ad section has shrunk dramatically. However, I do have a growing backlog, and we have had at least a few complaints about “too many ads.” But with ad revenues falling far short of budget projections, I don’t think we have any options.

**Tablet translation:** *Sports Car Market* has adopted a tablet application by Imirus, but we are still researching various possibilities before we commit to any program.

**Personnel matters:** We have some matters that fall under sensitive topics, so I will not put them on this page.

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

A handwritten signature in blue ink, appearing to read "Satch".

## SENSITIVE TOPICS

**DigiStrasse:** Our experiment with DigiStrasse seems to be going well. Frank and I have discussed the opportunities that will be presented when our current contract expires next year. As you know, the current arrangement presents a weekly e-mail digest to our members that has proved quite popular. The Multibriefs company trolls the Internet for BMW-related items and collects abbreviated items linked to their original sources. They also have a broad spectrum of advertisers who may have the benefit of overlapping markets among Multibriefs publications. However, DigiStrasse is not entirely free of our input. We add Club items almost every week, and of course we have the final review every week.

But we get only a small percentage of the ad revenue generated by DigiStrasse. Next year, when DigiStrasse is an established, routine benefit of membership, we believe we can bring its production in-house, making DigiStrasse a wholly-owned property of the BMW CCA. The revenue stream would initially be limited, as we find advertisers for that medium. There is a genuine concern that we might cannibalize *Roundel* advertising revenues by offering an alternative. However, we believe that DigiStrasse also offers a premium advantage that might be offered to our loyal print advertisers; it also offers a market for advertisers who aren't interested in print.

A business model for DigiStrasse should include Michael Slaff as a cornerstone of the project. Assembly of the weekly digest is not difficult, but it can be time-consuming; Kelly Kirkland does the same sort of assembling of BMW-related items, some from the BMW press department and others from topic searches and Google digests, so I am familiar with the process.

We are already generating a number of Club-specific items. But there are other areas of *Roundel* input—most specifically, some of our personalities—that I would like to see used on our website, but linked to DigiStrasse. While the actual structure of the website is still in a state of flux, as you know, I have recruited several correspondents whose tone and style I believe would attract and keep readers; how we make those readers into members remains problematic, but for the purpose of projecting our intentions, I consider them the same.

These personalities include Sam Smith, Paul Duchene, and Chris Wright, a diverse and intelligent, opinionated writers. As I have said before, I believe we gain a marketing advantage by featuring the unique personalities of our writers. To this end, I have renewed my acquaintance with Dennis Brown, a *Road & Track* illustrator. Years ago, I had wanted him to do drawings for our *Roundel* columnists. Now I propose having him create head shots of our blogging team.

A blogger is different from a columnist because blogs are generally short, the online attention span being about a nanosecond. Nevertheless, I do know the pressures of a weekly columnist. I believe we should rotate our bloggers on the website as well as in DigiStrasse. But even when a writer's work is not the one featured in a given issue, the images of all our writers should appear—smaller than the featured writer, but linked to their presence on our website.

DigiStrasse revenues should continue to flow directly to the BMW CCA. Contractors and editors may be paid directly by the BMW CCA, as we pay *Roundel* contributors, or through subcontractor entities in order to firmly maintain our arms-length status with our freelance contributors.



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

		Roundel			
		Jan - May 12	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense					
Income					
4000 - Revenues					
4010.07 - First Class & Air Mail Revenue	2,464.13	2,000.00	464.13	123.21%	
4015.07 - Classified Advertising Revenue	3,450.00	2,875.00	575.00	120.0%	
4020.07 - Commercial Advertising Revenue	366,191.07	408,000.00	-41,808.93	89.75%	
4025.07 - Reprints Revenue	1,445.00	1,750.00	-305.00	82.57%	
Total 4000 - Revenues	373,550.20	414,625.00	-41,074.80	90.09%	
Total Income	373,550.20	414,625.00	-41,074.80	90.09%	
Cost of Goods Sold					
5000.01 - Direct Costs					
5016.07 - Roundel Advertising Rep	72,139.63	79,500.00	-7,360.37	90.74%	
Total 5000.01 - Direct Costs	72,139.63	79,500.00	-7,360.37	90.74%	
Total COGS	72,139.63	79,500.00	-7,360.37	90.74%	
Gross Profit	301,410.57	335,125.00	-33,714.43	89.94%	
Expense					
6010 - Outside Contractors					
6014.07 - Roundel Staff					
6011.07 - Roundel Editor-in-Chief	45,833.30	47,210.00	-1,376.70	97.08%	
6013.07 - Roundel Design	36,535.00	39,515.00	-2,980.00	92.46%	
6014.07 - Roundel Staff - Other	1,500.00	500.00	1,000.00	300.0%	
Total 6014.07 - Roundel Staff	83,868.30	87,225.00	-3,356.70	96.15%	
6015 - Writers	67,450.00	83,000.00	-15,550.00	81.27%	
6017 - Computer Services	1,102.91				
6021 - Design-Other	37.50				
Total 6010 - Outside Contractors	152,458.71	170,225.00	-17,766.29	89.56%	
6020 - Production	4,360.00				
6025 - Printing					
6025E - Electronic Roundel Publishing	7,544.00	16,500.00	-8,956.00	45.72%	
6025 - Printing - Other	217,284.42	248,750.00	-31,465.58	87.35%	
Total 6025 - Printing	224,828.42	265,250.00	-40,421.58	84.76%	
6026 - Postage					
6026.01 - Postage-General	-125.07				
6026 - Postage - Other	141,472.72	163,750.00	-22,277.28	86.4%	
Total 6026 - Postage	141,347.65	163,750.00	-22,402.35	86.32%	

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

Roundel

	Jan - May 12	Budget	\$ Over Budget	% of Budget
<b>6040 - Travel &amp; Entertainment</b>				
<b>6041 - Meetings</b>				
6041ME - Meetings (Meals & Ent.)	1,902.00	1,000.00	902.00	190.2%
6041 - Meetings - Other	2,892.36			
<b>Total 6041 - Meetings</b>	<b>4,794.36</b>	<b>1,000.00</b>	<b>3,794.36</b>	<b>479.44%</b>
6040 - Travel & Entertainment - Other	413.19			
<b>Total 6040 - Travel &amp; Entertainment</b>	<b>5,207.55</b>	<b>1,000.00</b>	<b>4,207.55</b>	<b>520.76%</b>
6090.01 - Bank Charges	15.00			
<b>Total Expense</b>	<b>528,217.33</b>	<b>600,225.00</b>	<b>-72,007.67</b>	<b>88.0%</b>
<b>Net Ordinary Income</b>	<b>-226,806.76</b>	<b>-265,100.00</b>	<b>38,293.24</b>	<b>85.56%</b>
<b>Net Income</b>	<b>-226,806.76</b>	<b>-265,100.00</b>	<b>38,293.24</b>	<b>85.56%</b>



# BMW Car Club of America Driving Events Committee

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

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

**Date:** June, 2012

**Subject:** Quarterly Report – 2th Quarter 2012

## **Items / Issues–**

1. Thank you for the opportunity to serve as the Chair of this Committee again.
2. ITS Showcase @ Watkins Glen International May 3-5th.  
The GVC Chapter provided their annual ITS to allow the DEC to showcase the National ITS program for some selected guests. Daryl Michael from the Windy City Chapter, Steven Stepanian from the LA Chapter and 2 representatives from the BMW CCC (Canada) from Nova Scotia who had contacted us looking for assistance in improving their instructor's base knowledge. Daryl and Steve participated as Candidate Mentors while the 2 Canadians went thru the program as Instructor Candidates although they had been instructing and club racing for many years. The weekend was a great success just in getting our 2 chapters members to see the program, much less participate in it and then have them react so positively, well... at least Steve. Daryl enjoyed the experience, learned a lot on how the ITS works but we were able to talk quite frankly and I don't anticipate the Windy City Chapter adopting the program in the near future. BUT much 'miss-information' was dispelled and issues clarified on how it works which over the years had gotten to a ridiculous level. Steve was on the phone after the 1st night calling the West Coast and trying to make plans. The Canadians guys did fare so well. Even with the years of experience they were not 'successful' in the final analysis. While very humbling it showed they how far they needed to go and we offered as much help as possible. More cross border communication is needed but will only work out to each of our benefits.
3. ITS Curriculum Committee - It has been recently discussed among the ad-hoc ITS 'leadership' that a Curriculum Committee should be established. We have also had a volunteer step up and offer to host a database of National ITS Candidate attendees for the use of Chapter Chief Instructors
4. ITS at Oktoberfest - The idea of a ITS at OFest annually has been kicked around for a while and although the attempts for the 2012 event have not been successful we would like the event planning for next year's event in California to include this. It is the option of the DEC that if this is to be known as the National way that instructors are trained and evaluated it should be done at the national event every year. Much like Club Racing has a Race School every year, the ITS program should have a presence as well. Logistic need to be worked out at each venue but it doesn't appear to be impossible.
5. Stand alone DEC manual - We have completed the 1st round of re-numbering and format changes to the Driving Events Manual section of the OP's manual. It is currently being reviewed by the committee. It is anticipated that this will required some changes to content. The extent of these changes is not yet know but we will forward any suggestions to the Board for approval before putting them to a vote of the Chapters.
  - a. 3rd Passenger in HPDE's at speed. It has been brought to our attention that there are some chapters that allow a passenger in the back seat on the track at speed (not touring laps). While currently the DEC Manual doesn't forbid this it is being discussed by the committee and possibly added to the manual.

6. Recent Roundel Article - It was brought to my attention that the comments made by Satch in his most recent Roundel article could be somewhat damaging to our very impressionable members about the ability to turn off ABS, Traction Control and other safety driving aides. We are constantly fighting the impulses of our novice students to unleash the abilities of their newly purchased high power cars waaaaay before their abilities can handle them. Having a novice student show up with a new 1M, M3 OR M5 etc... sometimes already modified with even more go fast parts and then having them want to turn off the driving aides before they even have taken their 1st lap. This can put the student and instructor at a great risk. We would like to ask Mr. Carlson to think about how his highly entertaining exploits sound to someone that thinks doing Laguna Seca on a PlayStation a couple of times equals a couple of weekends worth of laps and not needing the safety aides available to keep he and his e92M3 off the guardrails and out of the tire walls.

**Board Action Needed –**

1. None at this time.

**Tasks Continuing –**

1. Coordinating / Promoting ITS Schools.
2. Monitoring DE incident reports from Chapter schools.

**Travel Completed –**

1. DEC National Congress Dallas TX; 2/24-2/26
2. ITS Showcase Watkins Glenn, NY - 5/3-5/5

**Travel Anticipated –**

1. Rites-O-June Hoosier/Bluegrass Bimmers HPDE - Putnam Park, June 22-24th.
2. BMW CCA Foundation Board Meeting (as National Program Manager of TRSS), July 13-15th.
3. O'Fest 2012 - Columbus OH 9/18-9/23

Respectfully submitted,



Bill Wade  
National Driving Event Committee Chairman



BMW Car Club of America  
BMW CCA Club Racing  
Gary Davis  
National Chairman  
18159 Meridian Road  
Grosse Ile, MI 48138  
734-308-7299

June 18, 2012

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

Subject: Club Racing Chairman's Pre-meeting Report for the June 23-24,  
2012 National Board Meeting.

Travel:

BMW CCA National Board Meeting; Greenville, South Carolina;  
June 23-24, 2012.

Planned Travel:

None.

Racer's Advisory Committee:

Because of personal reasons, Tim Smith has resigned as RAC  
Representative for the North Central Region. John Negus has been  
appointed as his replacement.

Appeals/ Protests:

None.

New Activity:

Two new Club Race Schools have been completed; Mosport Club  
Race School, Trillium Chapter and High Plains Raceway Club Race  
School, Rocky Mountain Chapter.

First 1/3 of the schedule completed with strong chapter participation  
and substantial racer participation.

Club Race at Savannah Speed Classic/ Hilton Head Historic is on  
the schedule again for a second year as a National Race.

Respectfully submitted,

Gary Davis

National Chairman, BMW CCA Club Racing







**BMW Car Club of America  
Board Meeting Minutes  
Hyatt Regency Greenville, SC  
June 23, 2012**

**Meeting was called to Order by Bruce Hazard at 8:00 am**

Current Board: Bruce Hazard - President, Steve Johnson - VP, Louis Goldsman – Treasurer  
Darcy Yench - Secretary; John Sullivan North Atlantic RVP, Michael Lingenfelter North  
Central RVP, Jeff Cowan Pacific RVP, Dan Baker South Central RVP and Paul Dunlevy South  
Atlantic RVP

National Office staff: Frank Patek – Executive Director, Lindsey Jefferson DFO, Steven  
Schlossman, Stephen Elliott, Tricia Jones, Heather Tollison, Chris Hennessey

Other: Satch Carlson - *Roundel* Editor; Gary Davis - Club Race Chair, Bill Wade - DEC Chair,  
Dwayne Mosley - President Sandlapper Chapter & Chief Ombudsman, Reggie Williams -  
Sandlapper

BMW CCA Foundation: Leo Newland, President; John Eveland, Secretary; Mike Ura, Trustee;  
Erik Wensberg, Adviser to the Trustees; Wynne Smith, Director of Development; Michael  
Mitchell, Office Manager / Curator

Guest: Wayne Atworth, Westfall Group

**Minutes:** The minutes of the March 31, 2012 Board meeting were approved by vote of the  
Board on May 25, 2012. Reading of the minutes was waived.

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

-Oktoberfest Chapter Reimbursement Guidelines. Approved: 8 For and 1 Absent

-Operational Manual wording change making electronic newsletter the default and printed  
optional at member's option. Approved: 8 For and 1 Absent

**Paul Dunlevy made a motion to reaffirm the conference call votes, John Sullivan 2<sup>nd</sup>.  
Vote: 9 for 0 against Passed**

**08:05 Reports**

- President - nothing additional to pre-meeting report.
- Executive Vice-President - nothing additional to pre-meeting report.
- Secretary - nothing additional to pre-meeting report.
- Treasurer - nothing additional to pre-meeting report.
- South Atlantic Regional Vice President - nothing additional to pre-meeting  
report.
- North Atlantic Regional Vice President - nothing additional to pre-meeting report.
- Pacific Regional Vice President - nothing additional to pre-meeting report.
- South Central Regional Vice President - nothing additional to pre-meeting  
report.
- North Central Regional Vice President - nothing additional to pre-meeting report.
- Executive Director - nothing additional to pre-meeting report.
- Roundel - nothing additional to pre-meeting report.

**BMW Car Club of America  
Board Meeting Minutes  
Hyatt Regency    Greenville, SC  
June 23, 2012**

- Driving Events Committee - nothing additional to pre-meeting report.
- Club Racing - nothing additional to pre-meeting report.

**1. National Events**

Oktoberfest

- 2012 – Columbus, OH & Mid-Ohio - Steven Schlossman reported that there are 235 registered as of 6/22/12. Charity rides are set for Thursday, Friday and possibly Saturday. Jackie Becheck has secured the Harley site for AutoX and car control and is working on social events, meals, and hotel reservations.
- 2013 – Leguna Seca
- Future 2014 and beyond – Should we try a different format such as a summer family destination? This could be an Oktoberfest without a driver school but including rallies and autocross. Bruce Hazard suggested Colorado for the summer destination. John Sullivan suggested New Hampshire. Jeff Cowan suggested we use a different name for the alternate year event. The National event would include a driving school and club race at a different date and place. We might ask Tarheel chapter to host this at VIR. West coast could have something at Laguna Seca or Sears Point. Mike Lingenfelter suggested the North Central could utilize Madison, WI or Traverse City, MI.
- List of future Oktoberfest sites include: Watkins Glen, Road Atlanta, Road America, Austin, TX, IMS Indianapolis, Miller Park in Utah. Possibly an M school at the same time,
- 2016 is the 100<sup>th</sup> anniversary of BMW and plans might include Greenville as the OKtoberfest site.
- Regional Chapter Congress –
  - o NCR – Mike Lingenfelter has designated Dearborn, MI for the January 18-20<sup>th</sup> NCR Caucus to coincide with the Detroit Auto Show. The Dearborn Inn near Detroit will be the hotel for the meeting.
  - o RVP's need to get tentative dates and places to hold their regional caucuses, someplace that's a HUB in the region so that hotel arrangements can be made.

**2. Regional Events**

Updates:

- OBX Cruz was a success with attendance from all up and down the East Coast. Over \$10,000 was raised for the Michael J Fox Foundation during the weekend.
- At the Vintage Weekend in Winston-Salem May 26-27<sup>th</sup>: was a resounding success with at least 275 cars registered. There were large crowds throughout the day on Saturday and some local TV coverage. Our booth was well attended and we sold 20+ memberships and \$2,000 in merchandise. The Foundation had a good day as well. Spaten Beer had extraordinary turn-out and success. This continues to be an event that we can feel good about supporting.
  - Pittsburgh Vintage Grand Prix (Allegheny Chapter) – Spaten will sponsor.
  - Vintage at Saratoga (Patroon Chapter)



**BMW Car Club of America  
Board Meeting Minutes  
Hyatt Regency Greenville, SC  
June 23, 2012**

- OktoberFast (Green Mountain Chapter)
  - o Monterey Festorics Weekend August 2012 - Tents and supplies for Laguna Seca corral have been ordered. Legends of the Autobahn
  - o Vintage Races
- VintageFest (Windy City Chapter) in Mt. Vernon IL September 9, the weekend after Labor Day.
- Sept. ALMS at VIR

There were no new requests for regional events.

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

IT Update - Stephen Elliot, Director of Information Technology:

Membership Database Update:

- The Auto Renewal modification was delivered on June 1, 2012.
- We are still waiting for the workflow module to be installed.
- Work is still underway on automating the e-mail address upload to MagnetMail.

We are working with CDC to have the capability to store an unlimited number of cars for each member in the database.

Website Update

- We are currently in the process of adding an expanded description field for events on the website.
- Development has been completed for the following enhancements to the website:

Events Submission Form has been enhanced. Preferred Partners module will allow members to see a map of the US and find discounts offered by dealers. Newsletter Grabber function exports news stories from the BMW CCA website for use in Roundel Weekly. It is used by the Director of Marketing to make it more efficient to create the e-mail. Rebate Status function -allows a member to see a live status of their rebate request. If the request has been received, then it will show whether the rebate is pending, has been paid, or has been denied.
- Printable Membership Cards - Members can now choose from six designs and print their own membership card.
- My Garage module allows members to update their car information is being expanded to allow an unlimited number of cars per member.

Club Racing – Gary Davis - National Chairman, BMW CCA Club Racing

28 races are scheduled this season. Racer's Advisory Committee:

**BMW Car Club of America  
Board Meeting Minutes  
Hyatt Regency    Greenville, SC  
June 23, 2012**

Because of personal reasons, Tim Smith has resigned as RAC representative for the North Central Region. John Negus, has been appointed as his replacement. New Activity:

Two new Club Race Schools have been completed; Mosport Club Race School, Trillium Chapter and High Plains Raceway Club Race School, Rocky Mountain Chapter.

First 1/3 of the schedule completed with strong chapter participation and substantial racer participation.

Club Race at Savannah Speed Classic/ Hilton Head Historic is on the schedule again for a second year as a National Race.

Driving Events, Bill Wade, National Driving Events Committee Chair reported: Instructor Training Schools: Several Chapters have conducted successful ITS schools. BMW CCC (Canada) from Nova Scotia requested assistance in conducting an ITS which was provided with great success.

ITS Curriculum Committee - Is being considered.

ITS at Oktoberfest - The idea of an ITS at OFest annually has been kicked around for a while and although the attempts for the 2012 event have not been successful we would like the event planning for next year's event in California to include this.

Stand alone DEC manual - The 1st round of re-numbering and format changes to the Driving Events Manual section of the OPs manual has been completed. It is currently being reviewed by the committee. It is anticipated that this will require some changes to content. The extent of these changes is not yet known but we will forward any suggestions to the Board for approval before putting them to a vote of the Chapters.

3rd Passenger in HPDE's at speed. - is being discussed by the committee and possibly added to the manual.

Tasks Continuing –

- Coordinating / Promoting ITS Schools.
- Monitoring DE incident reports from Chapter schools.

Charity Matching Funds –

Bruce mentioned charity activities are a good area for chapters to utilize their video submissions on the website.

Raffle is currently at 9719 tickets sold which is 3,000 ahead of last year. 10,000 tickets equal 2 cars.

SIG's – Steve Johnson – Mike Ura to revive the M1 register.

Z Club –We have agreed to designate this as a Non-geographic chapter. Jeff Cowan will finish drafting the wording of the parameters and guidelines to have by the next conference call to look at. The basic premise will be to make this just like a regular chapter with the minimum standards, with insurance, a place on the website, and a place on the "Club Services and SIGs" page in Roundel.

Roundel: - Satch Carlson, Editor reported:

*Roundel* Weekly was brought in house in May and is being successfully published weekly.

**BMW Car Club of America  
Board Meeting Minutes  
Hyatt Regency Greenville, SC  
June 23, 2012**

Size issues: A standard of 128 pages (plus cover) is the goal, but multi-page ad spreads for the April and May issues pushed us to 136 and still had an advertising rate of over 40% for those issues. In fact, the April issue had our highest ad percentage yet: 42.61%

Tablet translation: We are still researching various possibilities before we commit to any program.

Frank Patek reports:

The effort to create a redesign of *Roundel* continues. Members continue to demand a better online product.

Renewing our contract with Brown we are saving 5% of cost and postage is down to \$.39 per issue. Advertising revenues are off about \$30,000 year-to-date due to market issues. First of the year started off strong and it has leveled off.

Roundel New Design Proposal – Frank and Satch presented several sample redesigns of the *Roundel* for the board's input. There was a good discussion and sharing of suggestions and opinions. The board supports the direction of the design process and voiced support for Frank and Satch to determine the new design direction. Frank mentioned that they will likely seek input from some members.

#### **4. Foundation Fundraising update – Presentation by the Foundation**

Foundation presented Reggie Williams video for Street Survival.

The BMW CCA board reaffirms the need to look forward for more space and to continue to look at collocating with the Foundation.

A capital campaign is one approach to raising the sufficient funds to purchase or build the facility needed to accommodate the Foundation's, and potentially the Club's, space requirements.

Goal is to come to an agreement by the joint January 2013 board meetings regarding this endeavor.

A Capital Campaign Proposal was prepared by Len Robinson and Wayne Antworth of the Westfall Group and presented by Wayne to the joint boards.

Wayne Antworth will be servicing the account and presented the Fund Raising and Development Agreement and Plan.

It will take 6 month in planning to bring this plan to a decision in the early part of 2013 for a vote on whether to continue forward or not. Very important to articulate the identical messages about this endeavor and not creating cross purposes.

Our primary target will be the membership and a secondary target is to look outside the membership to sponsors and dealers as well as others with passion for the BMW marque and preservation of its heritage..

How do we leverage the regional leadership to help organize this "National" campaign?

Let Frank know in the next three weeks which members of the CCA board are able to attend the July 13<sup>th</sup> meeting in Dallas at the Embassy Suites.

Our website has in place a campaign module already.

**BMW Car Club of America  
Board Meeting Minutes  
Hyatt Regency    Greenville, SC  
June 23, 2012**

Time commitments – the key members of the steering committee will start in January after approval to start the campaign.

Regional VPs are essential to identifying people in own parts of the country to play a more active role in the campaign. The more hands we get involved from the start the more we can dole out the work to not be overwhelming. Again it's essential to have the same message carrying forward by anyone getting on board.

Mike Ura has been heading up the planning process and presented potential buildings available. Everything was a compromise coming to a conclusion that "DOING IT RIGHT" will probably mean building new for the combination of the CCA and Foundation office spaces and museum. A joint space, where everything is in one place, makes sense in terms of a membership experience. It should be suitable, attractive and functional for both. We need to make this a public destination, ideal for members, for loaning and/or donating cars to the Foundation.

There is a possibility of buying some land in the vicinity of the Performance Center in the short term which will potentially help with this whole campaign. The board viewed some of the potential land after the meeting.

**5. Policy and Administration**

Ombudsman update – Dwayne stated that there was nothing of note to report.

Tech Rep's update – Frank stated that there was nothing of note to report.

Benefits Update:

**AFFINITY/MEMBER BENEFIT PROGRAMS**

Roadside Assistance: staff has settled on Chubb Insurance and its Road America Plan to replace our Nations Safe Driver program. Some changes to the website needs to be made to facilitate this new program.

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

Other benefits would include:

**Road America Preferred Plus**

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

Additional Features:

- |                           |                                     |
|---------------------------|-------------------------------------|
| - Customized Trip Routing | - \$500 Legal Defense Reimbursement |
|---------------------------|-------------------------------------|

**BMW Car Club of America  
Board Meeting Minutes  
Hyatt Regency Greenville, SC  
June 23, 2012**

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>- \$50 Ambulance Reimbursement</li> <li>- Security Credit Card Registration</li> <li>- \$1,000 Emergency Travel Expense Reimbursement</li> <li>- Hotel Savings</li> <li>- Car and RV Rental Savings</li> <li>- \$1,000 Car Theft Reward</li> <li>- Pharmacy Savings Program</li> <li>- Automotive Savings</li> </ul> | <ul style="list-style-type: none"> <li>- Lost Key Registration</li> <li>- 50% Hotel Savings Program</li> <li>- 50% Dining Savings Program</li> <li>- Auto Service Hotline</li> <li>- Condominium Travel Program</li> <li>- Flowers &amp; Gift Savings Program</li> <li>- Theme Park Savings Program</li> <li>- Driver's Valet Service</li> </ul> |
|---|--|

**HPDE INSURANCE 2011**

Although it's very early in the HPDE season, BMW CCA participation is slightly up from this point last year. The single-event policies continue to be very popular, but the participation level seems to be directly tied to the level of promotion the hosting chapter does for the program. The larger driving events appear to promote the program more, see higher participation at their events, and sell more policies to participants. There appears to be some correlation between event success and promotion of the insurance program (member benefit). We continue to offer discounts for BMW CCA members participating in the program.

The multi-event policies we introduced last year are continuing to grow in popularity. We offer 4 options: 6, 9, 12, and 15-event packages. We launched two new benefits/changes effective 3/5/12 that apply to both single and multi-event policies: the deductible was lowered from 10% to 5%, and we added Rental Reimbursement coverage.

Here is our production so far for the 2012 season:

BMW CCA HPDE Insurance Production		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-12	0	\$ -
Feb-12	27	\$ 101.94
Mar-12	39	\$ 158.50
Apr-12	91	\$ 335.12
May-12	81	\$ 346.28
Jun-12	46	\$ 166.18
Annual / multi-event policies	50	\$ 1,117.08
<i>Total</i>	334	\$ 2,225.10

**BMW Car Club of America  
Board Meeting Minutes  
Hyatt Regency    Greenville, SC  
June 23, 2012**

Non-Geographical Chapters

- Request for non-geographical chapter status by Z-Club SIG
- Update & direction

BMW Clubs International

- Planning for 2012 meeting in Asheville, NC Sept 30-Oct 4, 2012
- October 3rd Int'l Council Dinner, Greenville, SC: Larkin's Cabaret Room has been secured for a plated dinner from 6-9 pm. Presently the group will be staying at the Crowne Plaza in Asheville, but will spend time at the Performance Center.

**6. Financial**

2012 Update – Ad revenue is down otherwise nothing of note to report.

**7. Chapter Issues**

Sunshine Bimmers – Update – Additional affidavits have been submitted and we are waiting for a court ruling in mid July.

Conference calls –

NA RVP John Sullivan Regional Conference Call June 4 Bill Wade Speaker Street Survival Schools. Pres./VPs and DE Chairs were invited to participate. Twenty-two persons attended the call.

Most chapter conference calls have been temporarily suspended due to lack of participation.

NC RVP Mike Lingenfelter has rescinded \$2,800 earmarked for chapters to visit each other's events, due to lack of interest.

Region-level email blast of upcoming chapter events remains pending, due to Roundel Weekly start-up and incomplete chapter input.

Chapter probation report – The Chapter Compliance Status report as of 6/22/12 shows that only Hawaii and Lone Star have not submitted their Chapter Financial Statements.

Chapter toolbox – Byron McCauley and Sueann Meskell did a lot of work and made an observation that large portions will need to come out of the Ops manual. Frank has not had the time to work on this. This is a set of guidelines for members on how-to's for things that are not mandated by the Ops Manual.

The Ops manual should be just a statement of policies and procedures and everything else pulled out for the Chapter toolbox.

The manual does need to be looked at critically toward updating and revised.

Volunteer Award Proposal from LA Chapter:

Jeff Cowan reached out to LA Chapter on the volunteer award proposal. They insist that the Anderberg name be included in order to move forward. The Chapter is ready to work with National to set up the points system and finalize this award. They'll want confirmation of this before going any further.

**8. Membership -**

Membership Drive Update – Marketing

**BMW Car Club of America  
Board Meeting Minutes  
Hyatt Regency Greenville, SC  
June 23, 2012**

- Special Offer to CPO owners – The first 1600 copies of the Trial Membership program mailed to BMW's CPO Customers on Friday June 8, 2012.

One feature of the new website is the ability to track how our members come to us.

**Spaten Munich Oktoberfest Drawing**

During the month of May any member joining and/or renewing his/her membership for 3, 4 or 5 years was entered into a drawing for a trip to Munich's 179<sup>th</sup> Oktoberfest.

**Second Quarter 2012 Membership Promotions**

To launch at the end of June 2012

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

236 1 YR Members

56 2 YR Members

32 3 YR Members

**9. BMW of North America – see above notes**

**10. New Business:** none introduced

**11. Future Meetings**

Board meetings –

Sept 22, 2012 in Ohio the Saturday after Oktoberfest.

January 12-13, 2013 – to be a joint meeting with the Foundation in Dallas, TX

**Conference Calls**

July 19, 2012

August 30, 2012