

BMW CCA
Board of Directors Meeting
July 10-11, 2010
Hilton Chicago O'Hare Airport
Chicago, IL



**BMW Car Club of America
Board Meeting
Chicago, Illinois
July 10-11, 2010**

Agenda

Saturday July 10th

08:00 Call to Order

Introduction: Members, Guests.

Minutes: The minutes of the March 20-21, 2010 Board meeting were approved by vote of the Board April 20, 2010 via email. Reading of the minutes will be waived.

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

- Approved revocation of membership for Mark Livesay, Vote 9-0

08:05 Reports

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

08:35 Reports Continue Until Completed

Discussion of Listed Topics

09:15 Break

09:30 BMW CCA Foundation Conf Call

10:00 Resume Discussion of Listed Topics

New Business

Noon Lunch

1:00 Continue Discussion & New Business

Executive Session

5:00 Recess

**BMW Car Club of America
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Sunday July 11th

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

10:00 Adjourn

**BMW Car Club of America
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Discussion Topics

1. National Events

Oktoberfest

- 2010

- o Aug 22-29
- o Elkhart Lake, WI / Road America
- o Concours Rules

- Future

- o 2011 – Barber Motorsport Park
- o 2012 – Colorado

Regional Chapter Congresses

2. Regional Events

Updates:

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

New Requests

3. National Programs and Services

IT Update

- Status of conversion project

Club Racing

Driving Events

Charity Awards

Raffle

4. Policy and Administration

Operations Manual review, cleanup and reorganization.

- Discussion Topics

Ombudsman update

Tech Rep's update

**BMW Car Club of America
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Benefits Update

National Elections

- 2011 planning

Consider realignment of regions

5. Foundation

Status of Tire Rack Street Survival Schools

6. Financial

2010 budget status/issues

7. Chapter Issues

Conference calls

Chapter probation report

Chapter toolbox

Chapter/member Recognition program

Chapter Communication Mailing vs. Email

Request for non-geographical chapter status by Z-Club SIG

8. Membership

Membership Drive Update

Membership

- Membership Committee Update

Marketing

- Special Offer to CPO owners

9. BMW of North America

Member Rewards Program

10. New Business:

11. Future Meetings

Board meetings –

September 25-26, 2010

January 8-9, 2011

March

Conference Call –

Aug



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

July 7, 2010

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

Subject: President Pre Meeting Report – July Board Meeting

Travel:

- Board Meeting – March, Greenville, NC

Planned Travel:

- Board Meeting – July, Chicago, IL

No other business of note to report.

Respectively Submitted

A handwritten signature in black ink, appearing to read 'Bruce Hazard', is written below the typed name.



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

July 3, 2010

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

Subject: Vice President's Pre-Meeting Report, July 10-11 Board Meeting

TRAVEL

- March 5,6&7, 2010 Chapter Congress, Dallas, Texas \$357.90
- March 19-21, 2010 Annual Board Meeting, Greenville, SC \$608.30

PLANNED TRAVEL

- July 9, 10 & 11, 2010 Board Meeting, Chicago, IL
- August 22-28, 2010 Oktoberfest, Elkhart Lake, WI

SIG/SIR REPORT

- All past and current SIG/SIR have been contacted. Those that have failed to submit a 2010 application will be removed from the next issue of Roundel (September, 2010) and have their listing dropped from the CCA web site.
- The Z Series Car Club of America still remains very interested in becoming the CCA's first virtual chapter.

Respectfully submitted

M J Calabrese



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

June 25, 2010

To: BMW CCA Board of Directors
 BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

Travel: BMW CCA Board & Annual Meetings, March 20-21, 2010 – \$934.13
 BMW CCA Chapter Congress, March 6-7, 2010 – \$435.73
 Planned Travel: BMW CCA Board Meeting, Chicago, IL, July 10-11, 2010

Income Statement – Period Ending May 31, 2010

	January 1 – May 31, 2010	Budget
Ordinary Income/Expense		
Total Income	\$1,775,513.08	\$1,889,999.95
Total Cost of Goods Sold	521,144.89	547,716.63
Gross Profit	\$1,254,368.19	\$1,342,283.32
Total Expense	1,227,304.52	1,603,755.61
Net Ordinary Income	\$27,063.67	\$(261,472.29)
Net Other Income	2,808.72	(105,416.68)
Net Income	\$29,872.39	\$(366,888.97)

Balance Sheet – As at May 31, 2010

Assets	
Total Current Assets	\$1,541,768.43
Total Fixed Assets	260,406.48
Total Other Assets	1,596,484.05
Total Assets	<u>\$3,398,658.96</u>
Liabilities & Equity	
Total Current Liabilities	\$3,121,539.43
Total Liabilities	\$3,121,539.43
Total Equity	277,119.53
Total Liabilities & Equity	<u>\$3,398,658.96</u>

The difference between budgeted and actual net income is primarily attributable to a shortfall in membership revenues and to timing differences between when expenses are budgeted to be incurred and when they have been or are anticipated to be incurred. The details are included in the attached financial statements.

Respectfully submitted,
 Louis Goldsman

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through May 2010

	Jan - May 2010	TOTAL Budget
Total Revenue	1,775,513.08	1,889,999.95
Total Cost of Goods Sold	521,144.89	547,716.63
Gross Profit	1,254,368.19	1,342,283.32
Total Expense	1,227,304.52	1,603,755.61
Net Ordinary Income	27,063.67	-261,472.29
Net Other Income	2,808.72	-105,416.68
Net Income	29,872.39	-366,888.97

BMW Car Club of America, Inc.
Profit & Loss Budget vs. Actual
January through May 2010

	<u>\$ Over Budget</u>
Total Revenue	<u>-114,486.87</u>
Total Cost of Goods Sold	<u>-26,571.74</u>
Gross Profit	<u>-87,915.13</u>
Total Expense	<u>-376,451.09</u>
Net Ordinary Income	<u>288,535.96</u>
Net Other Income	<u>108,225.40</u>
Net Income	<u>396,761.36</u>

BMW Car Club of America, Inc.
Balance Sheet
As of May 31, 2010

	<u>May 31, 2010</u>
ASSETS	
Total Current Assets	1,541,768.43
Total Fixed Assets	260,406.48
Total Other Assets	1,596,484.05
TOTAL ASSETS	<u>3,398,658.96</u>
LIABILITIES & EQUITY	
Liabilities	
Total Current Liabilities	<u>3,121,539.43</u>
Total Liabilities	<u>3,121,539.43</u>
Total Equity	277,119.53
TOTAL LIABILITIES & EQUITY	<u>3,398,658.96</u>



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

July 8, 2010

To: BMW CCA National Board, Frank Patek

Subject: Secretary's Pre-Meeting Report

Travel Expenses: July Board Meeting in Chicago \$425.40

Conference Call Voting:

5/19/10	Motion to approve Regional status for Las Vegas
multi-chapter DE	Vote 8-0 in favor. Paul Dunlevy absent
5/19/10	Motion to approve Blue Grass chapter loan
	Vote 8-0 in favor. Paul Dunlevy absent.
6/10/10	Motion to Terminate Membership of Michael Liveray
Calabrese	Motion: Louis Goldsman; Second: Mark Jon
	Vote: 9-0 in favor.



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

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

Date: July 1, 2010

Subject: North Atlantic RVP Pre-Meeting Report for July 9-11, 2010 BOD Meeting.

Travel & Expenses:

- Chapter Congress Dallas TX March 5-7, 2010 Transportation Expenses \$137.88
- Annual & BOD Meet. Greenville, SC March, 19-21 2010 Transportation Expenses \$81.82
- BOD Meeting Chicago IL July 9-11, 2010 Air Fare \$244.90
- Vintage at Saratoga Patroon Chapter NY July 17-18, 2010 Lodging Expense \$246.42
- PVGP July 23-26, 2010 Air Fare, Hotel & Transport Expenses \$546.05
- O'Fest Elkhart Lake WI August 22-28, 2010 Air Fare Expense \$222.90

Planned Travel: O'Fest Elkhart Lake WI August 22-28

RVP Discretionary Funds: No Disbursements'

Newsletter Delinquencies: Four Pending as of this Report.

Relevant Notes:

- Regional Conference Call "Dealing with the Dealers" June 21, 2010 13 persons attended the Call.

Respectfully submitted,

John E. Sullivan



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

July 8, 2010

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

From: Michael Lingenfelter, North Central Regional VP

Subject: Pre-Meeting Report, July 2010 Board Meeting

Chapter Highlights: Bluegrass Bimmers had sufficient late HPDE registrants to break even (or come close), such that \$7,500 loan from national office can be repaid. Both Bluegrass and Hoosier chapters recognize need to join forces (co-chair single HPDE) in 2011.

\$1,000 of RVP discretionary funds was committed to Allegheny, Buckeye and Northern Ohio chapters in bridge budget gap for BMW corral at ALMS race at Mid-Ohio in August.

Completed Travel:

03/20/10 National board meeting (Greenville SC) [\$414.30]
04/25/10 Hoosier Chapter TRSS (Indianapolis IN) *
05/01/10 Windy City Chapter driving school (Joliet IL) *
05/16/10 Michiana autocross (South Bend IN) [\$143.00]
05/22/10 St Louis Chapter TRSS (Madison IL) [\$397.87]
05/29/10 Heart of Dixie Chapter driving school (Birmingham AL) *
06/12/10 Iowa Chapter ITS (Council Bluffs IA) [\$707.68]
06/17/10 Bluegrass Bimmers driving school (Greencastle IN) *
06/24/10 Windy City Chapter driving school (South Haven MI) *

* no travel expensed

The amount of funds used from my travel allowance is \$1,662.85 for the reported period and \$2375 YTD (specific amounts for each expensed travel this period noted above).

Planned Travel:

07/10/10 National board meeting (Chicago IL)
07/24/10 Allegheny Chapter Pittsburgh Vintage Grand Prix (Pittsburgh PA)
08/07/10 Buckeye/Northern Ohio/Allegheny Chapters ALMS Corral (Mansfield OH)
08/24/10 Oktoberfest (Elkhart Lake WI)
09/11/10 Kansas City/Sunbelt Chapters driving school (Cleveland OK) *
09/18/10 Motor City driving school (Grand Rapids MI) *
09/25/10 National board meeting

* no travel expenses planned

Conference Calls (notes available upon request):

03/22/10 NCR chapter presidents; nurturing dealership relationships
04/26/10 NCR chapter presidents; learning points from chapter congress case studies
05/24/10 NCR chapter presidents; chapter newsletters' impact on member retention
06/28/10 NCR chapter presidents; club's target demographic(s) going forward

05/17/10 National membership committee; committee launch (attempt #1)
06/01/10 National membership committee; committee launch (attempt #2)
06/15/10 National membership committee; mission statement and objectives
06/28/10 National membership committee; objectives (finalize), division of labor

Regards,

Mike



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

July 8, 2010

To: Board of Directors, BMW CCA
Executive Director, BMW CCA
From: Jeff Cowan, Pacific Region RVP
Subject: Pre-Meeting Report, July 2010 Board Meeting

Chapter Issues:

- Club Race scheduling/hosting within CA chapters – have advised these chapters to escalate within the CR organization.
- Street Survival reimbursement policy change is a general concern shared by many chapters.

Delinquent Newsletter status

- Hawaii chapter not responding. Last heard from them in April. They were “working on it”.
- Roadrunner claims to have mailed several newsletters in the last year but cannot produce copies for National. Editor has gone silent. I’m working with them on this.

Completed Travel:

03/20/10 National board meeting, Greenville SC [\$128.18 - no air/hotel]
06/27/10 Puget Sound Chapter E30 Picnic, Tacoma WA [\$622.60]

Total amount of funds used from my travel allowance is \$750.78.

Planned Travel:

07/10/10 National board meeting (Chicago IL)
08/13/10 CCC/GGC Concours and Festorics (Monterey CA)
08/24/10 Oktoberfest (Elkhart Lake WI)
09/25/10 National board meeting
10/01/10 Regional Event: 9-chapter driving school (Las Vegas, NV)

Discretionary funds used to date: None

Discretionary funds planned:

07/17/10 Portland NASCAR Corral/Pro3 Race - Puget Sound/Oregon chapters - \$500
08/13/10 Regional Event: CCC/GGC Concours and Festorics: Amount TBD
10/01/10 Regional Event: Las Vegas 9-chapter driving school: Amount TBD

Regards,

Jeff Cowan



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

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

Date: July 1, 2010

Subject: South Central RVP Pre-Meeting Report for July 9-11 2010 Board Meeting

Completed Travel & Expenses:

March 5-7, 2010 Chapter congress – Dallas, Texas \$622.80*

March 19-21, 2010 Annual Board Meeting - Greenville SC \$948.11*

*(includes air fare for both Bruce Hazard and Mark Doran)

RVP Discretionary Funds – None

Newsletter Delinquencies – Bayou 100 days, Smoky Mountain 92 days

Planned Travel

August 22-28, 2020 O’Fest Elkhart Lake WI

DEC – See report from Neil Maller

Respectfully submitted
Mark Doran

From: MDoran [Mark@ChoiceBizOps.com]

Sent: Thursday, July 01, 2010 1:57 PM

To: Bruce Hazard; JR Schneider; Louis Goldsman; M Calabrese; Lingenfelter; 'Paul Dunlevy'; Jsullivan; Jeff Cowan

Cc: Frank Patek

Subject: RE: Discussion topics South Central Pre-Meeting Report 7/1/10

Attachments: South Central rvp pre meeting report July 2010.docx

All

Pre-Meeting Report Attached

I would like a few minutes next weekend under new business to discuss the following issues/ideas:

1) Recommendation that Frank budget and plan for a Club “director of communications” as a permanent position on national staff. To implement overall communications strategy to aid in retention and recruitment, as well as, chapter support.

a) Launch regional or multiple chapter newsletters program where smaller chapters can provide content and calendar data. National director of communications can produce and mail timely (monthly 2nd and 3rd quarter and every other month over the winter) a consistent and professional newsletter on behalf of chapters participating. Advert revenue can supplement national budget. Roundel staff can be source of quality content.

b) Launch and maintain single or multiple chapter email updates similar to the constant contact e-newsletters used by many chapters. Timely tasteful LOCAL updates keep members in touch with chapter. Director will need to proactively “extract” calendar and local information from chapter leadership.

c) This person can “push” the use of CCA forums and can take over much of the internet posting and “tweeting” currently on Frank’s plate. Making the buzz buzz so to speak.

2) It has come to my attention the glove box insert into new cars is no longer being used, as I understand this is a budget issue at BMW NA. I’m fearful that our attempt to get data to mail trial membership offer to CPO car buyers may well be DOA at BMW NA. This is likely due to a perception issue we inadvertently created, only time will tell. I would like to recommend that we complete the “best of Roundel” issue project underway and then convert this along with any other multimedia (beginnings of BMW CCA for example) and BMW CCA website content to a CD, produce a catchy jacket and provide this to BMW NA as a replacement for the old glove box insert. We can provide a trial membership offer on the jacket and in the CD content. This marketing piece has many potential uses we can discuss.

Thanks for your consideration.

See you all in Chicago!

Mark Doran

South Central RVP BMW CCA

[BMW CCA](#)



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

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

Date: June 29, 2010

Subject: South Atlantic RVP Pre-Meeting Report for July 10 and 11 meeting

Puerto Rico Chapter has been delinquent on their newsletter and chapter financial reports for quite some time. I have tried unsuccessfully to get the situation corrected. Emails have gone unanswered for months. Their website is over a year out of date. I talked to the two representatives that they sent to the conference earlier this year but with no apparent success. I am afraid that they have dropped below critical mass and don't have enough interest to support a chapter. Orlando Martin, the chapter president, responded to my final notice this week. His response did not indicate any firm commitment of a date for compliance.

First Coast chapter is getting their house in order. They have been publishing a newsletter, it just hasn't gotten to the correct pigeonhole at the National Office.

I am working with the Blue Ridge chapter to get chapter affiliations shuffled between them, Tidewater, National Capital and Tarheel.

Travel & Expenses

Mileage to Greenville for March Board Meeting

RVP Discretionary Funds – None

Newsletter Delinquencies – None

Planned Travel

July 9 - 11 – Chicago Board of Directors Meetings

August 21 - 29 Elkhart Lake Octoberfest

Respectfully submitted,

Paul Dunlevy



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

Re: July 10, 2010 Board Meeting

DATABASE/WEBSITE/OPERATIONS

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

See attached appendix a

Roundel

We are working with Satch and Worthwhile to provide *Roundel* a larger presence on the CCA website. We need to find ways to make the Club and *Roundel* more relevant electronically. Having missed the forums craze our best option is to become “the” voice of the BMW community both in print and electronically.

CHAPTER SERVICES

Byron McCauley and SueAnn Meskell are leading a team of volunteers to finish the chapter toolbox. They are making good progress and the toolbox should be available soon.

Retention and Recruitment Committee is meeting bi monthly via conference call and working hard to put together a comprehensive package for membership recruitment and retention.

PBM Graphics which had been contracted to provide newsletter printing and template services has failed to deliver on any of their promised services. This is no longer a viable option for our chapters. National Office will look into other service providers.

2011 DEC CONGRESS

We are exploring sites in Dallas and Denver for the DEC Congress the weekend of March 5, 2011

OKTOBERFEST 2010

The Osthoff Resort and neighboring Seibkens Resort are sold out. Club Racers are beginning to slowly fill. Badger Bimmers are to be commended for their hard work and club spirit!

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

OKTOBERFEST 2011

Renaissance Ross Bridge Resort will be the host hotel. It is a large self contained property with a spa, golf course and upscale lodging.

REGIONAL EVENTS

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

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

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

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

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

Monterey Historics Weekend

The West Coast Concours – Legends of the Autobahn Regional Status already approved. This event is on track to be larger than last year and to become the German Marque Concours event on the peninsula. The Mercedes Benz Club of America and Porsche Club of America will join us for this event at Rancho Canada Country Club in Carmel Valley.

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

AFFINITY/MEMBER BENEFIT PROGRAMS

MedJet MedJet arranges transport home for their insureds wherever and whenever they fall ill. BMW CCA will now offer this service at a discount to our members.

PartnersFirst Credit Card Program formally launched in mid January 2009. As of March 2010 1651 CCA members carried the Affinity Card, as of June 30, 2010 1858 members carry the card for a total pick up of 207. Currently 1092 accounts are active. The relationship with PartnersFirst has been very positive as they work to assist us in the development of chapter events and to increase membership. To date 850 members have received membership extensions from PartnersFirst, those one year membership extensions have brought in approximately \$38,640 in additional revenue.

Outstanding balances are \$2,705,848.00 or average per person \$2477.00

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

Liberty Mutual began offering the BMW Performance Insurance Program to CCA Members in February of 2009 and at this point have sold 306 policies to Club Members. Liberty Mutual has renewed its agreement with BMW CCA for 2010, and committed to six full page ads in Roundel as well as providing sponsorship to three BMW CCA Regional Events and O'fest. Liberty Mutual will do a minimum of two direct mail campaigns this year.

Roadside Assistance has been available through Nations Safe Driving since November 2008. Program cost is \$3.00 per member per month or \$36.00 per year and provides coverage for the member, spouse and up to three children.

As of **December 31, 2009 1,021** members had **upgraded to Premier Membership.**

As of **March 15, 2010 1,216** members had **upgraded to Premier Membership, an increase of 195**, or an average 2.6 per day.

As of **June 30, 2010 1552** members had **upgraded to Premier Membership, an increase of 336**, or an average of 3.08 per day.

High Performance Driving Event Insurance is now being offered to BMW CCA Members through Lockton Affinity. The affordable single-event, physical damage insurance offered by this program can be used as a valuable tool to attract new drivers to our events that are concerned

about their insurance coverage for track events and retain our current driving enthusiast members that are affected by auto policy exclusions. This coverage is available at a 9% discount to BMW CCA members attending BMW CCA events.

Sales for 2010 are as follows:

Jan-10	21
Feb-10	13
Mar-10	20
Apr-10	77
May-10	136
Jun-10	74
Jul-10	9
2010 total	350

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

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

MEMBERSHIP

Over the last few months staff has aggressively campaigned to bring lapsed members back to the Club. Using a combination of special gifts and rates we have managed to bring back 949 members.

See attached appendix b

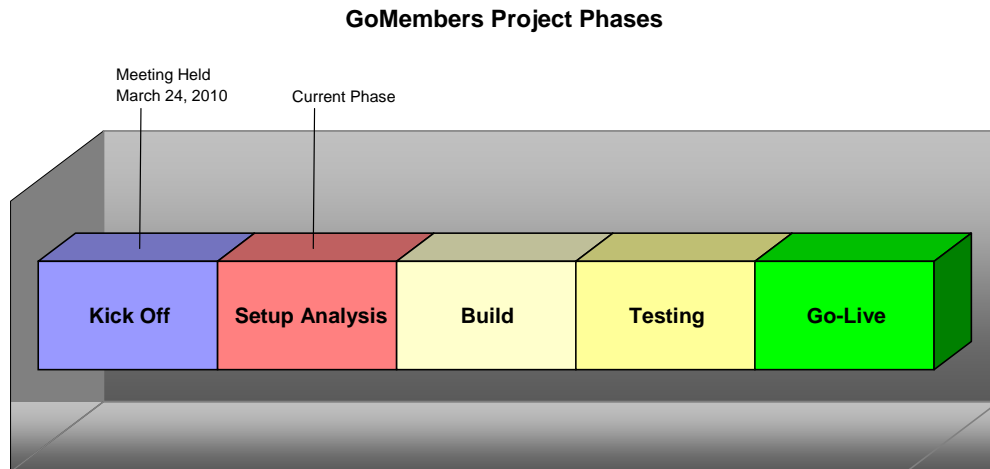
Family Membership: with board approval this new category of membership is ready launch. For one flat price members will receive roadside assistance and up to 4 associates in their membership package.

RAFFLE

Raffle sales began April 1, 2010 and got off to a very robust start, however in the last few weeks they have waned considerably. An additional hard mailing has been sent to a segment of the list and multiple e mails will be sent between now and the deadline to purchase tickets. As of July 7, 2010 we have sold 16,626 tickets.

IT Update

Membership Database – GoMembers



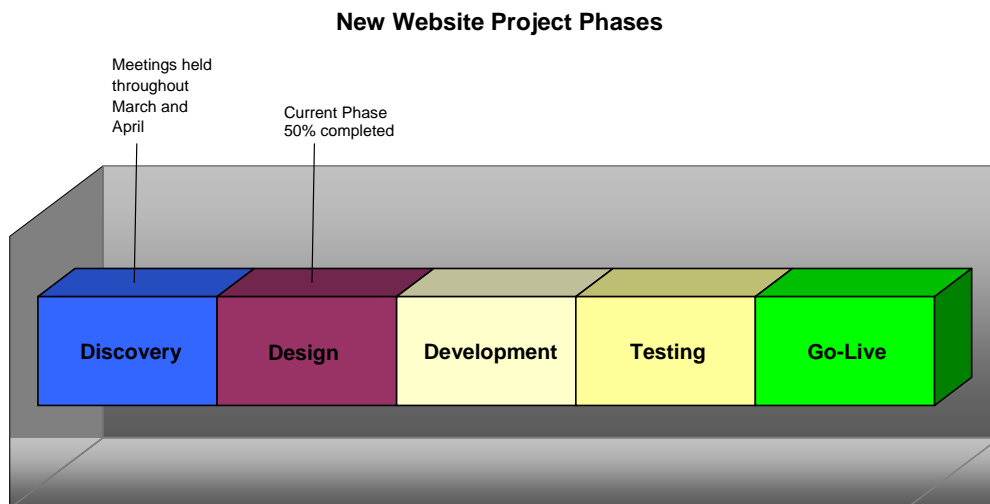
- **Kick off**
 - The kick off meeting was held on March 24, 2010. Missy Parvis, our GoMembers Project Manager, explained each of the phases and provided a description of each module of the software.
- **Setup Analysis**
 - We are currently in this phase. The first step in this phase was to complete a lengthy questionnaire that covered a wide range of topics related to how we conduct club business. Everyone in the office contributed to the questionnaire, and it was completed and sent to Missy on April 15, 2010.

After Missy had a chance to review our questionnaire we were introduced to David Benson, our GoMembers Setup Analyst. He led us through several meetings where we dove more deeply into the business of the Club and identified areas of the software that would require modification. All of this information was compiled by David into the Setup Analysis Document. This document is currently being reviewed by GoMembers and will be submitted to us for our approval on Tuesday, July 6, 2010.

The Setup Analysis Document will contain the results of all of our meetings with David and will list the necessary modifications and price estimates. The final step of Setup Analysis is for us to approve the document and indicate the modifications with which we would like to proceed.

- **Build**
 - Installation of software, initial database setup, and data migration will be completed during the Build step. A server to store the data and run the backend software has already been configured. The GoMembers database and related software have already been installed. After approval of the Analysis document we will continue to the data migration. We will continue to work on the migration process until it is perfected and the data is correct in GoMembers. This phase ends when the initial data conversion is complete.
- **Testing**
 - This phase is the opportunity for us to test the software and to conduct training. A second data migration will be conducted (using the same process perfected in the previous phase).
- **Go-Live**
 - One final data conversion will be conducted prior to officially beginning use of GoMembers. We will be provided 20 hours of post-Go-Live priority support.

New Website – Worthwhile



- **Discovery**
 - Chris Rackley and his team from Worthwhile met with us several times throughout March and April to gain a better understanding of the Club and to learn about our needs for the new website. They also attended a Sandlapper Chapter meeting and spoke with members about their needs and desires for the website.
- **Design**
 - The current phase of the project. In this phase Worthwhile creates wireframe layouts and actual page designs for the website. At each step we provide our feedback keeping in mind the types of

requests, concerns, and problems members have with the current site. After much investigation and given the need for strong security based on a website user's role, we decided to use Drupal as the backend.

- **Development**

- Worthwhile will take the approved designs from the previous phase and go to work on implementing the site in code.

This phase is directly dependent upon the progress of the GoMembers project. The website will be extensively integrated with the GoMembers database. The integration of everything from logging on to renewing a membership or purchasing a sticker set will have to be programmed. Worthwhile will not be able to proceed into the development phase until after the Build phase of the GoMembers project has been completed.

- **Testing**

- Website testing will be done by Worthwhile, the National Office, and a small group of local Club members selected to be testers. Specific tasks such as joining the club, finding out membership rates, changing personal information, etc. will be tested for functionality, and ease of use. Testing is estimated to last 2 – 3 weeks.

- **Go-Live**

- Website Launch! This must coincide with the Go-Live of GoMembers.

Affinity - Broker Check Summary

Nation Safe Drivers

800 Yamato Road #100
 Boca Raton, FL 33431
 Phone: 561-226-3600
 Fax: 561-226-3625

From: 1/1/2010 To: 6/30/2010

For All Brokers, All States, for Agent 42723, for Agent 42723, All Products

Agent # 42723 BMW CAR CLUB OF AMERICA 105 WALNUT STREET, LAWRENCEBURG IN 47025

Dealer Code:

Member #	DOS	EFF	Plan	Insured's Name	City State	Vehicle Info	Service Type	Srvc Mls	Amount
154240365	04/16/10	04/01/10	C	AGNELLO, MARK	ALLENTOWN, NJ	95 BMW 525i Stati	ORG-FB	0	\$96.18
154240279	02/17/10	02/01/10	C	ALLEYNE, SAMUEL	ELIZABETH, NJ	96 CHEV express	ORG-FB	0	\$212.50
154240463	12/06/09	12/01/09	C	ALVARADO, OSCAR	MILFORD, PA	03 BMW 330 DI	ORG-WIN	0	\$75.00
154240297	09/08/09	09/01/09	C	AOUAD, RONY	ROUND ROCK, TX	03 BMW X5	ORG-MTW	0	\$113.95
154240297	06/05/10	06/01/10	C	AOUAD, RONY	ROUND ROCK, TX	03 BMW x5	ORG-FB	0	\$125.60
154240996	03/26/10	03/01/10	C	APELGREN, ROBERT	MIDDLEBURG, FL	00 BMW 740i	ORG-FB	0	\$110.20
154240092	05/27/10	05/01/10	C	ASTROM, DUSTIN	WESTMINSTER, CO	04 BMW 330	ORG-FB	0	\$97.00
154240422	05/19/10	05/01/10	C	BARNETT, MARVIN	PULASKI, TN	00 ROVR Discovery	ORG-FB	0	\$75.00
154240891	03/04/10	03/01/10	C	BENNETT, JOSEPH	SAMMAMISH, WA	01 BMW 740i	ORG-JS	0	\$90.40
154240447	01/19/10	01/01/10	C	BHATLA, SUMIT	COLUMBUS, OH	05 BMW M3	ORG-JS	0	\$50.54
154240244	04/15/10	04/01/10	C	BIRDSONG, JACY	NORTHAMPTON, MA	88 BMW 528E	ORG-FB	0	\$146.50
154240049	12/24/09	12/01/09	C	BORCHARDT, JULIA	SAN JOSE, CA	01 BMW 330CI	ORG-FB	0	\$63.45
154240069	01/26/10	01/01/10	C	BUCKLEY, KEITH	CHAPEL HILL, NC	94 FORD Ranger	SUP-LDT	0	\$9.90
154241214	06/17/10	06/01/10	C	BULLARD, TOM	CHARLOTTE, NC	02 BMW M3	ORG-FB	0	\$57.95
154240893	05/04/10	05/01/10	C	BUTLER, WILLIAM	ATLANTA, GA	02 BMW 330i	ORG-FB	0	\$60.98
154240076	04/26/10	04/01/10	C	BYE, RICHARD	AUSTIN, TX	98 BMW M3	ORG-FB	0	\$54.10
154241045	04/27/10	04/01/10	C	CALVIN, DICK	NEW FAIRFIELD, CT		SUP-TOW REIMB	0	\$113.00
154241045	04/27/10	04/01/10	C	CALVIN, DICK	NEW FAIRFIELD, CT		SUP-Voided-1927595: SUP-0	0	\$113.00
154241045	04/27/10	04/01/10	C	CALVIN, DICK	NEW FAIRFIELD, CT		SUP-Voiding-1927595: SUP-0	0	(\$113.00)
154241045	06/03/10	06/01/10	C	CALVIN, DICK	NEW FAIRFIELD, CT	01 volswagen golf	ORG-JS	0	\$55.94
154240031	09/19/09	09/01/09	C	CAMPBELL, JOHN	OMAHA, NE	87 BMW 325IS	ORG-TOW	0	\$115.45
154240675	04/27/10	04/01/10	C	CARTER, DAVID	DENVER, CO	90 BMW 325	ORG-TC	0	\$48.60
154240919	03/16/10	03/01/10	C	CELLINO, PETER	NIANTIC, CT	05 BMW 645ci	ORG-FB	0	\$109.10
154240919	03/26/10	03/01/10	C	CELLINO, PETER	NIANTIC, CT	08 BMW 335ci	ORG-FB	0	\$88.75
154240783	04/23/10	04/01/10	C	CLARK, JOSEPH	SAN DIEGO, CA	02 BMW 325i	ORG-FB	0	\$59.05
154240531	06/12/10	06/01/10	C	CLEM, CHRIS	SAINT LOUIS, MO	01 JEEP grand cher	ORG-FB	0	\$96.45
154241007	04/19/10	04/01/10	C	COALWELL, AARON	ACWORTH, GA	99 BMW 540i	ORG-FB	0	\$76.10
154240306	03/14/10	03/01/10	C	COONS, KENNETH	HAMDEN, CT	99 FORD vx2	ORG-LDT	0	\$79.40
154240306	04/12/10	04/01/10	C	COONS, KENNETH	HAMDEN, CT	99 FORD escort zx2	ORG-LDT	0	\$90.40
154240925	05/23/10	05/01/10	C	COOPER, PAUL	BRIDGETON, MO	04 BMW 352 i	ORG-TC	0	\$62.90
154240806	02/26/10	02/01/10	C	CRAIG, MURRAY	LONGWOOD, FL	03 BMW 530i	ORG-JS	0	\$48.60
254240023	03/04/10	03/01/10	C	CRAWFORD, HARRY	BRADENTON, FL	03 BMW 325	ORG-JS	0	\$48.60
154241133	05/13/10	05/01/10	C	DARROW, SHARON	LAS VEGAS, NV	89 BMW 535	ORG-GOA	0	\$42.00
254240002	01/07/10	01/01/10	C	DELMONTE, FRANK	LAKEWOOD, CO	00 VOLVO V70	ORG-TOW	0	\$124.50
154240178	03/01/10	03/01/10	C	DRESSLER, TOM	VIENNA, VA	76 BMW 2002	ORG-FB	0	\$54.10
154240178	04/05/10	04/01/10	C	DRESSLER, TOM	VIENNA, VA	95 DCTI 900	ORG-MT	0	\$160.80
154240126	05/28/10	05/01/10	C	DUKES, PHILIPPE	MOUNTLAKE TERRACE, WA	00 BMW 323	ORG-FB	0	\$95.62
154240112	12/22/09	12/01/09	C	ECLARINAL, HAZEL	VIRGINIA BEACH, VA	00 BMW 323i	ORG-FB	0	\$81.60
254240033	02/15/10	02/01/10	C	ERICKSON, JAMES	JOHNS CREEK, GA	99 AUDI a4	ORG-FB	0	\$100.58
154240590	04/10/10	04/01/10	C	ERKERT, RICHARD	PALOS HEIGHTS, IL	99 FORD explorer	ORG-TC	0	\$94.25
154240737	05/13/10	05/01/10	C	FERNANDES, VALERIE	NORTH LAURENDRATE, FL	00 HOND civic	ORG-LDT	0	\$77.75
154240737	05/18/10	05/01/10	C	FERNANDES, VALERIE	NORTH LAURENDRATE, FL	00 HOND civic	SUP-LDT	0	\$5.50
154240737	05/26/10	05/01/10	C	FERNANDES, VALERIE	NORTH LAURENDRATE, FL	00 HOND CIVIC	ORG-LDT	0	\$54.10
154240486	03/12/10	03/01/10	C	FLAMM, BARRY	ARLINGTON, MA	01 BMW 330xi	ORG-FB	0	\$54.10
154240509	03/28/10	03/01/10	C	FLETCHER, COLIN	EULESS, TX	00 BMW 540i	ORG-FB	0	\$85.45
254240003	05/12/10	05/01/10	C	GERSH, WAYNE	POUND RIDGE, NY	06 BMW 325xi	ORG-TC	0	\$50.80
154240612	02/12/10	02/01/10	C	GRANT, RICK	ALEXANDRIA, VA	99 ACUR cl 3.0	ORG-TC	0	\$73.62

Affinity - Broker Check Summary

Nation Safe Drivers

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For All Brokers, All States, for Agent 42723, for Agent 42723, All Products

154240612	03/08/10	02/01/10	C	GRANT, RICK	ALEXANDRIA, VA	99 ACUR cl 3.0	SUP-TC	0	\$13.48
154241083	05/06/10	05/01/10	C	GREEN, MICHELLE	MIDLAND, TX	04 BMW X5	ORG-FB	0	\$91.50
154240500	05/17/10	05/01/10	C	GREVE, JOHN	WORTHINGTON, OH	02 HOND Odyssey	ORG-LDT	0	\$56.58
154240847	06/14/10	06/01/10	C	GUDAUSKAS, GEORGE	WASHINGTON, DC	05 MINI cooper	ORG-TC	0	\$53.00
154240203	04/10/10	04/01/10	C	HASSE, DONALD	WYOMING, OH	00 HOND accord	ORG-LDT	0	\$56.30
154240587	12/22/09	12/01/09	C	HAUBRICH, MATT	AMES, IA		SUP-TOW REIMB	0	\$181.90
154240587	01/13/10	01/01/10	C	HAUBRICH, MATT	AMES, IA	01 BMW 330CI	ORG-FB	0	\$171.58
154240721	02/15/10	02/01/10	C	HUNTER, TANNER	MANKATO, MN	01 BMW M5	ORG-WIN	0	\$130.00
154240456	10/03/09	10/01/09	C	HYLTON, CLEVE	JAMAICA, NY	99 HONDA ACCORD	ORG-TOW	0	\$63.96
154240456	06/07/10	06/01/10	C	HYLTON, CLEVE	JAMAICA, NY	01 BMW 330 ci	ORG-FB	0	\$64.00
154240691	04/16/10	04/01/10	C	JACKSON, ANDREW	BOCA RATON, FL	84 BMW 318i	ORG-FB	0	\$105.80
154240535	01/31/10	02/01/10	C	JOHNSON, DAN	SONOMA, CA	01 BMW M3	ORG-FB	0	\$93.70
154240535	03/30/10	03/01/10	C	JOHNSON, DAN	SONOMA, CA	01 BMW M3	ORG-FB	0	\$124.50
154240535	04/02/10	04/01/10	C	JOHNSON, DAN	SONOMA, CA	01 BMW m3	ORG-FB	0	\$115.70
154240535	04/05/10	04/01/10	C	JOHNSON, DAN	SONOMA, CA	01 BMW M3	ORG-FB	0	\$124.50
154240714	03/30/10	03/01/10	C	JOHNSON, MORDECAI	ALEXANDRIA, VA	95 BMW 325i	ORG-FB	0	\$57.95
154240035	04/26/10	04/01/10	C	JORGE, DOM	CAMBRIDGE, MA	01 BMW 325	ORG-FB	0	\$59.05
354240040	04/11/10	04/01/10	C	KOHN, RICK	WINCHESTER, MA	68 CHEV Camero	ORG-JS	0	\$102.50
154240796	02/07/10	02/01/10	C	KRUMSKE, WILLIAM	WASHINGTON	01 BMW 530 i	ORG-WIN	0	\$69.50
154240796	04/14/10	04/01/10	C	KRUMSKE, WILLIAM	WASHINGTON	01 BMW 530i	ORG-JS	0	\$67.85
354240075	03/25/10	03/01/10	C	LARSON, MARK	MILLER PLACE, NY	02 CHRY town and c	ORG-LDT	0	\$64.00
154240461	02/01/10	02/01/10	C	LIAO, DONGWEI	BELMONT, CA	87 BMW 325i	ORG-JS	0	\$69.50
154240461	03/29/10	03/01/10	C	LIAO, DONGWEI	BELMONT, CA	87 BMW 325is	ORG-LDT	0	\$54.10
154240461	03/16/10	03/01/10	C	LIAO, DONGWEI	BELMONT, CA	87 BMX 325is	ORG-JS	0	\$50.80
154240658	12/23/09	12/01/09	C	LIGGETT, KEITH	SOMERS, CT	04 ACUR tsx	ORG-LDT	0	\$75.28
154240574	02/15/10	02/01/10	C	LUKES, MICHAEL	BELLEVUE, NE	04 BMW 330 xe	ORG-TC	0	\$119.00
154240863	04/10/10	04/01/10	C	MALLOY, PETER	CHICAGO, IL	90 BMW 325 is	ORG-FB	0	\$69.50
154240956	05/08/10	05/01/10	C	MASON, TONY	LAUREL, MD	98 BMW M3	ORG-TC	0	\$48.60
154240986	03/21/10	03/01/10	C	MAYS, RICH	SAVANNAH, GA	00 BMW 528 Wagon	ORG-FB	0	\$143.20
154240620	01/07/10	01/01/10	C	MCBRIDE, MICHAEL	BERKELEY, CA	02 BMW x5	ORG-FB	0	\$58.50
154240646	03/01/10	03/01/10	C	MCDOUGALL, MATTHEW	WATSONVILLE, CA	92 JEEP CHEROKEE	ORG-LDT	0	\$94.80
154240935	03/29/10	03/01/10	C	MCGEE, LINDA	UPPER MARLBORO,	03 BMW X5	ORG-FB	0	\$113.50
154240176	04/18/10	04/01/10	C	MCGLOTHLIN,	MOUNT VERNON,	03 BMW 325i	ORG-LO	0	\$54.38
254240030	01/03/10	01/01/10	C	MCLEAN, KEITH	WASHINGTON, DC	03 BMW 330i	ORG-TOW	0	\$47.50
154240788	02/22/10	02/01/10	C	MEDINA, MIGUEL	QUINCY, MA	02 BMW M3	ORG-FB	0	\$80.78
154240296	01/04/10	01/01/10	C	MILOVANOV, NICKOLAY	FUQUAY VARINA,	00 AUDI a4	ORG-FB	0	\$75.55
154240296	01/06/10	01/01/10	C	MILOVANOV, NICKOLAY	FUQUAY VARINA,	00 AUDI A4	ORG-FB	0	\$68.95
154241098	05/18/10	05/01/10	C	MONTE, NICK	FT LAUDERDALE, FL	04 BMW 325i	ORG-JS	0	\$46.40
154240213	04/30/10	05/01/10	C	MONTUE, CORETTA	CROFTON, MD	98 BMW 323 1c	ORG-FB	0	\$64.00
154240129	03/13/10	03/01/10	C	MYLES, DANIEL	PORTLAND, OR	05 BMW 445	ORG-FB	0	\$90.68
154240836	01/16/10	01/01/10	C	NEUNER, DAVID	LAKE OSWEGO, OR	06 BMW 650i	ORG-FB	0	\$70.60
354240078	04/14/10	04/01/10	C	NIGAM, RINKESH	BOSTON, MA	05 BMW M3	ORG-GOA	0	\$42.00
154240282	02/21/10	02/01/10	C	NOSKER, THOMAS	STOCKTON, NJ	97 BMW 318ti	ORG-FB	0	\$114.60
154240282	03/02/10	03/01/10	C	NOSKER, THOMAS	STOCKTON, NJ	97 BMW 327ti	ORG-FB	0	\$86.28
154240591	06/15/10	06/01/10	C	OCONELL, MARK	BELCHERTOWN, MA	03 BMW x5	ORG-FB	0	\$232.54
154240853	05/21/10	05/01/10	C	OSMINKIN, SERGIY	DANVERS, MA	03 BMW 525i	ORG-LO	0	\$48.60
154240637	02/02/10	02/01/10	C	PANTEZZI, TODD	GERMANTOWN, MD	04 FORD expo	ORG-FB	0	\$79.40
154240637	03/10/10	03/01/10	C	PANTEZZI, TODD	GERMANTOWN, MD	04 FORD expo	SUP-FB	0	\$61.05
154241087	05/16/10	05/01/10	C	PAPAFILIS, GEORGE	SAN FRANCISCO, CA	77 harley dav flh	ORG-MT	0	\$135.50
154241087	06/15/10	06/01/10	C	PAPAFILIS, GEORGE	SAN FRANCISCO, CA	92 BMW 325	ORG-JS	0	\$48.60
154240332	12/13/09	12/01/09	C	PARIS, JOEY	SANTA CLARA, CA	06 TOYOTA CAMRY	ORG-KEY	0	\$49.70

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154240749	04/28/10	04/01/10	C	PARIS, MICHAEL	MIAMI, FL	97 BMW 328i	ORG-FB	0	\$58.50
154240520	12/23/09	12/01/09	C	PETERSON, DAVID	CARNATION, WA	02 BMW x5	ORG-GOA	0	\$55.20
354240102	06/08/10	06/01/10	C	PIETERS, NIGEL	PLAINFIELD, NJ	BMW 740	ORG-JS	0	\$58.50
154240046	06/02/10	06/01/10	C	PRICE, LARRY	CHESTERFIELD, VA	93 CHEV S-10	ORG-LO	0	\$54.10
154240183	01/26/10	01/01/10	C	PUFKY, THOMAS	BINGHAMTON, NY		ORG-TOWING DISPATCH	0	\$75.00
154240899	04/03/10	04/01/10	C	QUILES, WILLIAM	MURPHY, TX	05 BMW 330i sedan	ORG-FB	0	\$65.92
154240899	04/09/10	04/01/10	C	QUILES, WILLIAM	MURPHY, TX	05 BMW 330i sedan	SUP-FB	0	\$4.95
254240038	05/05/10	05/01/10	C	RABIDEAU, EDWARD	STAFFORD, VA	96 BMW m3	ORG-FB	0	\$146.50
154240057	01/13/10	01/01/10	C	RAHMAN, SYED	SAINT PAUL, MN		ORG-R/A JUMPSTART DISPATCH	0	\$40.00
154240190	12/22/09	12/01/09	C	REIMAN, SCOTT	BELLE MEAD, NJ	97 BMW 325i	ORG-LO	0	\$60.70
154240406	06/11/10	06/01/10	C	REISSLAND, MONICA	ARLINGTON, VA	03 BMW X5	ORG-TC	0	\$48.60
254240071	03/06/10	03/01/10	C	RIYAZ, ZACHARY	FARMINGVILLE, NY	01 HYUN Alantra	ORG-TC	0	\$50.80
154240099	01/26/10	01/01/10	C	RUNDIO, GARY	DUBLIN, OH	01 BMW 530i	ORG-FB	0	\$72.80
254240076	06/13/10	06/01/10	C	RYAN, SEAN	SAINT PETERSBURG, FL	05 BMW 330	ORG-LO	0	\$46.40
154240191	06/25/09	06/01/09	C	RYSKIN, LEONARD	BELLE MEAD, NJ	98 HOND Accord	ORG-Reissue-ORG-1490111	0	\$41.62
154240724	04/20/10	04/01/10	C	SALVATORE, GREGORY	WALPOLE, MA	06 BMW 325xi	ORG-FB	0	\$157.50
154240408	06/08/10	06/01/10	C	SAMAYOA, CAMILO	EASTCHESTER, NY	01 BMW EX5	ORG-JS	0	\$48.60
154240408	06/08/10	06/01/10	C	SAMAYOA, CAMILO	EASTCHESTER, NY	01 BMW X5	ORG-FB	0	\$167.68
254240101	06/01/10	06/01/10	C	SARGENT, CHARLES	DALLAS, GA	01 BMW 325ci	ORG-FB	0	\$61.52
154241135	05/12/10	05/01/10	C	SCHAFF, JONATHAN	RICHMOND, VA	03 BMW M3	ORG-FB	0	\$73.90
154240562	02/27/10	02/01/10	C	SCHEPEL, ANDREW	FLEMINGTON, NJ		SUP-tow reimb	0	\$54.00
154240809	05/21/10	05/01/10	C	SCHLAEFLI, SCOTT	FORT WORTH, TX	96 TYTA Camry	ORG-LDT	0	\$54.10
154240564	04/23/10	04/01/10	C	SCHLOSSMAN, STEVEN	GREENVILLE, SC	96 BMW 318 ti	ORG-FB	0	\$54.10
154240476	12/21/09	12/01/09	C	SETO, PAUL	ELKRIDGE, MD	02 BMW X5	ORG-KEY	0	\$42.00
154240648	01/04/10	01/01/10	C	SIEVERS, JUSTIN	SAN JOSE, CA	90 BMW 535	ORG-FB	0	\$71.98
154240916	02/18/10	02/01/10	C	SMITH, JARROD	GREER, SC	00 BMW M-5	ORG-FB	0	\$131.10
154240514	02/24/10	02/01/10	C	STAEBLER, JAMES	GROVEPORT, OH	99 VLKS jetta	ORG-LDT	0	\$68.16
154240514	03/31/10	04/01/10	C	STAEBLER, JAMES	GROVEPORT, OH	99 VLKS jetta	SUP-LDT	0	\$11.77
154240514	05/11/10	05/01/10	C	STAEBLER, JAMES	GROVEPORT, OH	00 BMW 540i	ORG-LO	0	\$53.00
154240514	06/15/10	06/01/10	C	STAEBLER, JAMES	GROVEPORT, OH	93 FORD F150	ORG-LO	0	\$48.60
354240054	12/27/09	12/01/09	C	STEPHENS, JASON	HALETHORPE, MD		ORG-TOWING DISPATCH	0	\$75.00
154240909	05/10/10	05/01/10	C	STEWART, ROBERT	WILMINGTON, NC	04 BMW 745 li	ORG-FB	0	\$58.50
154240609	05/18/10	05/01/10	C	STIEGMAN, LLOYD	WASHINGTON, DC	02 MAZD miata	ORG-JS	0	\$53.00
154240655	12/30/09	01/01/10	C	STRACHMAN, DANIEL	FANWOOD, NJ	01 BMW 740 IL	ORG-FB	0	\$295.00
154240655	12/30/09	01/01/10	C	STRACHMAN, DANIEL	FANWOOD, NJ	01 BMW 740IL	ORG-LDT	0	\$65.10
154240404	02/04/10	02/01/10	C	STUKER, CHRISTOPHER	HAMPTON, NH	00 BMW 323CI	ORG-TOW	0	\$71.70
154240404	02/04/10	02/01/10	C	STUKER, CHRISTOPHER	HAMPTON, NH	04 BMW 325	ORG-GOA	0	\$42.00
154240256	01/27/10	01/01/10	C	SUAREZ, SOPHIA	ABERDEEN, MD	98 BMW 540 I	ORG-FB	0	\$92.88
154240310	03/02/10	03/01/10	C	SWAFFORD, ROBERT	CHICAGO, IL	87 BMW 635CSI	ORG-JS	0	\$53.00
154240768	03/14/10	03/01/10	C	SWEENEY, BRYON	FAIRFAX, VA	95 BMW 318pi	ORG-LDT	0	\$124.50
154240768	04/19/10	04/01/10	C	SWEENEY, BRYON	FAIRFAX, VA	95 BMW 318ti	ORG-FB	0	\$60.98
154240364	01/25/10	01/01/10	C	TAYAM, EUGENE	WEST CHESTER, PA	04 BMW X5	ORG-TC	0	\$48.60
154240657	01/28/10	01/01/10	C	TEO, JIAMING	ANDERSON, IN	00 BMW 232zi	ORG-FB	0	\$106.90
154240657	05/03/10	05/01/10	C	TEO, JIAMING	ANDERSON, IN	89 OLDS Cutlass	ORG-FB	0	\$73.35
154240168	04/18/10	04/01/10	C	TERWAY, FRANCIS	CEDAR PARK, TX	02 NSSN pathfinder	ORG-LDT	0	\$64.00
254240011	05/03/10	05/01/10	C	THORNBURG, WILLIAM	MECHANICSVILLE, VA	00 BMW 528i	ORG-FB	0	\$68.95
154240469	02/23/10	02/01/10	C	TOHA, JOSE	WASHINGTON, DC	98 BMW 528i	ORG-TC	0	\$49.70
354240008	12/27/09	12/01/09	C	TOWER, KARL	SHAMONG, NJ		ORG-TOWING DISPATCH	0	\$80.00
254240125	05/19/10	05/01/10	C	TRIANI, GEORGE	NEW CANAAN, CT	10 BMW 135	ORG-WIN	0	\$54.10
154240998	05/12/10	05/01/10	C	TYGHTER, JONATHAN	PROVIDENCE, RI	95 BMW 540i	ORG-FB	0	\$66.20
154240998	05/21/10	05/01/10	C	TYGHTER, JONATHAN	PROVIDENCE, RI	95 BMW 540i	ORG-FB	0	\$66.20

Affinity - Broker Check Summary

Nation Safe Drivers

800 Yamato Road #100
 Boca Raton, FL 33431
 Phone: 561-226-3600
 Fax: 561-226-3625

From: 1/1/2010 To: 6/30/2010

For All Brokers, All States, for Agent 42723, for Agent 42723, All Products

154240998	05/16/10	05/01/10	C	TYGHTER, JONATHAN	PROVIDENCE, RI	95 BMW 545	ORG-FB	0	\$70.60	
154240533	02/28/10	03/01/10	C	VEHLING, PATRICK	SAINT PAUL, MN	90 BMW 325i	ORG-FB	0	\$77.20	
154240420	01/18/10	01/01/10	C	VIGIL, LUIS	WESTLAND, MI	96 FORD f150	ORG-JS	0	\$50.52	
154240407	04/22/10	04/01/10	C	WALKER, DAVID	BEVERLY HILLS, MI	04 BMW 645	ORG-FB	0	\$81.32	
154240407	04/06/10	04/01/10	C	WALKER, DAVID	BEVERLY HILLS, MI	04 BMW 645ci	ORG-FB	0	\$54.10	
154240308	03/11/10	03/01/10	C	WALLACE, ROBERT	JACKSONVILLE, FL	02 BMW 540i	ORG-FB	0	\$68.95	
154240443	02/03/10	02/01/10	C	WATERMAN, DAVID	ARLINGTON, VA	05 BMW m3	ORG-JS	0	\$60.15	
154241058	05/21/10	05/01/10	C	WHIPPLE, ROBERT	CHEYENNE, WY	99 BMW 540	ORG-FB	0	\$60.98	
154241058	06/07/10	06/01/10	C	WHIPPLE, ROBERT	CHEYENNE, WY	99 BMW 540	SUP-FB	0	\$14.85	
154240851	04/12/10	04/01/10	C	WILLIAMS, LEE	CARY, NC	98 JEEP charokee	ORG-GOA	0	\$50.80	
154240946	02/18/10	03/01/10	C	WOODS, CHAD	VALLEY VILLAGE, RICHMOND, VA	02 BMW 330i	ORG-FB	0	\$66.48	
154240911	02/05/10	02/01/10	C	WRIGHT, BILL	RICHMOND, VA	02 vlkswagon jetta	ORG-LO	0	\$48.60	
154240911	04/09/10	04/01/10	C	WRIGHT, BILL	RICHMOND, VA	02 vlkswagon jetta	SUP-LO	0	\$9.62	
154240204	05/05/10	05/01/10	C	ZUCKER, CHARLES	BROOKLYN, NY	00 BMW 325xi	ORG-JS	0	\$50.80	
Sub Totals							Count	163	Amount	\$12,359.83
Sub Totals							Count	163	Amount	\$12,359.83
Grand Totals							Count	163	Amount	\$12,359.83

**BMW CCA Chapter Membership Report
June 2010**

	6/2010	3/2009	15-Month Change	% Change
1 Mountain State Chapter	111	98	13	13.3%
2 Old Hickory Chapter	290	262	28	10.7%
3 St Louis BMW Club	684	626	58	9.3%
4 Gulf Coast Chapter	201	185	16	8.6%
5 Illini BMW Chapter	222	206	16	7.8%
6 Heart of Dixie Chapter	501	468	33	7.1%
7 Bayou Chapter	464	440	24	5.5%
8 Smoky Mountain Chapter	202	192	10	5.2%
9 Pine Tree Chapter	210	201	9	4.5%
10 Houston Chapter	1,039	1,002	37	3.7%
11 Tarheel Chapter	2,374	2,320	54	2.3%
12 Hoosier Chapter	668	654	14	2.1%
13 North Star Chapter	1,009	988	21	2.1%
14 Genesee Valley Chapter	1,076	1,057	19	1.8%
15 First Coast Chapter	272	268	4	1.5%
16 Patroon Chapter	607	599	8	1.3%
17 New Jersey Chapter	2,390	2,382	8	0.3%
18 Pocono Mountain Chapter	173	173		0.0%
19 New York Chapter	2,415	2,418	-3	-0.1%
20 Nittany Bimmers Chapter	584	587	-3	-0.5%
21 White Mountain Chapter	569	573	-4	-0.7%
22 Sandlapper Chapter	800	808	-8	-1.0%
23 River City Bimmers	299	302	-3	-1.0%
24 Connecticut Valley Chapter	1,743	1,761	-18	-1.0%
25 San Diego Chapter	1,224	1,239	-15	-1.2%
26 Buckeye Chapter	1,135	1,151	-16	-1.4%
27 Windy City BMW	2,159	2,201	-42	-1.9%
28 NONUSA Chapter	361	369	-8	-2.2%
29 Florida Suncoast Chapter	1,020	1,043	-23	-2.2%
30 Boston Chapter	2,838	2,907	-69	-2.4%
31 National Capital Chapter	5,252	5,383	-131	-2.4%
32 Tejas Chapter	707	725	-18	-2.5%
33 Allegheny Chapter	573	588	-15	-2.6%
34 Central California Chapter	285	293	-8	-2.7%
35 New Mexico Chapter	335	345	-10	-2.9%
36 Lone Star Chapter	1,118	1,154	-36	-3.1%
37 Green Mountain Chapter	152	157	-5	-3.2%
38 Delaware Valley Chapter	1,774	1,842	-68	-3.7%
39 Rocky Mountain Chapter	1,544	1,606	-62	-3.9%
40 Golden Gate Chapter	3,968	4,134	-166	-4.0%
41 Peachtree Chapter	1,794	1,877	-83	-4.4%
42 Choo-Choo Bimmers Chapter	128	134	-6	-4.5%
43 Bluegrass Bimmers Chapter	438	461	-23	-5.0%
44 Michiana Chapter	488	515	-27	-5.2%
45 Sunshine Bimmers Chapter	542	573	-31	-5.4%
46 Badger Bimmers Chapter	859	910	-51	-5.6%
47 Northern Ohio Chapter	755	803	-48	-6.0%
48 Sonora Chapter	270	290	-20	-6.9%
49 Everglades Chapter	1,227	1,326	-99	-7.5%
50 Roadrunner Chapter	669	725	-56	-7.7%
51 Motor City Chapter	589	640	-51	-8.0%
52 Los Angeles Chapter	2,898	3,149	-251	-8.0%
53 Sunbelt Chapter	271	295	-24	-8.1%
54 Blue Ridge Chapter	944	1,028	-84	-8.2%
55 Wasatch Chapter	215	236	-21	-8.9%
56 Hawaii Chapter	275	310	-35	-11.3%
57 Kansas City BMW Club	563	638	-75	-11.8%
58 Sin City Chapter	199	231	-32	-13.9%
59 Sacramento Valley Chapter	508	596	-88	-14.8%
60 Puerto Rico Chapter	130	159	-29	-18.2%
61 Tidewater Chapter	864	1,068	-204	-19.1%
62 Iowa Chapter	417	527	-110	-20.9%
63 Puget Sound Chapter	2,205	2,895	-690	-23.8%
64 Missouri Valley Chapter	366	508	-142	-28.0%
65 Sierra Chapter	120	176	-56	-31.8%
66 Inland Empire Chapter	231	339	-108	-31.9%
Rattlesnake Chapter	79		79	
Oregon Chapter	623		623	

**BMW CCA Chapter Membership Report
June 2010**

		6/2010	5/2010	MTM Change	% MTM Change	New Members	% Total Members
1	National Capital Chapter	5,252	5,301	-49	-0.9%	52	1.0%
2	Golden Gate Chapter	3,968	4,007	-39	-1.0%	49	1.2%
3	Los Angeles Chapter	2,898	2,930	-32	-1.1%	47	1.6%
4	Boston Chapter	2,838	2,872	-34	-1.2%	16	0.6%
5	New York Chapter	2,415	2,423	-8	-0.3%	41	1.7%
6	New Jersey Chapter	2,390	2,386	4	0.2%	29	1.2%
7	Tarheel Chapter	2,374	2,377	-3	-0.1%	44	1.9%
8	Puget Sound Chapter	2,205	2,209	-4	-0.2%	38	1.7%
9	Windy City BMW	2,159	2,174	-15	-0.7%	17	0.8%
10	Peachtree Chapter	1,794	1,809	-15	-0.8%	15	0.8%
11	Delaware Valley Chapter	1,774	1,780	-6	-0.3%	16	0.9%
12	Connecticut Valley Chapter	1,743	1,732	11	0.6%	37	2.1%
13	Rocky Mountain Chapter	1,544	1,564	-20	-1.3%	9	0.6%
14	Everglades Chapter	1,227	1,238	-11	-0.9%	14	1.1%
15	San Diego Chapter	1,224	1,220	4	0.3%	21	1.7%
16	Buckeye Chapter	1,135	1,160	-25	-2.2%	7	0.6%
17	Lone Star Chapter	1,118	1,122	-4	-0.4%	26	2.3%
18	Genesee Valley Chapter	1,076	1,089	-13	-1.2%	7	0.7%
19	Houston Chapter	1,039	1,034	5	0.5%	15	1.4%
20	Florida Suncoast Chapter	1,020	1,032	-12	-1.2%	5	0.5%
21	North Star Chapter	1,009	1,018	-9	-0.9%	14	1.4%
22	Blue Ridge Chapter	944	943	1	0.1%	10	1.1%
23	Tidewater Chapter	864	859	5	0.6%	11	1.3%
24	Badger Bimmers Chapter	859	881	-22	-2.5%	12	1.4%
25	Sandlapper Chapter	800	805	-5	-0.6%	8	1.0%
26	Northern Ohio Chapter	755	776	-21	-2.7%	6	0.8%
27	Tejas Chapter	707	711	-4	-0.6%	5	0.7%
28	St Louis BMW Club	684	655	29	4.4%	39	5.7%
29	Roadrunner Chapter	669	672	-3	-0.4%	9	1.3%
30	Hoosier Chapter	668	665	3	0.5%	26	3.9%
31	Oregon Chapter	623	624	-1	-0.2%	12	1.9%
32	Patroon Chapter	607	605	2	0.3%	14	2.3%
33	Motor City Chapter	589	589		0.0%	19	3.2%
34	Nittany Bimmers Chapter	584	596	-12	-2.0%	6	1.0%
35	Allegheny Chapter	573	576	-3	-0.5%	6	1.0%
36	White Mountain Chapter	569	570	-1	-0.2%	11	1.9%
37	Kansas City BMW Club	563	569	-6	-1.1%	4	0.7%
38	Sunshine Bimmers Chapter	542	554	-12	-2.2%	3	0.6%
39	Sacramento Valley Chapter	508	518	-10	-1.9%	2	0.4%
40	Heart of Dixie Chapter	501	502	-1	-0.2%	7	1.4%
41	Michiana Chapter	488	482	6	1.2%	12	2.5%
42	Bayou Chapter	464	431	33	7.7%	36	7.8%
43	Bluegrass Bimmers Chapter	438	443	-5	-1.1%	4	0.9%
44	Iowa Chapter	417	425	-8	-1.9%	4	1.0%
45	Missouri Valley Chapter	366	402	-36	-9.0%	1	0.3%
46	NONUSA Chapter	361	360	1	0.3%	4	1.1%
47	New Mexico Chapter	335	343	-8	-2.3%	5	1.5%
48	River City Bimmers	299	301	-2	-0.7%	6	2.0%
49	Old Hickory Chapter	290	274	16	5.8%	26	9.0%
50	Central California Chapter	285	282	3	1.1%	5	1.8%
51	Hawaii Chapter	275	271	4	1.5%	4	1.5%
52	First Coast Chapter	272	274	-2	-0.7%	5	1.8%
53	Sunbelt Chapter	271	279	-8	-2.9%	3	1.1%
54	Sonora Chapter	270	277	-7	-2.5%	1	0.4%
55	Inland Empire Chapter	231	232	-1	-0.4%	3	1.3%
56	Illini BMW Chapter	222	199	23	11.6%	26	11.7%
57	Wasatch Chapter	215	217	-2	-0.9%	2	0.9%
58	Pine Tree Chapter	210	210		0.0%	3	1.4%
59	Smoky Mountain Chapter	202	193	9	4.7%	16	7.9%
60	Gulf Coast Chapter	201	199	2	1.0%	4	2.0%
61	Sin City Chapter	199	200	-1	-0.5%	2	1.0%
62	Pocono Mountain Chapter	173	172	1	0.6%	1	0.6%
63	Green Mountain Chapter	152	152		0.0%	1	0.7%
64	Puerto Rico Chapter	130	129	1	0.8%	3	2.3%
65	Choo-Choo Bimmers Chapter	128	131	-3	-2.3%		0.0%
66	Sierra Chapter	120	122	-2	-1.6%	1	0.8%
67	Mountain State Chapter	111	109	2	1.8%	2	1.8%
68	Rattlesnake Chapter	79	76	3	3.9%	3	3.8%

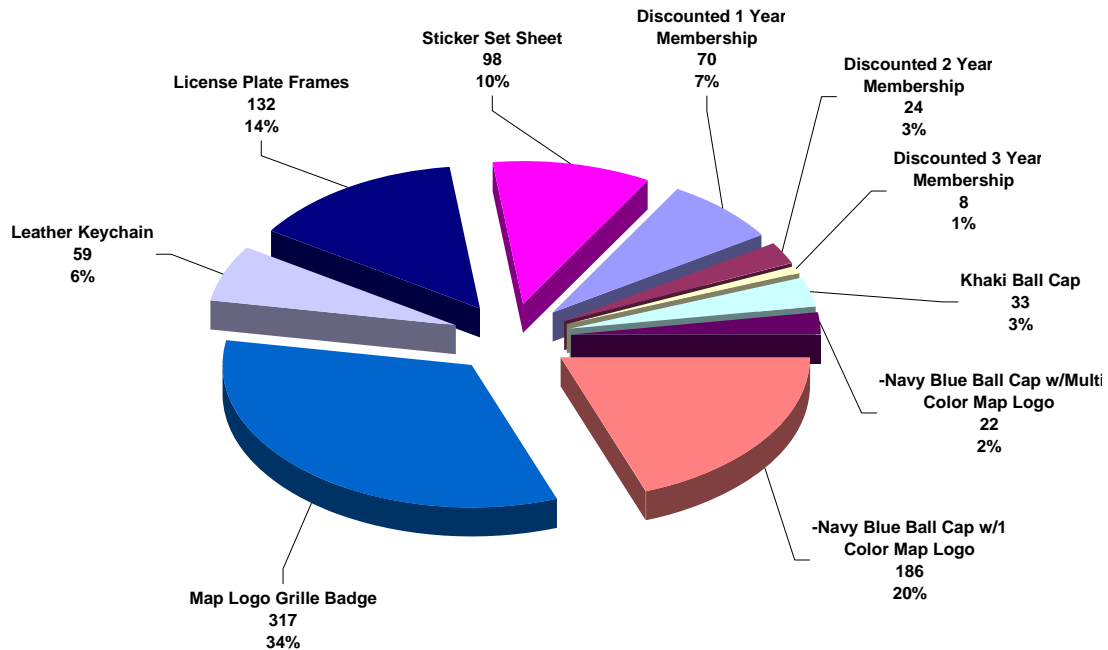
**BMW CCA Chapter Membership Report
June 2010**

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23 Motor City Chapter	589	589	0	0.0%	19	3.2%
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66 Northern Ohio Chapter	755	776	-21	-2.7%	6	0.8%
67 Sunbelt Chapter	271	279	-8	-2.9%	3	1.1%
68 Missouri Valley Chapter	366	402	-36	-9.0%	1	0.3%

Free Gift and Discounted Membership Offers

Members Who Received a Free Gift or a Discounted Membership for Joining Between 1/31/2010 and 6/30/2010

Offer	Count	Total Cost
Discounted 1 Year Membership	70	\$ 560.00 [†]
Discounted 2 Year Membership	24	\$ 264.00 [†]
Discounted 3 Year Membership	8	\$ 112.00 [†]
Khaki Ball Cap	33	\$ 358.05
Navy Blue Ball Cap w/Multi-Color Map Logo	22	\$ 161.92
Navy Blue Ball Cap w/1-Color Map Logo	186	\$ 1,547.52
Map Logo Grille Badge	317	\$ 4,038.58
Leather Keychain	59	\$ 407.69
License Plate Frames	132	\$ 496.88
Sticker Set Sheet	98	\$ 262.64
Totals:	949	\$ 8,209.28

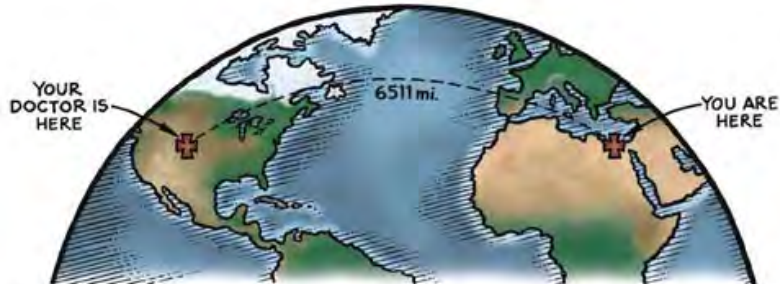


[†] Costs of the memberships were calculated by subtracting the discounted rate from the normal rate



MedjetAssist Defined

A medical evacuation membership program - as an individual or corporate member, if you are hospitalized more than 150 miles from home, domestically or abroad, MedjetAssist will arrange comprehensive medical transportation to the hospital of your choice.



The MedjetAssist Membership

Domestic air medical evacuation averages \$25,000 and internationally it can exceed \$100,000. Medjet membership provides an alternative without facing such out of pocket costs. For opt-in enrollment, individuals associated with BMW Car Club of America (BMW CCA) can participate with reduced annual rates of \$225 for an individual and \$350 for family protection. It's simple and fast to participate with no health questions under age 75 - see enrollment info below. Medjet equates family cover to the primary member, their spouse or partner and up to 5 unmarried dependent children under age 23. The program provides the utmost in peace of mind while likewise acting to mitigate financial risk & liability. Medjet benefits and their delivery are quite unlike typical travel insurance, assistance plans, platinum card supplements and business travel accident coverage.

The MedjetAssist Difference

- ◆ The receiving hospital is the member's choice of facility if inpatient care is required; often for illness/injury that is neither critical nor life-threatening.
- ◆ Domestic and international protection - for business or personal travel
- ◆ No dollar limits on transport costs - no deductibles, co-payments, subrogation or claim forms. The membership fee is the only out of pocket cost for the services Medjet arranges on behalf of the member.
- ◆ No health questions to enroll under age 75 - simply first/last name, primary address and DOB's. A separate "Diamond" program is available for those age 75+.



Activate your Medjet membership at reduced annual rates of \$225 (Individual) or \$350 (Family) by calling Medjet at 1-800-527-7478 referring to the BMW CCA opt-in Medjet plan or enroll online by visiting www.Medjet.com/BMWCCA.

Benefits of a BMW CCA Commemorative Edition from Harris Connect

I Proven Program & Company – No Risk, No Cost

- No Cost members album project for BMW CCA
- Guaranteed non-dues revenue
- Proven company - Harris Connect, industry leader for 47 years
Air Force Memorial, Eagle Scouts, Korean War Vets; 80% of the nation's colleges & universities...7 of the 8 Ivy League schools (Yale has published 5 editions)
- Proven program – published 4 editions for the Good Sam Recreational Vehicle Club-100,000+members (\$70,000 royalties), 3 editions for MVPA (Military Vehicle Preservation Assn) 9,000 members with 2,000 book buyers in each edition, 6 editions for New England MG 'T' Registry
- Provides a substantial, premium, color, glossy paper, publication w/photos and narratives - allows many members to contribute/preserve their story, strengthens ties to the Club
- Limited effort by BMW CCA staff ... we do all the mailings, emailing, layout, proofing, publishing and distribution
- Further updating of your database and especially emails...(on average 20% more email addresses)

II Guaranteed Revenue Producer with Escalating Scale for Higher Revenue

- \$15,000 guaranteed royalty if signed and database delivered by 7/31/10 (potential of \$50,000+)

III Lapsed Membership Program

- Data research provided on 50,000 lapsed members at no charge
- Incentive pricing for lapsed members on a combination of the commemorative edition plus the standard or Premier membership package---intent is to rejoin and move them up to Premier
 1. A standard Membership and album for \$130.99 providing \$40 to the BMW CCA
 2. A Premier Membership and album for \$166.99 providing \$40 to BMW CCA

IV Ongoing Revenue Stream with the Member Personalized Photo Books

- BMW CCA Photo Book Template site with pre-populated club photos of rallies, meets, concours, and events allowing members to add photos and publish their own albums
- Estimated potential revenue example for BMW CCA:
 1. 70,000: Number of members in BMW CCA
 2. 6,125: 8.75% of 50,000 (anticipate amount of group that would order)
 3. \$ 4.00: Amount to BMW CCA for an average photo book (Harris discounted club rate - book is \$36 for members)
 4. \$ 24,500: Anticipated revenue based on 8.75% of group ordering 1 product

V Visibility for the new BMW CCA Foundation

- Harris Connect will place a flyer or brochure in every BMW CCA Commemorative edition purchased

EXECUTIVE SUMMARY

After consultation with the BMW Car Club of America (BMW CCA), Harris Connect proposes to produce a “Commemorative Edition” featuring photos and stories provided by BMW CCA members who choose to participate in the project. This beautiful hard-cover “coffee table-style” book will include introductory content and photos contributed by BMW CCA on their 41 year history, but will largely feature the member provided content.

Who we are:

- Harris Connect has been working with organizations for almost 50 years helping them keep their data up-to-date and earn non-dues revenue. Our clients include National Eagle Scout Association, Model T Ford Club of America, Air Force Memorial Foundation, Military Vehicle Preservation Association and many others. Harris Connect also partners with over 85% of all of the colleges and universities in the country.
- Harris Connect offers our programs at no cost to our clients. The cost for the project is covered through the marketing of the publication to members.
- The publication will be 8x11, full color, on glossy stock and also be available on a CD. It will include a listing of members, their chapters, the year and model of their car (s), city and state, awards attained, mail address and email address (if they choose to share). The CD could also have multimedia content such as photos, video and audio clips.
- All written communications to BMW CCA members regarding the project will prominently display BMW CCA’s graphical branding and include the signature of an appropriate staff member, as designated by BMW CCA.
- Harris Connect contractually commits to not sell any of your members’ data to any third party.

Benefits of the project:

- Will generate significant non-dues revenue
- No cost or financial risk to BMW CCA
- Provide a premium edition commemorating BMW CCA’s history allowing all members to contribute their own stories of their passion for driving, rallying, restoring and being with other BMW members, and honoring the BMW CCA and its mission of “providing services, support, information and activities that promote camaraderie and encourage social awareness and responsibility...in the enjoyment of the Ultimate Driving Machine addiction”!
- A fully updated member database, including thousands of additional member email addresses, business information, etc.
- Fosters even stronger affinity among members

Steps:

- BMW CCA provides Harris Connect with a copy of its complete current and lapsed member database.
- Harris Connect will conduct a 'proof of concept' test using an agreed upon segment of the members to test the marketing offer in advance of moving forward with the full program. Due to the size of these projects we want to assure receptivity from the members is consistent with previous projects to protect both BMW CCA and Harris Connect, from releasing a subpar publication.
- Harris Connect will commence a proprietary database research to locate any "lost" members, Harris Connect will also conduct email append which can add up to an additional 20% new email addresses.
- Harris Connect will send postcards to members, inviting them to call us at their convenience on a dedicated 800 number. They will hear how they can participate in the publication project and/or reserve a copy of the publication. After verifying/updating their information, callers will be provided with details for accessing the secure online location at which they can submit their information. If members prefer they can mail their photos and stories to Harris Connect for keying and layout.
- For those members that do not choose to call, Harris Connect may undertake an outbound phoning phase. 85 – 90% of all phone communications are done via inbound phoning.
- Harris Connect will design a pre-populated online questionnaire form with a personalized cover letter and email it to members who do not respond to the phoning portion. Members can update as necessary to ensure that it is accurate and complete.
- Harris Connect will process all responses, whether made by phone, mail or via the Internet, and electronically update BMW CCA database. Throughout the program, BMW CCA will have the ability to access the database Harris Connect is working with via secure web-based tools.
- Harris Connect will produce the publication and companion CD, and deliver the completed publication directly to all members who have placed an order. We will additionally deliver 25 complimentary copies to BMW CCA.
- Harris Connect maintains a fully staffed customer service department and a "satisfaction guaranteed" policy so that members can get a full refund on any publication purchase returned with 30 days.

- It is important the BMW CCA organization publicize and support the participation of its members in the project through visibility in its publications and on their website.

FINANCE

Harris Connect assumes all financial responsibilities for expenses it incurs in executing this project.

Special Guaranteed Royalty Advance to BMW CCA

Provided BMW CCA returns a signed Agreement for this project to Harris Connect by **July 31, 2010** and delivers a copy of its member database to Harris Connect by **August 31, 2010**, Harris Connect will guarantee a minimum royalty payment of **\$10,000.00**. If BMW CCA returns the signed Agreement and provides the member database by **July 31, 2010**, Harris Connect will increase the guaranteed minimum royalty payment to **\$15,000.00**.

Royalty Revenue Potential for BMW CCA

In consideration of BMWCCA's efforts to contribute content for the publication, publicize its sponsorship of the project, maintain the project schedule without requesting delays or abbreviation (particularly of the marketing phase) and provide Harris Connect with the limited license to utilize its database, logo, trademarked materials, and official signature (as applicable), BMWCCA will be eligible to receive a royalty payment of \$1.00 per paid order. Once a Paid Circulation Rate of 5% has been achieved, BMWCCA will be eligible to receive escalating royalties based upon the Royalty Escalation Schedule below.

Royalty Escalation Schedule

When Paid Circulation Reaches	Royalty Due BMW CCA Per Paid Order
5%	\$5 per paid order
10% or greater	\$10 per paid order

Royalty Revenue Projections (based on 72,000 active member records)

Paid Circulation Rate	Total Royalties Earned
7%	\$10,800.00
12%	\$36,000.00
15%	\$57,600.00
20%	\$93,600.00
25%	\$129,600.00

Representative Client Sales Rate Examples

Client Organization	Sales rate
New England M.G. 'T' Register, Ltd.	18.79%
Model T Ford Club of America	20.40%
Military Vehicle Preservation Assn.	23.64%

GTO Association of America	27.55%
----------------------------	--------

BMW CCA and Harris Connect Lapsed Membership Project

Harris Connect will commence a test of contacting a sample of the 50,000 lapsed members of the BMW CCA database. This will occur at the end of the paid member phoning. They will hear about and be offered special package pricing on reduced fees for the standard memberships and Premium Memberships, including the new Commemorative Edition. At the end of the test period Harris Connect and BMW CCA will evaluate the success of test and its continuation.

SAMPLE PROJECT TIMELINE

BMW CCA

<u>MILESTONE</u>	<u>DATE</u>
Directory Agreement Signed	7/31/2010
Contact by Harris Connect Project Manager regarding project	8/7/2010
Contact by Harris Connect Database Specialist regarding database	8/7/2010
Questionnaire materials due at Harris Connect *	8/23/2010
Database and file layout due at Harris Connect *	8/23/2010
Email append research results returned to Client	9/27/2010
Editorial section due at Harris Connect	10/18/2010
Postcard mailings by Harris Connect - initial inbound telephone verification begins	11/12/2010
Deadline for submittal of a data merge to Harris Connect **	11/29/2010
Outbound telephone verification begins	12/20/2010
Online questionnaire deploys	12/27/2010
Conclusion of telephone phase	2/14/2011
Directory delivery	5/11/2011

*** This schedule is contingent upon receipt of your complete and usable database plus your questionnaire materials by the above dates. Should you be unable to deliver them at these times, we will need to reschedule all subsequent dates.**

**** Your project includes the processing of one merge of additional alumni/member records at no charge. In order for a merge of additional records to receive the questionnaire and/or the postcard mailings, the merge must be received no later than 4 weeks prior to the mailing in question. However, the merge may be received as late as the date indicated here if the additional records just are to be printed "as is" in the directory.**

Statistics on Sales Performance of Other Organizations

Organization	Members	% of Members who purchased book	% of Members we talked to who purchased book	Emails updated
Korean War Vets	27,729	36.5%	42.7%	4,828
Military Vehicle Preservation Assn	9,166	23.1%	38.2%	2,748
Buick GS Car Club	3,082	15.44%	31.42%	843

Testimonials

- *“The directory will serve as a comprehensive reference of life members, as well as provide a nostalgic look back at the beginnings of the RV lifestyle. This fourth edition will feature a special Photo Gallery section that allows our life members to submit pictures with captions to share their travels and experiences with others. All our previous life member directories have been very well received. The Good Sam Club is all about connecting with others that share a love of RVing – these directories simply help to enhance that sense of community. And in our experience, Harris Connect is the best in the business. They are the perfect partners for us.”*

Sue Bray, Vice President and Executive Director of the Good Sam Club

- *“There is no question that our partnership with Harris Connect has benefited our organization in significant ways. Over three directory projects, the additional revenue generated to support the critical needs our nations hero's - American Veterans - has been unprecedented. Surely we could not have imagined the additional benefit of doing the directories in brand awareness, marketing, outreach and synergy that these projects have also brought to our membership base. Clearly our relationship has been one that we consider very successful and a valuable proposition to our organization. We are fortune and grateful to all staff at Harris Connect for having our best interest always first.”*

Velma R. Hart, CAE, Chief Financial Officer, AMVETS National Headquarters

Membership Directory BMW Car Club of America

Discover the Most Effective Way to
Drive Member Engagement

Membership Directory Project Overview

Agenda

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

PCI History

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

Opportunity:

54 Why publish a printed membership directory?

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

The Directory Timeline – 12 Month Project

Key Milestones - First 6 Months

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

The Directory Timeline cont.

56

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

The Directory Timeline cont.

Key Milestones – Second 6 months

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

Branding Opportunity

Attractive and Useful Directories

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

Branding Opportunity

Members Choose from Product Packages

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

The Pride Collection

60



FREE Companion Airline Ticket



Included with the reservation of the Value or Complete Package!

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

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

A Special Offer for your Members ...

62

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



Financial Opportunity

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

Example:

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

Why PCI?

Where Tradition Meets Technology

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

Testimonials

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

Cathy Stemberge and Elizabeth Smith, Northwestern University

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

Pat Kovalcheck, Vanderbilt University

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

Ben Dixon, Middlebury College

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

Lisa Schott, Kenyon College

February 10, 2010

Dear Frank Patek & BMW CCA board,

Jostens, for many years, has enjoyed strategic partnerships with storied automakers (Chevy, Corvette, Ford and Harley Davidson) to enhance brand awareness thru brand web marketing. BMW has been a trailblazer in the customization of luxury vehicle and this is why a strategic partnership is the perfect synergy between our two brands. Jostens is the preeminent leader in customized celebration rings.

Jostens has helped these car club increase revenue by setting up a brand specific ring/ memorabilia program. Based on the 77,000 members that BMWCCA has, this program can bring significant revenue back to the club. Our proposal is as follows:

- BMWCCA will include Jostens marketing piece (artwork attached to the proposal) the newsletter, new member welcoming kit and at functions.
- BMWCCA will feature Jostens artwork piece on the main page of their website and have a hyperlink that redirects potential members interested in purchasing a ring to Jostens/ BMWCCA ring designer.
- Jostens will return \$20 dollars for every BMWCCA ring that is purchased. This contribution check will be cut one time of year.
- Jostens will give an accurate list of the members who ordered BMWCCA rings. This list will be reviewed every year to determine the effectiveness of the program.
- If BMWCCA has 1% of the membership purchase rings annually, the return per year would be \$15,000!

BMWCCA has the potential to benefit from their large membership base (\$15,000) with very minimal out of pocket cost. Jostens is an industry leader, who partners with over **100,000** schools, businesses and organizations in the United States and with over 100 years of experience bring a quality product to all involved. I am excited at the possibility to begin our relationship with the BMWCCA. If you have any further questions please call me at **609-799-7007**.

Warm Regards,

Carl Jackson
Brand Recognition Specialist
Jostens

”Through tradition and technology, innovation and partnerships, Jostens continues to create powerful new ways for people to express their pride and mark life's biggest moments.”



DESIGNED EXCLUSIVELY FOR THE
BMW CAR CLUB OF AMERICA

BY JOSTENS - CARL JACKSON

NOTE: actual ring
may differ slightly
from artwork.



Design Dash:

Design Variation:

Style: M

Tool(s):

Reference #:

Art ID #:105170.02.1

Based On #:

Tool Type:

Font:

School/Account:Car Club of America

City: PRINCETON

State/Country:NJ

Salesperson: CARL JACKSON

Jewelry CSR:Wavrin

Artist: C Nelson

Approval Date: 3-31-2010

Revision Date:

Inload Date:

Week/Year:

REFERENCE ART	REVISIONS

IMPORTANT: SALES REP: _____

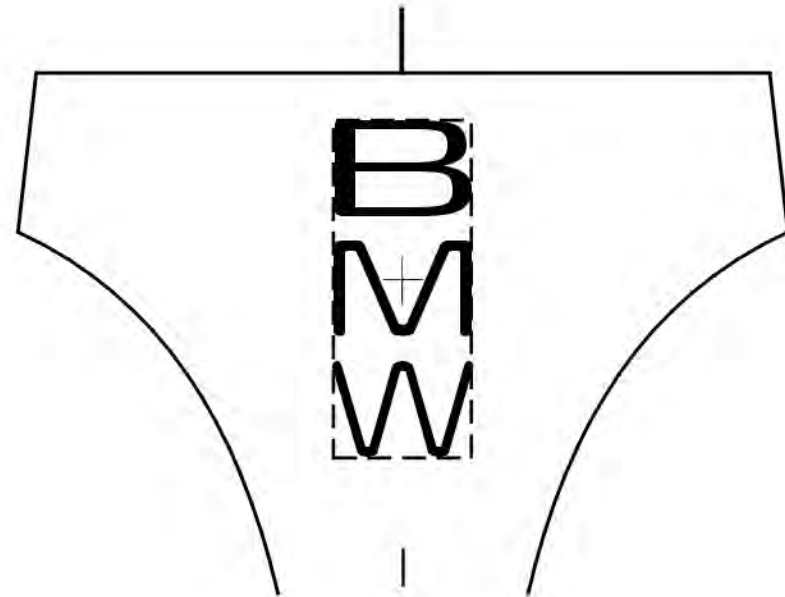
Please review this design with your customer to ensure that all information and details are correct. Notify your customer service representative immediately with any changes that need to be made. Sign above and return to your CSR within two weeks. Failure to respond within two weeks constitutes acceptance.

PATH: \\Egns2kfp1\assembly\Corporate\C\Car Club of America (Princeton)\2010\ring mfg(105170).cdr

Master: 3995

LT

AREA FOR CORE
(VERTICAL)



10:1

Actual Size

Design Dash:

Design Variation:

Style: M

Tool(s):

Reference #:

Art ID #:105170.03.1

Based On #:

Tool Type:

Font:

School/Account: Car Club of America

City: PRINCETON

State/Country: NJ

Salesperson: CARL JACKSON

Jewelry CSR: Wavrin

Artist: C Nelson

Approval Date: 3-31-2010

Revision Date:

Inload Date:

Week/Year:

REFERENCE ART	REVISIONS

IMPORTANT: SALES REP: _____

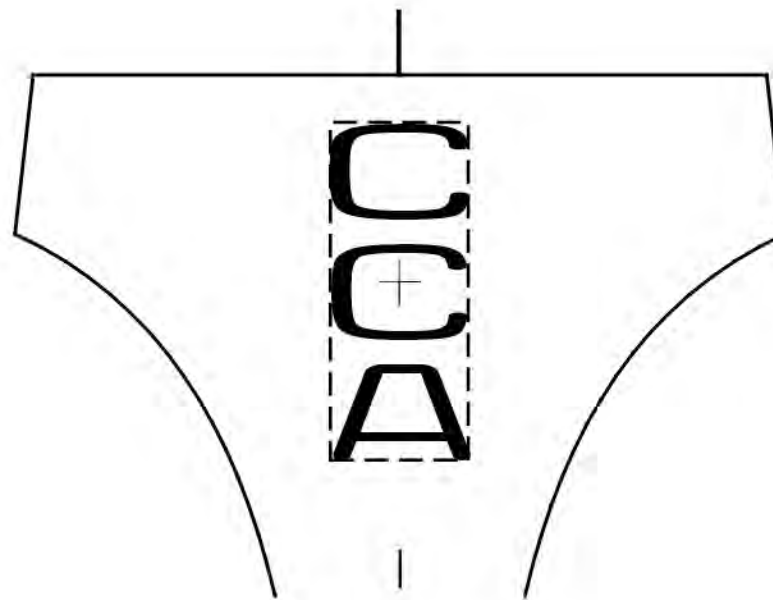
Please review this design with your customer to ensure that all information and details are correct. Notify your customer service representative immediately with any changes that need to be made. Sign above and return to your CSR within two weeks. Failure to respond within two weeks constitutes acceptance.

PATH: \\Eg70w2kfp1\assembly\Corporate\C\Car Club of America (Princeton)\2010\ring mfg(105170).cdr

Master: 3995

RT

AREA FOR CORE
(VERTICAL)



10:1

Actual Size

NC SERIF BOLD

For Approval
Date: 04-10-01

Customer Service: Jane Dettmer



CUSTOMER: Car Club of America
LOCATION: Princeton, NJ
SALES REP: Jackson
DESIGN NO; STYLE: 3995
REFERENCE: _____
TOOLING REF.#: _____
ARTIST: C Nelson
DATE: 03-31-2010

DV # 3995

INCISE SPELLOUT LETTERS,
In Recessed area
Raise & Model Detail
on various Levels

ALL MASKS AT 10:1 UNLESS
OTHERWISE SPECIFIED.

IMPORTANT: SALES REP: _____
Please review this design with your customer to ensure that all information and details are correct. Notify your customer service representative immediately with any changes that need to be made. Sign above and return to your CSR within two weeks. Failure to respond within two weeks constitutes acceptance.

PATH: \\Egns2kfp1\assembly\Corporate\C\Car Club of America (Princeton)\2010\ring mfg(105170).cdr



ACTUAL SIZE

3995M

© JOSTENS, INC. 2010



BMW Car Club of America, Inc.

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

Pre-Meeting Report

July 7, 2010

To: BMW CCA Board of Directors

Subject: Manager/National Events

Hilton Chicago O'Hare Airport

2011 DEC Chapter Congress – Dallas, TX

Tentative dates – March 4 -6, 2010. Speaking with the Grand Hyatt/DFW now.

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

Oktoberfest 2010	Mon	Tues	Wed	Thur	Fri	Sat	Sun		
First Timers' Meeting	110							Registrations	530
Concours		276						M1	91
TSD Rally			126					M2	252
Gymkhana			214					M3	19
Meals	363	411	432	425	404			Child	4
Tours				17	14				
Car Control Clinic			41	24				5er Fest	35
Driving School			74	97	93	48	39	total DE	351
Driving School max			90	100	100	60	60	First Ofest	191
Autocross				93	67				
BimmerMeet						145		Unassigned	2
Club Racing Spectator					190			Volunteers	
Day Passes	23	41	48	53	42			Excel reports	

CR - 41

CR School - 26

Concours – 63-judged/62 display

BMW NA (\$15,000) to sponsor the final banquet and the test drive program. **Liberty Mutual (\$15,000)** will sponsor the opening night/welcome beach party. **Bridgestone (\$12,000)** will sponsor the Two-day Autocross and the Drive-In movie at Road America. **Odometer Gears (\$4,000)** will sponsor the TSD Rally. Once again, **Michelin (\$5,000)** to sponsor the Gymkhana and "Try Me Program". **Meguiar's (\$0)** to partner with CCA on the concours. Will provide 250 quick detailers, fiber towels and 3 buffer kits – as door prizes. Working with Meguiar's on a financial commitment for Oktoberfest 2011 – they are finalizing budgets now.

I will be doing a final walk through of the track on Tuesday, July 13th with Darcy and Mike Clemens.

Concours Rules (Goetz Pfafflin 7/3/2010)

Based on a member concern about the handicap of newer cars resulting from the traditional bonus points of up to 10 points each for odometer mileage, car age and mileage driven to O'fest is understood (where the odometer mileage and car age favor the older cars and the mileage driven would tend to favor newer cars).

The following changes have been made: modifying this aspect of the judging to half the maximum for odometer mileage and age, but leaving the mileage driven to O'fest as is. That would yield the following bonus picture:

- o Bonus #1 Odometer Mileage (1 point/10,000 miles; max. 5 points)
- o Bonus #2 Car Age (1 point/year; max. 5 points)
- o Bonus #3 Mileage Driven to O'fest (1 point/500 miles driven...; max 10 points)

We will modify the Judging Score Sheets accordingly.

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

The host hotel will be the Renaissance Ross Bridge Golf Resort & Spa at a rate of 134/night plus taxes. The contract has been finalized. I've contracted a Heart of Dixie member to do the "teaser" video that will be featured at this year's final banquet.

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 2010 Pre-Board-Meeting Report

Costs, continued: To date the cost of the online issue have been a little over \$12,000, but that includes two issues in the winter of 2009 and four years of back issues. Our postage expenditures are approximately \$17,000.00 under budget for the year.

As you know, we adopted a 128-page maximum in order to get our advertising-to-editorial ratio closer to the Ops Manual maximum of 45%. Since January, advertising has steadily increased, to the point where the April issue had a 40.40% ratio. However, that issue had several spreads of facing ads, and Tech Talk was down to two pages. That fact did not go unnoticed by our members, who have been complaining about too little Tech Talk ever since. I prefer a four-page minimum, with the flexibility to expand or shrink the section depending on ads.

The May issue: a recruiting tool. By now you have seen the May issue, which was handed out at Bimmerfest and featured several stories that should appeal to that demographic. That issue was up to 136 pages, dropping the ad ratio to slightly below 40%. The good news is that the June issue, which also ran 136 pages, had a ratio of just over 40%.

Sample edition: With the help of Frank and Suzin, along with input from several Board members, we have assembled a draft sample issue that could be mailed to every buyer of a CPO BMW. Frank and I will both have a PDF version of this “rough cut” at the Board meeting in Chicago so we can get your suggestions for changes and deletions.

Coming up: Several Z4 Roadster road-trip stories appear in the August issue. I was hoping to get the E30 Picnic into the September issue, but it will be delayed until October. We should have Peter Brock’s Le Mans coverage in September.

I am sorry this brief report is so late, but things have been very busy around here for some reason! As for the big newsletter, meanwhile, I believe *Roundel* continues to fulfill its stated mission: to inform, entertain, and provide a sense of community for our members.

**Roundel expenses:
January-December 2010**

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

	YTD Accumulated totals	Yearly budget:	Per Month:
6005 · Salaries & Wages	\$2,516.30		
6010 · Outside Contractors - Other	\$250.00		
6011 · Roundel Editor-in-Chief	\$45,833.30	\$110,000	9,166.66
6013 · Roundel Design	\$36,075.70	\$95,000	7,916.66
6015 · Writers	\$69,250.00	\$200,000	16,666.66
6017 · Computer Services	\$697.45		
6018 · Web-page Services	\$0.00	\$12,000	1,000.00
6020 · Production	\$5,859.30	\$15,000	1,250.00
6021 · Design-Other	\$337.50		
6025 · Printing	\$225,296.57	\$598,000	49,833.34
Electronic Publishing	\$12,840.00		
6026 · Postage	\$141,296.01	\$380,000	31,666.66
6040 · Travel & Entertainment	\$96.23		
6041 · Meetings	\$306.30		
6046 · Employee/Member Goodwill	\$0.00		
6040 · Travel & Entertainment	\$404.20		
	\$538,292.56	\$1,409,999.76	117,499.98

Advertising Ratios

**Total size (including Ad pages Advertising-to-
cover) pages Editorial Ratio**

January	132	34.74	26.32%
February	132	36.49	27.64%
March	132	46.58	35.29%
April	132	53.33	40.40%
May	140	54.91	39.22%
June	140	56.16	40.11%

Over/under budget	January			February
	January:	MonthlyUnder/Over	RunningUnder/Over	
(\$2,516)		\$0.00	\$0.000	
(\$250)		\$0.00	\$0.000	
\$64,167	\$9,166.66	\$0.00	\$0.000	\$9,166.66
\$58,924	\$6,877.35	\$1,039.31	\$1,039.310	\$6,877.35
\$130,750	\$14,000.00	\$2,666.66	\$2,666.660	\$12,400.00
(\$697)		\$0.00	\$0.000	
\$12,000		\$1,000.00	\$1,000.000	\$0.00
\$9,141	\$2,089.65	-\$839.65	-\$839.650	\$1,269.65
(\$338)		\$0.00	\$0.000	
\$372,704	\$45,666.02	\$4,167.32	\$4,167.320	\$43,012.84
(\$12,840)	\$1,406.00	-\$1,406.00	-\$1,406.000	\$6,116.00
\$238,704	\$38,818.50	-\$7,151.84	-\$7,151.840	\$11,809.37
(\$96)		\$0.00	\$0.000	
(\$306)	\$0.00	\$0.00	\$0.000	\$0.00
\$0	\$0.00	\$0.00	\$0.000	\$0.00
(\$404)	\$404.20	-\$404.20	-\$404.200	\$0.00
\$871,707.20	\$118,428.38	-\$928.40	-\$928.40	\$90,651.87

YTD Page average (ex cover)	Numbered pages (excluding cover)	Printing Cost (includes online)	Print cost per page (inc cover)
128	128	\$45,666.02	\$356.77
128	128	\$43,012.84	\$336.04
128	128	\$43,321.83	\$338.45
128	128	\$48,777.97	\$381.08
129	132	\$49,835.91	\$377.54
129	132		\$0.00

February		March		
MonthlyUnder/Over	RunningUnder/Over	March	MonthlyUnder/Over	RunningUnder/Over
\$0.00	\$0.00	\$1,764.61	-\$1,764.61	-\$1,764.61
\$0.00	\$0.00			\$0.00
\$0.00	\$0.00	\$9,166.66	\$0.00	\$0.00
\$1,039.31	\$2,078.62	\$7,307.00	\$609.66	\$2,688.28
\$4,266.66	\$6,933.32	\$14,400.00	\$2,266.66	\$9,199.98
\$0.00	\$0.00			\$0.00
\$1,000.00	\$2,000.00		\$1,000.00	\$3,000.00
-\$19.65	-\$859.30	\$860.00	\$390.00	-\$469.30
\$0.00	\$0.00	\$337.50	-\$337.50	-\$337.50
\$6,820.50	\$10,987.82	\$43,321.83	\$6,511.51	\$17,499.33
-\$6,116.00	-\$7,522.00			-\$7,522.00
\$19,857.29	\$12,705.45	\$27,882.01	\$3,784.65	\$16,490.10
\$0.00	\$0.00			\$0.00
\$0.00	\$0.00	\$306.30	-\$306.30	-\$306.30
\$0.00	\$0.00		\$0.00	\$0.00
\$0.00	-\$404.20		\$0.00	-\$404.20
\$26,848.11	\$25,919.71	\$105,345.91	\$13,918.68	\$39,838.39

April			May	
April	MonthlyUnder/Over	RunningUnder/Over	May	MonthlyUnder/Over
\$751.69	-\$751.69	-\$2,516.30		\$0.00
\$250.00	-\$250.00	-\$250.00		\$0.00
\$9,166.66	\$0.00	\$0.00	\$9,166.66	\$0.00
\$7,307.00	\$609.66	\$3,297.94	\$7,707.00	\$209.66
\$14,600.00	\$2,066.66	\$11,266.64	\$13,850.00	\$2,816.66
\$348.70	-\$348.70	-\$348.70	\$348.75	-\$348.75
	\$1,000.00	\$4,000.00		\$1,000.00
\$840.00	\$410.00	-\$59.30	\$800.00	\$450.00
	\$0.00	-\$337.50		\$0.00
\$46,371.97	\$3,461.37	\$20,960.70	\$46,923.91	\$2,909.43
\$2,406.00	-\$2,406.00	-\$9,928.00	\$2,912.00	-\$2,912.00
\$50,412.50	-\$18,745.84	-\$2,255.74	\$12,373.63	\$19,293.03
\$96.23	-\$96.23	-\$96.23		\$0.00
	\$0.00	-\$306.30		\$0.00
	\$0.00	\$0.00		\$0.00
	\$0.00	-\$404.20		\$0.00
\$131,549.06	-\$14,049.08	\$25,789.31	\$94,081.95	\$23,418.03

RunningUnder/Over
-\$2,516.30
-\$250.00
\$0.00
\$3,507.60
\$14,083.30
-\$697.45
\$5,000.00
\$390.70
-\$337.50
\$23,870.13
-\$12,840.00
\$17,037.29
-\$96.23
-\$306.30
\$0.00
-\$404.20
\$49,207.34



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

To: Frank Patek

From: Michael Slaff 781-944-3900
Roundel Magazine michael@131main.com
22 Woburn St, Ste 36
Reading, MA 01867

Date: 7/1/10

Frank,

Here's a snapshot of Roundel advertising in 2010:

There was a bit of optimism heading into 2010 as quite a few major advertisers, who had not run or cut back severely last year, indicated they would be back or be increasing ad schedules following the dismal 2009.

That optimism faded as, one by one, the majors dropped or cut back their plans for 2010... and this year started looking a lot like 2009 all over again.

Even BMW NA dropped their 2-page spread schedule for 2010 and, if you recall, I went postal on their new ad agency in New York... and was able to persuade them to re-instate half of it. We were also fortunate in having success with the After Sales department, whose business does not come through the agency – but directly from Woodcliff Lake – and we will actually see a slight gain in BMW NA dollars for 2010 – but it was an epic battle.

I've been offering very aggressive packages this year... with deep discounts and 'added value' (read: free ads)... and it's paying off to some extent. Our revenue per page is certainly lower – but the billings are up a little.

We just closed the August issue and billings for the first 8 issues of the year are up 5.64% from the same 8 issues last year: \$596,502 over \$564,661. It's a start.

I'm hearing from advertisers across the country that it's a roller coaster right now. People will have two good months then a terrible one. It seems to be fits and starts. I just spoke to Bruce Pollack in Los Angeles – he handles Al Hafner's BMP Design ads ... and as were talking about the economy he said, "everybody out here thinks this thing (recession) is over..."

If California is still a bellwether for the rest of the country... I sure hope they're right.

Thanks

Michael



NATIONAL DRIVING EVENTS COMMITTEE

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

From: Neil Maller, Chairman, NDEC
Please note new email address: neil@nmaller.net

Date: 7th July 2010

Subject: Quarterly Report, July 2010

ITS/Training

As planned, we supported (\$3K in matching funds) the Instructor Training Seminar held by New Jersey Chapter in March. It was attended by almost 100 instructors from 10 Chapters.

Iowa Chapter successfully held its first ITS at MAM in early June. Expenses for reimbursement have not yet been reported.

Buckeye will host an ITS at Mid Ohio on August 20-21. Since the moderator (Lance White) is local, the need for financial support should be modest.

Preliminary ITS funding requests have been received for Genessee Valley (at Watkins Glen) and for New Jersey (at Summit Point) later this year. As established programs these normally receive lower priority for funding than would a new ITS. However there are presently no other new ITS requests pending.

Budget/Expenses No new expenses by NDEC members.

Minimum Standards

We're experiencing something of a process problem regarding revisions to the Minimum Standards. While a number of these, some major, received Board approval in the earlier part of this year, they have not yet been published due to the (much needed and appreciated) Operations Manual update project. Changes can't be considered official until they're published and available to the Chapters. The situation is further complicated by the fact that some updates, such as the new Autocross Standards, have already been circulated.

Depending on what the Ops Manual update project completion timetable looks like, we may need to consider official distribution of Min Stds updates in the form of temporary addenda. This would be less than ideal, but better than leaving them dangling as at present.

Safety

I have reports of three DE incidents this quarter. Student cars into the tire wall at Hoosier (possible write-off) and Windy City (damaged but drivable), and an instructor for Connecticut Valley who spun into the wall due to leaked coolant on the track (car damaged but repairable). Fortunately there were no injuries in any of these cases.

Other Activities

The NDEC continues to field a significant number of Chapter enquiries about event insurance procedures. Our process certainly doesn't seem arcane to me—perhaps it's insufficiently documented, or those trying to use it are simply 'net impaired? (These are not mutually exclusive options.)

Having leaned on the NDEC regional reps to update our DE contacts list in order to improve communications with the Chapters, something I pledged at the Chapter Congress, I find unfortunately that the bottleneck in this project is now...me. Implementation of a comprehensive communication plan is in the works, with the email list to be launched before the end of August. It will be used to propose or communicate changes to the Min Stds, with discussion driven to the Club's web forum.

Respectfully,

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

Neil Maller
Chairman, National Driving Events Committee



BMW Car Club of America, Inc.

Gary Davis
National Chairman, BMW CCA Club Racing
18159 Meridian Road
Grosse Ile, MI 48138
734-308-7299
chairman@bmwccaclubracing.com
www.bmwcca.org

July 2, 2010

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

Subject: Club Racing Chairman's Pre-meeting Report for July 10-11, 2010 Board Meeting.

Travel

July 10-11, 2010 to Chicago, Illinois for National Board Meeting.

Planned Travel

August 23-29, 2010 to Elkhart Lake, Wisconsin for BMW CCA Oktoberfest.

National Staff

Appointment of Chris Lewis to position of National Sponsorship Director.

Appeals and Protests

None pending.

Sponsors

Contract with Tire Rack finalized for 3years with an option for an additional 3 years.

Current Activity

Rules Restructuring Task Force forwarding proposed new classification system to CR Rules Committee next week for adoption; Stock class to be replaced by "Prepared Lites" class with minor revisions to Prepared and Modified classes to promote smooth transition from one class to the next.

To Date;	Events	12
	Races	26
	Participants	281
	Club Race Schools	4

Respectfully submitted,

Gary DavisChairman,
BMW CCA Club Racing

Resume of Chris P. Lewis

979 Sylvan Byway
Pisgah Forest, NC 28768

Personal Data:

Born December 14, 1956
Married to Harriet Pierce Lewis 32 years
Children; Russell, (25), Andrew (23) and Scott (18)

Education:

BSEE University of Tennessee in Electrical Engineering Magna Cum Laude 1979

Work Experience:

1979-1984 Motorola Inc. Plantation, FL Radio Frequency Design Engineer and Engineering Manager

1984-1987 Scientific Atlanta, Inc. Norcross, GA Engineering Manger for Cable TV Distribution Products

1987-2008 Founder and CEO of Spectral Response Inc. a Contract Electronic Manufacturing Services provider. Started the company at age 29 and grew it to \$40 million in revenue. Sold same to the employees starting in 2002 and completed the final part of the transaction in August of 2009. No longer involved in the business.

August 2009 to Present Independent Business Consultant

Hobbies

Car fabrication and BMWCCA Club Racing. Currently racing the CM #175 E46 M3. The car, which I built from the cage up, turned a 1:29.587 at Road Atlanta in the capable hands of Seth Thomas. I have built three racing cars in total. CR License #1243. BMWCCA membership number #350466.

BMWCCA Membership Committee Mission and Objectives

Mission Statement: Solicit, synthesize, and bring forward to the BMW CCA National Board ideas and recommendations to improve membership retention and recruitment, which may be implemented by local chapters and/or the national office. Provide chapter and regional support in the execution of these recommendations.

Objectives with Actions:

- 1) Increase first and second year member retention by 10% within a calendar year.
 - a. Identify top 3 reasons new members leave the club.
 - b. Identify top 3 expectations of new club members.
- 2) Increase new members by 5% within a calendar year.
 - a. Increase understanding of where growth can be achieved by understanding current membership and BMW ownership:
 - Within one year determine age, sex, ethnicity and other key demographics of BMW car owners and members within the club.
- 3) Develop, enable and encourage local chapters to implement best practices regarding membership retention and recruitment targeted to achieve objectives 1 and 2 above.
- 4) Recommend (policies to adopt or actions to take) on behalf of chapter membership chairs, to be executed or supported by National Board and/or national office.

Membership Committee:

North Atlantic

Scott Stowell
stowellbmw@aol.com
518-899-5940

South Atlantic

Denis Kingberg
dkingberg@nc.rr.com
919-247-4876

North Central

Tim Beechuk
tbeechuk@zoomtown.com
513-232-5804

South Central

David Hawke
david@marketing-velocity.com
423-364-6261

Pacific

Nick Owen
nickdrivesm3@gmail.com
619-456-7654

National Board Rep

Marylinn Munson
mmlinn1000@yahoo.com
858-336-1492

National Board Liaison

Mike Lingenfelter
autospiel@comcast.net
317-513-0788

region	Chapter	city state	zip	members
na	Green Mountain Chapter	Mendon, VT	05701	152
na	Pine Tree Chapter	Portland, ME	04104	210
na	White Mountain Chapter	Manchester, NH	03104	569
na	Patroon Chapter	Albany, NY	12203	607
na	Genesee Valley Chapter	Fairport, NY	14450	1,076
na	Connecticut Valley Chapter	Hartford, CT	06141	1,743
na	Boston Chapter	Peabody, MA	01961	2,838
nc	Mountain State Chapter	S Charleston, WV	25309	111
nc	Choo-Choo Bimmers Chapter	Chattanooga, TN	37414	128
nc	Smoky Mountain Chapter	Knoxville, TN	37950	202
nc	Illini BMW Chapter	Peoria, IL	61612	222
nc	Old Hickory Chapter	Brentwood, TN	37024	290
nc	River City Bimmers	Germantown, TN	38183	299
nc	Bluegrass Bimmers Chapter	Louisville, KY	40204	438
nc	Michiana Chapter	Portage, MI	49081	488
nc	Allegheny Chapter	Monroeville, PA	15146	573
nc	Motor City Chapter	Farmington, MI	48333	589
nc	Hoosier Chapter	Indianapolis, IN	46220	668
nc	St Louis BMW Club	Saint Louis, MO	63105	684
nc	Northern Ohio Chapter	Cuyahoga Falls, OH	44223	755
nc	Badger Bimmers Chapter	Milwaukee, WI	53211	859
nc	Buckeye Chapter	Columbus, OH	43221	1,135
nc	Windy City BMW	Glenview, IL	60025	2,159
NEW	Pocono Mountain Chapter	Wyoming, PA	18644	173
NEW	Nittany Bimmers Chapter	Lancaster, PA	17606	584
NEW	Delaware Valley Chapter	Flourtown, PA	19031	1,774
NEW	New Jersey Chapter	Westfield, NJ	07091	2,390
NEW	New York Chapter	Arverne, NY	11692	2,415
NEW	National Capital Chapter	Arlington, VA	22153	5,252
p	Rattlesnake Chapter	Pasco, WA	99302	79
p	Sierra Chapter	Reno, NV	89510	120

p	Sin City Chapter	Las Vegas, NV	89134	199
p	Inland Empire Chapter	Mead, WA	99021	231
p	Hawaii Chapter	Honolulu, HI	96823	275
p	Central California Chapter	Visalia, CA	93279	285
p	Sacramento Valley Chapter	Sacramento, CA	95816	508
p	Oregon Chapter	Portland, OR	97228	623
p	San Diego Chapter	San Diego, CA	92150	1,224
p	Puget Sound Chapter	Bellevue, WA	98009	2,205
p	Los Angeles Chapter	City of Industry, CA	91744	2,898
p	Golden Gate Chapter	San Rafael, CA	94903	3,968
sa	Puerto Rico Chapter	San Juan, PR	00919	130
sa	Gulf Coast Chapter	Spanish Fort, AL	35627	201
sa	First Coast Chapter	Jacksonville, FL	32260	272
sa	Bayou Chapter	Kenner, LA	70063	464
sa	Heart of Dixie Chapter	Birmingham, AL	35236	501
sa	Sunshine Bimmers Chapter	Palm Bay, FL	32909	542
sa	Sandlapper Chapter	Greenville, SC	29616	800
sa	Tidewater Chapter	Virginia Beach, VA	23466	864
sa	Blue Ridge Chapter	Charlottesville, VA	22905	944
sa	Florida Suncoast Chapter	Tampa, FL	33679	1,020
sa	Everglades Chapter	West Palm Beach, FL	33416	1,227
sa	Peachtree Chapter	Roswell, GA	30076	1,794
sa	Tarheel Chapter	Greensboro, NC	27429	2,374
sc	Wasatch Chapter	Salt Lake City, UT	84123	215
sc	Sonora Chapter	Tucson, AZ	85733	270
sc	Sunbelt Chapter	Oklahoma City, OK	73154	271
sc	New Mexico Chapter	Albuquerque, NM	87198	335
sc	Missouri Valley Chapter	Lincoln, NE	68516	366
sc	Iowa Chapter	Fort Dodge, IA	50501	417
sc	Kansas City BMW Club	Overland Park, KS	66204	563
sc	Roadrunner Chapter	Carefree, AZ	85377	669
sc	Tejas Chapter	Austin, TX	78760	707

sc	North Star Chapter	Orono, MN	55364	1,009
sc	Houston Chapter	Houston, TX	77256	1,039
sc	Lone Star Chapter	Richardson, TX	75083	1,118
sc	Rocky Mountain Chapter	Denver, CO	80237	1,544

7,195

9,489

12,588

94

12,615

11,133

8,523

region	Chapter	city state	zip	members	regional total	
na	Boston Chapter	Peabody, MA	01961	2,838		
na	New York Chapter	Arverne, NY	11692	2,415		
na	New Jersey Chapter	Westfield, NJ	07091	2,390		
na	Delaware Valley Chapter	Flourtown, PA	19031	1,774		
na	Connecticut Valley Chapter	Hartford, CT	06141	1,743		
na	Genesee Valley Chapter	Fairport, NY	14450	1,076		
na	Patroon Chapter	Albany, NY	12203	607		
na	Nittany Bimmers Chapter	Lancaster, PA	17606	584		
na	Allegheny Chapter	Monroeville, PA	15146	573		
na	White Mountain Chapter	Manchester, NH	03104	569		
na	Pine Tree Chapter	Portland, ME	04104	210		
na	Pocono Mountain Chapter	Wyoming, PA	18644	173		
na	Green Mountain Chapter	Mendon, VT	05701	152		
na	Mountain State Chapter	S Charleston, WV	25309	111	15,215	14
nc	Windy City BMW	Glenview, IL	60025	2,159		
nc	Buckeye Chapter	Columbus, OH	43221	1,135		
nc	North Star Chapter	Orono, MN	55364	1,009		
nc	Badger Bimmers Chapter	Milwaukee, WI	53211	859		
nc	Northern Ohio Chapter	Cuyahoga Falls, OH	44223	755		
nc	St Louis BMW Club	Saint Louis, MO	63105	684		
nc	Hoosier Chapter	Indianapolis, IN	46220	668		
nc	Motor City Chapter	Farmington, MI	48333	589		
nc	Kansas City BMW Club	Overland Park, KS	66204	563		
nc	Michiana Chapter	Portage, MI	49081	488		
nc	Bluegrass Bimmers Chapter	Louisville, KY	40204	438		
nc	Iowa Chapter	Fort Dodge, IA	50501	417		

nc	Missouri Valley Chapter	Lincoln, NE	68516	366		
nc	Illini BMW Chapter	Peoria, IL	61612	222	10,352	14
p	Golden Gate Chapter	San Rafael, CA	94903	3,968		
p	Los Angeles Chapter	City of Industry, CA	91744	2,898		
p	Puget Sound Chapter	Bellevue, WA	98009	2,205		
p	San Diego Chapter	San Diego, CA	92150	1,224		
p	Roadrunner Chapter	Carefree, AZ	85377	669		
p	Oregon Chapter	Portland, OR	97228	623		
p	Sacramento Valley Chapter	Sacramento, CA	95816	508		
p	Central California Chapter	Visalia, CA	93279	285		
p	Hawaii Chapter	Honolulu, HI	96823	275		
p	Sonora Chapter	Tucson, AZ	85733	270		
p	Inland Empire Chapter	Mead, WA	99021	231		
p	Wasatch Chapter	Salt Lake City, UT	84123	215		
p	Sin City Chapter	Las Vegas, NV	89134	199		
p	Sierra Chapter	Reno, NV	89510	120		
p	Rattlesnake Chapter	Pasco, WA	99302	79	13,769	15
sa	National Capital Chapter	Arlington, VA	22153	5,252		
sa	Tarheel Chapter	Greensboro, NC	27429	2,374		
sa	Peachtree Chapter	Roswell, GA	30076	1,794		
sa	Everglades Chapter	West Palm Beach, FL	33416	1,227		
sa	Florida Suncoast Chapter	Tampa, FL	33679	1,020		
sa	Blue Ridge Chapter	Charlottesville, VA	22905	944		
sa	Tidewater Chapter	Virginia Beach, VA	23466	864		
sa	Sandlapper Chapter	Greenville, SC	29616	800		
sa	Sunshine Bimmers Chapter	Palm Bay, FL	32909	542		
sa	First Coast Chapter	Jacksonville, FL	32260	272		
sa	Gulf Coast Chapter	Spanish Fort, AL	35627	201		

sa	Puerto Rico Chapter	San Juan, PR	00919	130	15,420	12
sc	Rocky Mountain Chapter	Denver, CO	80237	1,544		
sc	Lone Star Chapter	Richardson, TX	75083	1,118		
sc	Houston Chapter	Houston, TX	77256	1,039		
sc	Tejas Chapter	Austin, TX	78760	707		
sc	Heart of Dixie Chapter	Birmingham, AL	35236	501		
sc	Bayou Chapter	Kenner, LA	70063	464		
sc	New Mexico Chapter	Albuquerque, NM	87198	335		
sc	River City Bimmers	Germantown, TN	38183	299		
sc	Old Hickory Chapter	Brentwood, TN	37024	290		
sc	Sunbelt Chapter	Oklahoma City, OK	73154	271		
sc	Smoky Mountain Chapter	Knoxville, TN	37950	202		
sc	Choo-Choo Bimmers Chapter	Chattanooga, TN	37414	128	6,898	12
	NONUSA Chapter			361		

region	Chapter	city state	zip	bg_lat	bg_long
na	New York Chapter	Arverne, NY	11692	40.5918132	-73.7919103
na	New Jersey Chapter	Westfield, NJ	7091	40.6589	-74.3479
na	Boston Chapter	Peabody, MA	1961	42.53	-70.93
sa	National Capital Chapter	Arlington, VA	22153	38.881166	-77.07253
nc	Buckeye Chapter	Columbus, OH	43221	40.0097883	-83.0683519
nc	St Louis BMW Club	Saint Louis, MO	63105	38.6446683	-90.3254317
sa	Tidewater Chapter	Virginia Beach, VA	23466	36.8526	-75.9783
nc	Windy City BMW	Glenview, IL	60025	42.0723953	-87.8205864
na	Connecticut Valley Chapter	Hartford, CT	6141	41.7638	-72.6859
p	Golden Gate Chapter	San Rafael, CA	94903	38.0270044	-122.5485873
sa	Tarheel Chapter	Greensboro, NC	27429	36.0695	-79.7871
sc	Bayou Chapter	Kenner, LA	70063	29.9766469	-90.2503766
nc	Badger Bimmers Chapter	Milwaukee, WI	53211	43.0824328	-87.879523
sc	Rocky Mountain Chapter	Denver, CO	80237	39.6439276	-104.8980058
p	Roadrunner Chapter	Carefree, AZ	85377	33.8258919	-111.9075349
na	Delaware Valley Chapter	Flourtown, PA	19031	40.1036515	-75.2077938
p	Sacramento Valley Chapter	Sacramento, CA	95816	38.5705347	-121.4627576
sa	Sandlapper Chapter	Greenville, SC	29616	34.8525	-82.3944
nc	Iowa Chapter	Fort Dodge, IA	50501	42.5136902	-94.19234
sa	Florida Suncoast Chapter	Tampa, FL	33679	27.95	-82.51
sc	Smoky Mountain Chapter	Knoxville, TN	37950	35.9464916	-84.0147594
sc	Lone Star Chapter	Richardson, TX	75083	32.96	-96.73
p	San Diego Chapter	San Diego, CA	92150	32.7154	-117.1565
sc	Houston Chapter	Houston, TX	77256	29.7632	-95.3633
sa	Peachtree Chapter	Roswell, GA	30076	34.0567006	-84.3436881
nc	Motor City Chapter	Farmington, MI	48333	42.4647	-83.3764
na	Patroon Chapter	Albany, NY	12203	42.6806199	-73.8360251
na	Allegheny Chapter	Monroeville, PA	15146	40.4324714	-79.7512033
nc	Missouri Valley Chapter	Lincoln, NE	68516	40.7368615	-96.6531216
sc	Sunbelt Chapter	Oklahoma City, OK	73154	35.4678	-97.5164
p	Inland Empire Chapter	Mead, WA	99021	47.8338723	-117.2003255
nc	North Star Chapter	Orono, MN	55364	44.9317852	-93.6724649
sa	Blue Ridge Chapter	Charlottesville, VA	22905	38.0295	-78.4769
na	Mountain State Chapter	South Charleston, WV	25309	38.3002768	-81.7568253
sc	Tejas Chapter	Austin, TX	78760	30.21	-97.73
sa	Gulf Coast Chapter	Spanish Fort, AL	35627	30.6767465	-87.8553209
sa	Everglades Chapter	West Palm Beach, FL	33416	26.715	-80.0537
nc	Hoosier Chapter	Indianapolis, IN	46220	39.8646455	-86.1039189
na	Genesee Valley Chapter	Fairport, NY	14450	43.1022649	-77.468502
sa	Sunshine Bimmers Chapter	Palm Bay, FL	32909	27.870991	-80.7436141
na	Pocono Mountain Chapter	Wyoming, PA	18644	41.3117471	-75.8374174
p	Sonora Chapter	Tucson, AZ	85733	32.2217	-110.9259
nc	Kansas City BMW Club	Overland Park, KS	66204	38.9930421	-94.6812086
p	Central California Chapter	Visalia, CA	93279	36.3303	-119.2911
nc	Illini BMW Chapter	Peoria, IL	61612	40.6937	-89.5887
p	Hawaii Chapter	Honolulu, HI	96823	21.3069	-157.8584
sa	First Coast Chapter	Jacksonville, FL	32260	30.08	-81.58
nc	Bluegrass Bimmers Chapter	Louisville, KY	40204	38.2415063	-85.7230719
sc	New Mexico Chapter	Albuquerque, NM	87198	35.0844	-106.6508
p	Wasatch Chapter	Salt Lake City, UT	84123	40.6609843	-111.9164779
na	Pine Tree Chapter	Portland, ME	4104	43.6599999	-70.27
na	Nittany Bimmers Chapter	Lancaster, PA	17606	40.09	-76.3
nc	Michiana Chapter	Portage, MI	49081	42.2299999	-85.63

sc	Old Hickory Chapter	Brentwood, TN	37024	36.03	-86.78
nc	Northern Ohio Chapter	Cuyahoga Falls, OH	44223	41.1794305	-81.5267282
na	White Mountain Chapter	Manchester, NH	3104	43.0088559	-71.4477469
sc	River City Bimmers	Germantown, TN	38183	35.090399	-89.803282
sa	Puerto Rico Chapter	San Juan, PR	919	18.4683	-66.1061
p	Sin City Chapter	Las Vegas, NV	89134	36.2010155	-115.3015383
p	Los Angeles Chapter	City of Industry, CA	91744	34.0225	-117.9563889
sc	Heart of Dixie Chapter	Birmingham, AL	35236	33.5208	-86.8027
sc	Choo-Choo Bimmers Cl	Chattanooga, TN	37414	35.0459	-85.3106
p	Puget Sound Chapter	Bellevue, WA	98009	47.6106	-122.1997
na	Green Mountain Chapter	Mendon, VT	5701	43.65	-72.8947222
p	Sierra Chapter	Reno, NV	89510	39.6521333	-119.4637884
p	Rattlesnake Chapter	Pasco, WA	99302	46.2289	-119.0994
p	Oregon Chapter	Portland, OR	97228	45.53	-122.68

bg_postal	bg_accuracy
11692	APPROXIMATE
7091	APPROXIMATE
1961	APPROXIMATE
22204	APPROXIMATE
43221	APPROXIMATE
63105	APPROXIMATE
23466	APPROXIMATE
60025	APPROXIMATE
6141	APPROXIMATE
94903	APPROXIMATE
27401	APPROXIMATE
70062	GEOMETRIC_CENTER
53211	APPROXIMATE
80237	APPROXIMATE
85377	APPROXIMATE
19031	APPROXIMATE
95816	APPROXIMATE
29616	APPROXIMATE
50501	APPROXIMATE
33679	APPROXIMATE
37950	APPROXIMATE
75083	APPROXIMATE
92150	APPROXIMATE
77256	APPROXIMATE
30076	APPROXIMATE
48333	APPROXIMATE
12203	APPROXIMATE
15146	APPROXIMATE
68516	APPROXIMATE
73154	APPROXIMATE
99021	APPROXIMATE
55364	APPROXIMATE
22905	APPROXIMATE
25309	APPROXIMATE
78760	APPROXIMATE
36527	RANGE_INTERPOLATED
33416	APPROXIMATE
46220	APPROXIMATE
14450	GEOMETRIC_CENTER
32909	APPROXIMATE
	APPROXIMATE
85733	APPROXIMATE
66204	APPROXIMATE
93279	APPROXIMATE
61612	APPROXIMATE
96823	APPROXIMATE
32260	APPROXIMATE
40204	APPROXIMATE
87198	APPROXIMATE
84123	APPROXIMATE
4104	APPROXIMATE
17606	APPROXIMATE
49081	APPROXIMATE

37024 APPROXIMATE
44223 APPROXIMATE
3104 APPROXIMATE
38138 APPROXIMATE
919 APPROXIMATE
89134 APPROXIMATE
91744 APPROXIMATE
35236 APPROXIMATE
37414 APPROXIMATE
98009 APPROXIMATE
5701 APPROXIMATE
89510 APPROXIMATE
99302 APPROXIMATE
97228 APPROXIMATE

region	Chapter	city state	zip	Members
na	Boston Chapter	Peabody, MA	01961	2,838
na	New York Chapter	Arverne, NY	11692	2,415
na	New Jersey Chapter	Westfield, NJ	07091	2,390
na	Delaware Valley Chapter	Flourtown, PA	19031	1,774
na	Connecticut Valley Chapter	Hartford, CT	06141	1,743
na	Genesee Valley Chapter	Fairport, NY	14450	1,076
na	Patroon Chapter	Albany, NY	12203	607
na	Nittany Bimmers Chapter	Lancaster, PA	17606	584
na	Allegheny Chapter	Monroeville, PA	15146	573
na	White Mountain Chapter	Manchester, NH	03104	569
na	Pine Tree Chapter	Portland, ME	04104	210
na	Pocono Mountain Chapter	Wyoming, PA	18644	173
na	Green Mountain Chapter	Mendon, VT	05701	152
na	Mountain State Chapter	S Charleston, WV	25309	111
				15,215
nc	Windy City BMW	Glenview, IL	60025	2,159
nc	Buckeye Chapter	Columbus, OH	43221	1,135
nc	North Star Chapter	Orono, MN	55364	1,009
nc	Badger Bimmers Chapter	Milwaukee, WI	53211	859
nc	Northern Ohio Chapter	Cuyahoga Falls, OH	44223	755
nc	St Louis BMW Club	Saint Louis, MO	63105	684
nc	Hoosier Chapter	Indianapolis, IN	46220	668
nc	Motor City Chapter	Farmington, MI	48333	589
nc	Kansas City BMW Club	Overland Park, KS	66204	563
nc	Michiana Chapter	Portage, MI	49081	488
nc	Bluegrass Bimmers Chapter	Louisville, KY	40204	438
nc	Iowa Chapter	Fort Dodge, IA	50501	417
nc	Missouri Valley Chapter	Lincoln, NE	68516	366
nc	Illini BMW Chapter	Peoria, IL	61612	222
				10,352

p	Golden Gate Chapter	San Rafael, CA	94903	3,968
p	Los Angeles Chapter	City of Industry, CA	91744	2,898
p	Puget Sound Chapter	Bellevue, WA	98009	2,205
p	San Diego Chapter	San Diego, CA	92150	1,224
p	Roadrunner Chapter	Carefree, AZ	85377	669
p	Oregon Chapter	Portland, OR	97228	623
p	Sacramento Valley Chapter	Sacramento, CA	95816	508
p	Central California Chapter	Visalia, CA	93279	285
p	Hawaii Chapter	Honolulu, HI	96823	275
p	Sonora Chapter	Tucson, AZ	85733	270
p	Inland Empire Chapter	Mead, WA	99021	231
p	Wasatch Chapter	Salt Lake City, UT	84123	215
p	Sin City Chapter	Las Vegas, NV	89134	199
p	Sierra Chapter	Reno, NV	89510	120
p	Rattlesnake Chapter	Pasco, WA	99302	79
				13,769
sa	National Capital Chapter	Arlington, VA	22153	5,252
sa	Tarheel Chapter	Greensboro, NC	27429	2,374
sa	Peachtree Chapter	Roswell, GA	30076	1,794
sa	Everglades Chapter	West Palm Beach, FL	33416	1,227
sa	Florida Suncoast Chapter	Tampa, FL	33679	1,020
sa	Blue Ridge Chapter	Charlottesville, VA	22905	944
sa	Tidewater Chapter	Virginia Beach, VA	23466	864
sa	Sandlapper Chapter	Greenville, SC	29616	800
sa	Sunshine Bimmers Chapter	Palm Bay, FL	32909	542
sa	First Coast Chapter	Jacksonville, FL	32260	272
sa	Gulf Coast Chapter	Spanish Fort, AL	35627	201
sa	Puerto Rico Chapter	San Juan, PR	00919	130
				15,420
sc	Rocky Mountain Chapter	Denver, CO	80237	1,544

SC	Lone Star Chapter	Richardson, TX	75083	1,118
SC	Houston Chapter	Houston, TX	77256	1,039
SC	Tejas Chapter	Austin, TX	78760	707
SC	Heart of Dixie Chapter	Birmingham, AL	35236	501
SC	Bayou Chapter	Kenner, LA	70063	464
SC	New Mexico Chapter	Albuquerque, NM	87198	335
SC	River City Bimmers	Germantown, TN	38183	299
SC	Old Hickory Chapter	Brentwood, TN	37024	290
SC	Sunbelt Chapter	Oklahoma City, OK	73154	271
SC	Smoky Mountain Chapter	Knoxville, TN	37950	202
SC	Choo-Choo Bimmers Chapter	Chattanooga, TN	37414	128
				6,898
	NONUSA Chapter			361

region	Chapter	city state	zip	members
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sc	New Mexico Chapter	Albuquerque, NM	87198	335
sc	Missouri Valley Chapter	Lincoln, NE	68516	366
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sc	Roadrunner Chapter	Carefree, AZ	85377	669
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sc	North Star Chapter	Orono, MN	55364	1,009
sc	Houston Chapter	Houston, TX	77256	1,039
sc	Lone Star Chapter	Richardson, TX	75083	1,118
sc	Rocky Mountain Chapter	Denver, CO	80237	1,544

20,647

9,472

110

12,615

10,397

8,523

To The Board of Directors
And to Frank Patek:

July 2, 2010

This is written in the hope that I might convince you to reevaluate your decision of terminating my membership in the club.

I would like to first apologize for causing you all such a commotion and such an upheaval through my sending that last ill-conceived and poorly structured letter.

By trying to be glib and "tongue-in-cheek" (snide) with my English context I simply did a disservice to all of us, myself included, and screwed up the entire situation. Add to that some poor timing and over-reaction to the situation and I simply made it worse. Ergo your decision. For that I humbly apologize.

I realize now that this was not at all the way the club (nor I) would want to approach the situation and I made some poor choices; I beg your pardon.

Suffice it to say that it'll never be repeated and I have learned from it.

BMW has finally decided that I don't have a race car and is replacing the transmission.
For your help in this matter I thank you very much.

I await your consideration,



Mark Livesay
392 Coogan Way
El Cajon CA 92020

Minutes of the July 10-11, 2010 National Board meeting

The National Board Meeting, conducted at the Hilton Chicago O'Hare Airport Hotel, was called to order by President Bruce Hazard at 8:00 a.m. Other Board members present included Mark Jon Calabrese, Louis Goldsman, JR Schneider, Michael Lingenfelter, Mark Doran, Jeff Cowan, Paul Dunlevy, and John Sullivan. National Office staff present included Frank Patek, Linda Axelson and *Roundel* Editor in Chief Satch Carlson. Guests present included Barbara Adams, Larry Schettel, Kelly Kirkland and Darcy Yench.

President Hazard reported that the meeting minutes from the March Board Meeting had been approved by conference call on April 20, 2010, and dispensed with the reading of the minutes. The May conference call had resulted in a vote to confer Regional status to the multi-chapter Las Vegas driving event and a loan to the Bluegrass Chapter. The June conference call had resulted in a vote to terminate the membership of Mark Livesay.

Motion for approval of the conference call votes was made by Paul Dunlevy and seconded by John Sullivan. The motion passed by a vote of 9-0.

BOARD MEMBER REPORTS

The pre-meeting reports submitted by the President, Executive Vice President, Secretary, Treasurer, Pacific Region Vice President, South Atlantic Region Vice President, North Central Region Vice President, and South Central Region Vice President were submitted without further revisions. The pre-meeting report of Executive Director Frank Patek was supplemented with updated membership numbers and a proposal for the creation of club jewelry. North Atlantic Region Vice President John Sullivan reported on a reduction in the number of newsletter delinquencies from that contained in his report.

Michael Lingenfelter presented a report on the Membership Committee progress with the development of the Mission Statement and Objectives.

NATIONAL EVENTS

Oktoberfest. Manager Linda Axelson reported that Ofest 2010 registration is underway with 530 registrants. The General Membership meeting at O↓ fest 2010 has been deferred from the schedule of activities.

Proposed modifications to the Concours Competition Rules to create !! Expert¶ classes have been published in *Roundel*, News from National and on the club website. Mark Jon Calabrese presented a motion for the adoption of the Expert class rules. Mark Doran seconded. The motion passed 9-0.

Contract finalization with the Renaissance Ross Bridge Golf Resort and Spa has been completed for the October 10-16, 2011 Oktoberfest event in Birmingham, Alabama. Assistance of the Peachtree Chapter for the Autocross is being negotiated.

Continuing investigation of the possible locations for Oktoberfest 2012 remains under way. Possible sites include New Jersey and Las Vegas. Sites for Colorado in 2013 are being explored.

Driving Events Congress. The Dallas Grand Hyatt has been selected as the location for the event to be conducted the first week of March 2011.

Regional Congress. The experimental North Central Regional Congress continues in the planning stages, with the date and location still to be determined.

Annual Meeting. Greenville, South Carolina will host the meeting on the third weekend of March, 2011.

REGIONAL EVENTS

Vintage in the Vineyards. The event continues to grow with over 300 participants and a large 2002 representation. Concerns were expressed that the event has overgrown the location and alternatives are being investigated.

Pittsburgh Vintage Grand Prix. Another successful event is anticipated as the event continues to grow with activities happening through out the entire week of the seventeenth thru the twenty-fifth of the month. The National Office will be on-site to promote the club and solicit new members.

Vintage at Saratoga. The Patroon Chapter reports that preparations are moving forward for the 7/17/10 - 7/18/10 event with locations and timing being controlled by the horse racing authorities.

West Coast Historics Weekend. The German Concours is set for August 13th with cooperative efforts of the three marque clubs looking towards meeting attendance projections. Registration is currently on target. The Banquet speaker has been confirmed. The National Office will be on-site to promote the club and solicit new members.

New Events. The Las Vegas event set October 1-2, 2010, has already released their promotional materials. A Lime Rock Corral request is pending, as is a request for Regional status by Vintage in the Vineyards 2011.

NATIONAL PROGRAMS AND SERVICES

Website and Database Update. The website development is not moving as fast as is work on the Database project, with the Raffle and Oktoberfest being large delaying factors. The Website and Database are expected to launch simultaneously in late September or early October. It is hoped that both will be up and running by yearend upon final approval by the National Office staff. Reduction of customization is being applied to expedite projects. The Website is to offer Chapter pages with easy input by the chapters for posting of event information, photos and contacts. Event management services are being incorporated to provide chapter event registration and payment functions.

Club Racing Update. Rules Committee recommendations remain pending review.

Driving Events Committee. New Minimum Standards are to be published before O↑ fest 2010. The Committee is aware of some missing incident reports and is working to improve communications. The DEC pre-meeting report was offered for the details of the Instructor Training Seminar schedule.

Raffle. The last push is underway with a series of email blasts. Ticket sales are off about 3,000 tickets, with current sales at 16,626 tickets. Options for a hard mail or Roundel based reminder are under consideration.

POLICY AND ADMINISTRATION

Operations Manual Updates. Formatting corrections are underway by the National Office staff incorporating the previously approved revisions.

Member Benefits Proposal. Harris Connect Directory presented a proposal for the creation of a club membership and history directory. Pursuit of the project was delegated to Frank Patek. Jostens Jewelry presented a proposal for the creation of a club ring. Approval was given to Frank Patek to follow up with proposal.

Benefits updates. An agreement with Med-Jet Assist Air Ambulance has been signed to offer services to club members on an individual subscription basis.

Elections. Campaign Guidelines are being developed by Jeff Cowan, with Board input. Due to budget issues, paper ballots will no longer be offered on a postage paid basis. The discussion continues on the merits of paper and electronic balloting.

CHAPTER ISSUES

Conference Calls. Chapter conference calls are now being used by Paul Dunlevy, John Sullivan, Jeff Cowan, and Michael Lingenfelter with varied rates of success in maintaining chapter participation. Standardized dates and email reminders have been reported beneficial to growing participation along with the selection of interesting topics and written notes submitted to all invitees.

Chapter Toolbox. Byron McCauley and Sueann Meskel are continuing the development of the how-to lists for creating and presenting chapter activities. The New Officer Guidebook is intended to provide a ready reference and training materials for best practices and the introduction to required national forms is to be ready for inclusion with the new website launch.

Chapter Member Recognition Program. Criteria for the selection of Chapter Performance awards has been deferred to the Membership Committee.

Probation Report. Three Pacific Region chapters and the Puerto Rico chapter were identified as being late with their Newsletter publication schedules and are being address by the respective Regional Vice Presidents.

FOUNDATION

Mutual Financial Issues. The Board of Directors conducted a conference call in Executive Session with the Board of Directors of the BMWCCA Foundation regarding financing and insurance issues facing the Street Survival Program. The discussion included strategies for dealing with coverage guarantees of losses incurred by sponsoring chapters. No votes were taken while in Executive Session.

FINANCIAL

Treasurer Louis Goldsman, reported that Revenues are 15% under budget, while expenses are currently 23% under budget. The IRS draft report remains in the IRS review cycle with nothing new to report or consider.

MEMBERSHIP

The Membership Drive has resulted in recruitment at double the rate of 2009 with the creation of various incentive programs focused on the recovery of lapsed members. Development of Retention Strategies is being targeted by the Membership Committee. The sample issue of Roundel is now targeted in the range of 90-96 pages per issue. A review of the proposed content was given the blessings of the Board to move forward with publication. We are still awaiting delivery of the CPO contact information. The Membership Folder that had been a part of the new car delivery package is no longer being printed. It was discussed that a DVD be created for distribution as the replacement alternative. The BMW NA Membership Rewards program is on pace for a 50% increase over the 2009 participation rate with projections for 4,500 2010 participants.

Recess: The Open Board Meeting was adjourned until Sunday July 11, 2010, for consideration of the balance of the Agenda. The Board then re-convened in Executive Session until 5:30 pm

Minutes of the July 11, 2010 National Board Meeting

The National Board Meeting resumed at 8:34a.m. on Sunday July 11, 2010, with all Board Members present, when the meeting was gavelled into session by President Hazard. Also in attendance were Satch Carlson, Kelly Kirkland, Linda Axelson, Executive Director Frank Patek and Darcy Yench.

NEW BUSINESS

Virtual Chapters. The BMW Z Clubs continue to express interest in the Virtual Chapter option. Request has been made of the potential virtual chapter for their suggestions of guidelines that might be applicable to a Virtual Chapter. Bruce Hazard and Mark Jon Calabrese were assigned to draft a proposed process following discussion by the Board of perceived necessary components. Consideration will be placed upon the agenda at a future meeting.

Real Estate. Frank Patek reported on the current office space needs of the National Office, wherein 3,000 square feet of space is occupied, and his assessment of need for future expansion.

Discussion Topics.

- 1) Magnet mail is currently being used by 2 chapters.
- 2) Development of a guide book of driving tours, possibly to be available on the website.

- 3) Development of Regional Mini-fest events with National Office support.
- 4) Regional newsletter creation.
- 5) National support for chapter newsletters template creation cancelled.

Chapter Regional Realignment. In follow up of discussions since the March Board meeting, the Regional Vice Presidents have reviewed the current distribution and location of the chapters in view of several recently chartered chapters in the Pacific Region. It was the consensus of the Regional Vice Presidents that the membership could be better served by a reallocation as follows:

Wasatch to South Central
Missouri Valley to South Central
Kansas City to South Central
River City to North Central
Old Hickory to North Central
Heart of Dixie to South Atlantic
Knoxville to South Atlantic
Choo-Choo to South Atlantic
Bayou to South Atlantic

Review of the proposed realignment is to be completed in time for the coming election cycle.

Election 2011. National Board positions for election in 2011 include the Executive Vice President, Secretary, and South Central Region Vice President.

Future Meetings and Conference Calls. The schedule for conference calls includes the dates of August 5th and September 9th. Board meetings have been scheduled for October 30-31, 2010 in San Francisco and January 8, 2011, location yet to be determined. The Annual Meeting and Board Meeting in Greenville will be set during March 2011.

Adjournment. The meeting was adjourned by unanimous vote at 10:15 a.m. Motion by John Sullivan, Second by Louis Goldsman.