

BMW CCA BOARD MEETING
JANUARY 27-28, 2007
Ft. Worth, Texas

MINUTES

Saturday, January 27, 2007

1. Call to Order:

The meeting was called to order at 8:00 a.m.

2. Attendees:

Board Members: Scott Blazey, Mark Jon Calabrese, Len Mueller, Carlos Diaz-Estrada, John Sullivan, Eddy Funahashi, Louis Goldsman, Fred Iacino, Bruce Hazard.

Also attending: Wynne Smith, Phil Marx, Bill Wade, Brenda Sarvis, Satch Carlson, Bill Howard, and Suzin Koeller.

Guests: JR Schnieder, David Ray, Jeff Warner, Terry Sayther, Erik Wensberg, Nick Papayianis, Will Atkinson, Mark Peters, Leo Newland, Bill Buck, Bob Mainini.

3. Minutes:

The minutes of the September 16-17, 2006 Board meeting were approved by vote of the Board on October 26, 2006 via e-mail. Reading of the minutes was dispensed with.

4. Reports:

4.1. Presidents Report:

Scott Blazey had nothing to add to his pre-meeting report.

4.2. Vice President:

Mark Jon Calabrese had nothing to add to his pre-meeting report.

4.3. Secretary:

Bruce Hazard had nothing to add to his pre-meeting report.

4.4. Treasurer:

Louis Goldsman reported that there were no changes to his pre-meeting report.

4.5. Pacific RVP:

Eddy Funahashi had nothing to add to his pre-meeting report.

4.6. South Central RVP:

Fred Iacino had nothing to add to his pre-meeting report.

4.7. North Central RVP:

Len Mueller had nothing to add to his pre-meeting report.

4.8. South Atlantic RVP:

Carlos Diaz-Estrada had nothing to add to his pre-meeting report.

4.9. North Atlantic RVP:

John Sullivan had nothing to add to his pre-meeting report.

4.10. *Executive Director:*

Wynne Smith had nothing to add to her pre-meeting report.

4.11. *Club Racing:*

There was nothing to add to Dave McIntyre's Club Racing pre-meeting report.

4.12. *DEC:*

Bill Wade had nothing to add to his pre-meeting report.

4.13. *Roundel:*

Phil Marx had the following updates to his pre-meeting report.

- In the last 2 months the advertising revenue has been down 15%. It seems that this is an industry trend and all the auto clubs are experiencing the same downward trend. It seems that advertisers are moving to online advertising rather than print.
- Michael Slaff is working on package deals that would include print and online advertising. Additionally, new advertisers will also be pursued.
- This trend has been budgeted for the last 2-3 years but didn't develop until now.

4.14. *bmwcca.org:*

Bill Howard provided an update on the website. His presentation is attached. The highlights are:

- The momentum started in September continues with:
 - More visitors, stories, photos, etc.
 - Display cars and people.
 - Timely posting of event and news coverage.
- Planning for 2007 includes:
 - Develop an editorial calendar
 - Additional design changes
 - Expand the site
 - Develop a revenue plan
 - Team building of staff and writers
 - Coordinate with *Roundel*
 - Archiving *Roundel* – full version.
 - Site redesign for a fresher look
 - Determine the right mix of access for visitors vs. members
 - Establish and share branding with *Roundel*

Break - 9:30 to 9:45 a.m.

5. Discussion Topics:

5.1. Petition for new Chapter:

- 5.1.1 Jeff Warner made a presentation for a new Chapter based in Reno, Nevada. Currently, the area is part of the Sin City Chapter based in Las Vegas. Because of the distance (8 hours) between Reno and Las Vegas,

it's not very convenient for members in the Reno area to participate in events.

- 5.1.2 The Sin City Chapter Board has been consulted and is supportive of the new chapter and has agreed to release the counties within 2 hours of Reno for the formation of the new chapter. This would include approximately 200 current members that would be given the opportunity to choose their chapter affiliation.
- 5.1.3 The Board members of the Sierra Chapter are all long-time BMW CCA members. They have already been very active with meetings, developed a full calendar of 2007 events and published a newsletter.
- 5.1.4 Eddy Funahashi reported that the organizers and staff are all very capable and enthusiastic and he is comfortable that the proposed chapter is sustainable. Additionally, the Chapter has completed all the necessary requirements outlined in the BMW CCA Operations Manual,
- 5.1.5 *MOTION:* Therefore, Eddy made a motion to charter the Sierra Chapter. The motion was seconded by Len Mueller. *INFAVOR:* All.

5.2. *Hooked on Driving:*

- 5.2.1 Dave Ray from Hooked On Driving, LLC made a presentation about the video they have developed that generically discusses what happens at performance driving educational programs.
- 5.2.2 This video was developed to sell the "track days" concept and to reduce the barriers, fears and misconceptions that potential participants experience before the event.
- 5.2.3 If BMW CCA is interested, the club could purchase up to 1,000 copies for \$5 per DVD, with those proceeds being donated by Hooked on Driving to www.wheelchairfoundation.org. Additional copies would be available at a higher cost. The CD case flyer could be customized for BMW CCA. It is also possible BMW CCA to customize a video introduction.
- 5.2.4 After a brief discussion it was recommended that the DEC review the video and consider its benefits and make a recommendation to the Board on how it could be used and deployed.

5.3. *BMW CCA Foundation:*

- 5.3.1 Leo Newland and Erik Wensberg presented a Progress Report which is attached.
- 5.3.2 Street Survival continues to be the Foundations premier activity.
 - The program grew dramatically in 2006 as compared to 2005. The number of events doubled, tuition was lowered, and the average attendance per school increased.
 - Tire Rack owners and management are extremely supportive and committed to the program. They are looking for a joint market, have pledged support for teen programs, are providing access to their resources and are working on support from the tire manufacturers.

- The program has received coverage in *Autoweek*, *Kiplinger's Personal Finance Magazine* online, and on "Car Crazy" radio show.
- For 2007 the goal is more schools and a higher average participation, improved marketing materials and support.

5.3.3 Other activities:

- Archives on the web.
- Improve dialog and collaboration with BMW Mobile Tradition and BMW Marketing.
- Broaden base of financial support.

Lunch – 12:10 to 1:05 p.m.

5.4. **National Events**

5.4.1 *TechFest*

5.4.1.1 *2007, Tacoma, WA.*

- 22 tech session speakers are confirmed
- Arrangements are being finalized for activities at local Griots Garage and Fikse Wheels facilities.
- 12 vendors are confirmed
- 45 registrants to date
- Publicity in local media outlets will be used in the weeks before the event.
- Non members will be invited to the Griots Garage and Fikse Wheels events.

5.4.1.2 *Future Events*

- In the North/East perhaps Baltimore or Philadelphia
- The Nittany Bimmers Chapter has expressed interest.

5.4.2 *Oktoberfest*

5.4.2.1 *2007, Ft. Worth, TX*

- Lone Star Chapter is providing driving event support.
- All the locations are finalized.
- Track is 30 minutes from the hotel.
- Details for the celebration of the E30 M3 is progressing.
- Oktoberfest information needs to be on bmwcca.org.
- There will be ads in *Bimmer* magazine. How about *BMW Magazine*.

5.4.3 *Future of Oktoberfest*

- 5.4.3.1 The Oktoberfest Study Committee consisting of Mark Jon Calabrese, Brenda Dunlevy, Bruce Hazard, Tamara Hull, Brenda Sarvis, Steven Schlossman, J.R. Schneider and Kai Xing has been considering what changes need to be made to improve the attendance and quality of the event.

5.4.3.2 The Committee considered input from the Board, National Office, responses to the recent survey, unsolicited comments from concerned members and their own experiences and observations.

5.4.3.3 The first order of business was to review and refine the mission statement of Oktoberfest. The following mission statement was approved by the Board.

The mission of the BMW Car Club of America's national Oktoberfest is to foster the spirit of camaraderie and friendly competition for BMW enthusiasts by providing social and motorsport activities, along with the opportunity to share their joy of driving and common automotive interests.

5.4.3.4 The Committee made the following recommendations:

- Intensify and maximize the promotion and advertising for the event.
- Implement site selection criteria and a selection committee.
- Implement a set rotation through the five BMW CCA regions.
- Maintain the five-day format but shift it to Tuesday thru Saturday.
- Implement a five-year planning schedule.
- Develop a systematic approach to evaluating each event.
- Do not make radical event format changes until a promotional job is accomplished and evaluated.

5.4.3.5 The Committee had the following observations.

- The current format provides all the elements of the current and revised mission statement. Therefore, no major changes are indicated immediately.
- The biggest concern is the promotion of the event. By maximizing the use of *Roundel*, bmwcca.org and other outlet's a better job can be done explaining what Ofest is, why a member would want to participate and what they can expect at the next event.
- Structure needs to be inserted in the site selection process based on specific criteria (location, the quality of the track, local Chapter buy-in, proximity to members, hotel facilities, cost, etc.). A numerical matrix was developed for this purpose.
- The surveys and comments showed that some members wanted only motorsport event, others were interested in social only; some wanted a 3 day event, others liked the 5 day schedule; some liked the weekdays, others wanted more weekends and less time off work.

The current format provides some level of compromise for all these groups: Motorsports only package (driving school and autocross, Tuesday –Thursday), social only package

(Thursday thru Saturday) or everything. These can be sold separately or as one package.

- A systematic approach using comparative data is needed to evaluate the level of success for each event. Only with this approach can the effect of these and futures changes be evaluated and further changes be made.

5.4.4 Chapter Congress

- Valley Forge, April 20-22, 2007.
- See Executive Director's pre-meeting report for details.

5.4.5 Z Homecoming:

- There has been no communication from Ken Sparks or Roberta Evans, so it appears the BMW CCA will not be involved for 2007.

Break - 2:35 to 2:50 a.m.

5.5. National Programs and Services:

5.5.1 New Branding:

5.5.1.1 Bill Buck presented a proposal for a new branding format for all printed and online material. The proposal will address:

- Current materials have different looks and messages.
- What is BMW CCA?
- What do we do to belong?

5.5.1.2 Bill presented many samples that the Board liked. They included the tag line "You Belong Here". The message is that BMW CCA has something for every BMW enthusiast. See attached samples.

5.5.1.3 The Board approved Bill's presentation and the tag line. A trade mark will be investigated for the tag line. Approval was given to move forward with the re-branding.

5.5.2 Website:

5.5.2.1 There was recent concern that the website was not as secure as possible.

- The website uses SSL security.
- The more we use commerce the more robust the security needs to be.

5.5.2.2 Currently information from online registrations (membership and event) requires manual entry into IMUS. This is being automated.

- The National Office has a 3 year agreement with Motorsport Reg. to process the registrations and automatically populate the IMUS database.

- As part of this automation, when registering the members demographic information should automatically populate the registration form.

5.5.3 *DEC:*

- Bill Wade reported that reporting and reimbursement requirements for ITS grants have been developed and are similar to those in the BMW CCA Operations Manual.
- Bill Wade mentioned that the issue of insurance coverage for driving event participants and their cars is a hot topic of discussion. The coverage varies from policy to policy and company to company. The level of advice provided by the Chapters to their participants varies widely. The Board recommended that the DEC review this issue and develop standard language to be provided to the Chapters to advise their participants.

5.5.4 *Club Racing:*

5.5.4.1 The National Office has assumed responsibility for the administration and processing of licensing. Fran Hughes will still research applicant and make final decision on approval or disapproval of license applications.

5.5.4.2 The Board received an appeal to the National Appeals Committee to review the actions of the Club Racing Chairman in regard to an appeal of a 13/13 penalty.

MOTION: Len Mueller made a motion to accept the appeal and convene the National Appeals Committee to determine if the actions of the CR Chairman were appropriate, were the rules followed and were the rules fair. The motion was seconded by Mark Jon Calabrese. *INFAVOR:* All.

5.5.4.3 The Board also received a letter from Steve Olsen and Nanci Maloney complaining about the CR Chairman's selection of Vince Leo as Competition Chairman and requested that the Board take action to reverse the appointment.

- Scott Blazey reported that he had replied and acknowledged receipt of the letter.
- Dave McIntyre has stated that he selected Vince Leo because of his administrative experience, that he has some stewarding experience and he will be mentored.
- The Board confirmed its support for the CR Chairman and sees no reason to take action on this request.

5.5.5 *Operations Manual*

5.5.5.1 Louis presented the following change to the Operations Manual addressing a potential conflict of interest if a Board Liaison is also a member of the management team of the activity covered by the Liaison.

Section 2.7.1; Insert the following after the 1st sentence:

The designated liaison shall not be an appointed member of the management team or an elected representative of the activity.

- 5.5.5.2 **MOTION:** Louis Goldsman made a motion to make this addition to the Operations Manual. The motion was seconded by Fred Iacino. **INFAVOR:** All except Carlos Diaz-Estrada who abstained.

5.6. Chapter Issues:

- 5.6.1 There was a discussion about Chapter officer access to the member database. The Chapter president declares who should have access on the annual Chapter Questionnaire. In order for this information to be accurate and up to date as changes happen, the questionnaire must be submitted to the National Office within two weeks after an election but no later than March 15th.
- 5.6.2 There was a discussion of member benefits and voting privileges for multi-chapter members.
- A member who has paid the additional dues to be a member of one or more additional chapters should have the same chapter benefits and privileges as any other dues-paying member of those chapters. The only reason such a member may be denied office-holding or voting in those additional chapters is if those chapters have in their individual bylaws, provision restricting office holding or voting based on geographic residence in the chapter area.
 - For National elections each BMW CCA member has only one vote Regardless of the number of chapters to which he or she belongs. BMW CCA members are eligible to vote in BMW CCA elections only in the region in which they reside.
- 5.6.3 There was a discussion about member standards of conduct and enforcement. If the National Board feels that there is a violation of the Standards of Conduct, they can sanction the member up to and including revocation of membership. Individual chapters may, at their Board's discretion, take disciplinary action against members of their chapter, but only in accordance with their own bylaws. Chapters may request that members be removed from their chapter by the National Board, and they may request or recommend that the National Board take disciplinary action against a member to include revocation of membership. While chapters may, if their bylaws permit, exclude individuals from membership in their chapter, chapter Boards do not have the authority to revoke BMW CCA memberships. That authority rests solely with the National Board.

5.6.4

Break – 5:00 to 5:10 p.m.

- 5.6.5 Board members were provided with two chapters' bylaws and were asked to review them to include looking for potential conflicts with BMW CCA bylaws.

5.7. Membership and Administration:

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- 5.7.1 The membership drive is under way with 300 members referring 323 new members. The full details are on *bmwcca.org*. Prize lists will be added to the web site.
- 5.7.2 Wynne Smith reported that Ombudsman Dwayne Mosley did not submit any reimbursement for 2006 telephone expenses until just recently. This is contrary to the reimbursement provision in the Operations Manual that states that reimbursement requests must be submitted by the end of the quarter in which the expense occurred. The Board reluctantly approved a one time exception for the payment of \$426 and directed that a letter be sent to Mr. Mosley explaining the exception.

5.8. Regional Events:

- 5.8.1 John Sullivan reported that the Concours event by Green Mt. Chapter was a big success drawing participants from Michigan, Massachusetts, New Hampshire as well as from the Porsche, Mercedes and Audi clubs. They want to repeat the event in October 2007. John will request Regional status once dates and other details are known.

- 5.8.2 The Board understands that the Choo Choo Bimmers Chapter is planning to submit a request for Regional status for the 5er Fest in May 2007.

MOTION: Louis Goldsman made a motion for provisional approval for the 5er Fest contingent upon receiving a formal request. The motion was seconded by Fred Iacino. *INFAVOR:* All

- Fred Iacino will follow-up with the Choo Choo Bimmers regarding details and a formal request.

- 5.8.3 Eddy Funahashi requested separate Regional status for:

- Concorso Italiano, Aug. 17-18 hosted by the Central California Chapter.
- Monterey Festorics, Aug. 18-19 hosted by the Golden Gate Chapter.

MOTION: Eddy made a motion for conditional approval (pending further details) for these two separate events and that the Chapters be allowed to combine the ad space in the *Roundel* up to the total space allotted for two events. This motion was seconded by Fred Iacino. *INFAVOR:* All

Recessed at 6:00 p.m.

Sunday, January 28, 2007

6. Call to Order:

The meeting was called to order at 8:07 a.m.

7. Attendees:

Board Members: Scott Blazey, Mark Jon Calabrese, Len Mueller, Carlos Diaz-Estrada, John Sullivan, Eddy Funahashi, Louis Goldsman, Fred Iacino, Bruce Hazard.

Also attending: Wynne Smith, Phil Marx, Bill Wade, Brenda Sarvis, Satch Carlson, Bill Howard, and Suzin Keller.

Guests: JR Schnieder, Terry Sayther,

8. **Discussion Topics** (*continued*):

8.1. **Financial:**

8.1.1 **Budget:**

The budget for 2007 was discussed and revised.

MOTION: Louis Goldsman made a motion to approve the 2007 budget as revised. Carlos Diaz-Estrada seconded the motion. *INFAVOR:* All

- The National Office will look for ways to reduce the overall cost of sending information to the Chapters.

8.1.2 Eddy Funahashi raised a question regarding how much of the RVP's Discretionary or Chapter Development funds, an outgoing RVP can allocate before he leaves office in March of any year.

- After a brief discussion it was agreed that the Discretionary funds are already allocated by quarter and therefore this should not be a problem for an outgoing RVP.

MOTION: Bruce Hazard made a motion that an outgoing RVP be allowed to allocate up to 25% of the annual Chapter Development funds in the first quarter of the year that they leave office. Allocation of more than 25% of their Chapter Development funds requires Board approval. Len Mueller seconded the motion. *INFAVOR:* All

8.1.3 Carlos Diaz-Estrada reported that he would like to allocate up to \$1,000 of his Chapter Development funds to cover a potential loss for the 12 Hour of Sebring. This would be a subsidy to cover a loss and get to a breakeven situation, not to create a profit. This exceeds 25% (\$750) of the annual Chapter Development funds (\$3,000).

MOTION: Carlos made a motion to approve this as an exception to the 25% rule. Eddy Funahashi seconded the motion. *INFAVOR:* All.

Adjourned to Sensitive Session at 10:00 a.m.

Sensitive Session – 10:00 a.m. to Noon.

- Various National and *Roundel* issues were discussed.

9. **Future Meetings:**

9.1. Annual Meeting:

- March 24, 2007, Tacoma, WA

9.2. Board Meetings:

- March 24-25, Tacoma, WA

9.3. Conference Calls:

- February 22nd, 8:30 p.m. EST.

10. **Adjournment:**

MOTION: Len Mueller made a motion to adjourn. The motion was seconded by John Sullivan. *IN FAVOR:* All

The Board Meeting was adjourned at 11:55 a.m.

BMW CCA Board Meeting January 27-28, 2007



BMW Car Club of America, Inc.
Scott Blazey
President
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Kansas City, Missouri 64152
Phone (816) 587-4185
E-Mail president@bmwcca.org

January 13, 2007

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

Subject: President's Pre-meeting Report for January 27-28, 2007 Board Meeting

Travel

September 22-24, 2006 to Hallett, OK for BMW CCA Club Race (no BMW CCA funds expended)

October 13-20, 2006 to Pretoria, South Africa for the annual meeting of the International Council of BMW Clubs (no BMW CCA travel funds expended)

January 6, 2007 to Minneapolis, MN for the annual dinner of the North Star Chapter (\$392.39 used from President's travel budget)

January 13, 2007 to Merriam, Kansas for Kansas City BMW Club's annual dinner (no BMW CCA funds expended)

Planned Travel

January 26-28, 2007 to Fort Worth, TX for BMW CCA National Board meeting.

March 22-25, 2007 to Tacoma, WA for BMW CCA National Board Meeting, Annual Meeting, and TechFest 2007

International Council of BMW Clubs

The annual meeting of the International Council of BMW Clubs was held in Pretoria, South Africa October 15-18, 2006. I attended as the delegate from the BMW Car Club of America. A copy of the minutes from that meeting is attached. Among the salient points of the meeting:

A new umbrella organization was approved, BMW Clubs Asia.

Accepted club status was approved for BMW Clube do Brazil (motorcycle), BMW Car Club of Indonesia, BMW Owners Register of New Zealand (motorcycle), Moto Club BMW Panama, and Vintage BMW Motorcycle Owners (International).

Phil Abrami was re-elected as Vice President for cars; David DeBruyn was elected Vice President for motorcycles; and Ian Branston was re-elected as Council Chairman.

A number of deserving individuals were approved for the Friend of the Marque and Knochlein Awards, (none from BMW CCA were nominated)

It was acknowledged that clubs around the world would be well served to use new and emerging technology to improve communications, recruit and retain members, and increase contact and coordination between clubs.

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BMW Car Club of America, INC
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January 23, 2007

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

Subject: Vice President's Pre-Meeting Report, January 27 & 28 Board Meeting

TRAVEL

- December 15-16, 2006 Atlanta, Georgia Oktoberfest Meeting \$210.00

OKTOBERFEST

- I am very happy to report that the Oktoberfest Study Committee had a very successful meeting in Atlanta, Georgia on the weekend of December 15-16. All members of the committee were in attendance except for Mr. Kai Xing who was unable to attend because of work commitments. Also joining us for the meeting was Paul Dunlevy. I'm looking forward to sharing our work with everyone during our next meeting. I believe we come up with some interesting suggestions.

SIG's

- Nothing new to report concerning our SIGs except that we have made a few address changes in Roundel.

SERVICE OFFICERS

- Since our last meeting I've heard no complaints for any of our Service Officers.

M J Calabrese

BMW CCA Board Meeting January 27-28, 2007



BMW Car Club of America, Inc.
Louis P. Goldsman
Treasurer
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Dos Vientos Ranch, CA 91320-6895
Phone 805-499-3849
E-Mail treasurer@goldsman.com

January 15, 2007

To: BMW CCA Board of Directors
BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

Travel: Board of Directors Meeting – Boston, Massachusetts
September 16 – 17, 2006 \$698.93

Income Statement — Period Ending December 31, 2006 (Preliminary)

	January 1 – December 31, 2006	Budget
Ordinary Income/Expense		
Total Income	\$4,868,323.21	\$5,258,450.00
Total COGS	1,391,414.35	1,392,998.00
Gross Profit	\$3,476,908.86	\$3,865,452.00
Total Expense	3,581,723.52	3,950,235.00
Net Ordinary Income	(\$104,814.66)	(\$84,783.00)
Net Other Income	(47,347.05)	26,900.00
Net Income	<u>(\$152,161.71)</u>	<u>(\$57,883.00)</u>

Balance Sheet — As of December 31, 2006 (Preliminary)

ASSETS	
Total Current Assets	\$1,312,850.37
Total Fixed Assets	318,085.38
Total Other Assets	1,590,000.08
TOTAL ASSETS	<u>\$3,220,935.83</u>
LIABILITIES & EQUITY	
Total Liabilities	\$2,445,612.66
Total Equity	775,323.17
TOTAL LIABILITIES & EQUITY	<u>\$3,220,935.83</u>

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The financial results are preliminary only and do not include all year-end journal entries. The numbers will change, hopefully, not significantly. I'm also attaching an Excel spreadsheet with the income statement and balance sheets; these can be expanded to review the details behind the summary above.

I anticipate that the preliminary budget for 2007 will be sent to the Board of Directors in the next few days. Wynne and I are discussing a few of the estimates contained in the draft budget.

Respectfully submitted,
Louis Goldsman

BMW CCA Board Meeting January 27-28, 2007



BMW Car Club of America, Inc.
Bruce Hazard
Secretary
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303-324-6541
Secretary@bmwcca.org

January 17, 2007

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

Subject: Secretary Pre Meeting Report – January 2007 Board Meeting

Travel & Expenses:

- September 16-17, 2006 Board Meeting, Boston – \$566.21
- Ofest Study Committee meeting in Atlanta, Dec 16, 2006 – \$358.60

Board Meeting Minutes:

MOTION: Fred Iacino made motion to approve the minutes of the September Board meeting. John Sullivan seconded the motion and on October 26, 2006 the motion was approved.

INFAVOR: Scott Blazey, Mark Jon Calabrese, Louis Goldsman, Bruce Hazard, John Sullivan, Carlos Diaz-Estrada, Len Mueller, Fred Iacino, Eddy Funahashi.

Conference Calls: Notes are attached for conference calls held on October 26th and November 30th.

Respectively Submitted

Bruce Hazard

BMW CCA Board Meeting January 27-28, 2007

BMW CCA BOARD CONFERENCE CALL

MINUTES: **OCTOBER 26, 2006**

11. Call to Order:

The call was called to order at 8:35 p.m. EST.

12. Attendees:

Scott Blazey, Mark Jon Calabrese, Carlos Diaz-Estrada, John Sullivan, Eddy Funahashi, Louis Goldsman, Len Mueller, Fred Iacino, Bruce Hazard.

Other: Wynne Smith

13. Topics:

13.1. Website and Staffing Update

- Chapter documents and registration form for TechFest are now online
- The site is receiving approximately 2000 visits per day.
- The server and email are being upgraded.
- A second web technician has been hired to assist Gavin.
- The arcade section is being upgraded.
- A Tech Talk forum is being added.

13.2. Chapters on Probation Update:

- The Buckeye, New Hampshire and Gulf Coast Chapters are off probation.
- The Gulf Coast still struggles just one active officer.

13.3. TechFest 2007:

- Planning continues on schedule.
- Working with the Puget Sound Chapter.
- Will be inviting the Vancouver Chapter of BMW CCC.
- Solicitation of sponsorship is progressing well.
- An event is being planned at Girot's

13.4. Oktoberfest 2007:

- The Lone Star Chapter is excited and involved.
- Many exciting plans for the featured model E30 M3
 - Club racing is considering a special E30 M3 class, a sprint race, etc.
 - BMW & Mobile Tradition are involved.
 - And many other special recognition.

13.5. Bluegrass Motorsport Park

- The requested information has not been received.

13.6. Other:

- 13.6.1 The group of members in the Reno, Nevada, area have met with the Las Vegas Board who have express willingness to release the counties in the Reno area to allow for the formation of a new chapter. The Reno group is

working on a petition that should be ready for presentation at the January Board meeting.

- 13.6.2 Eddy Funahashi reported that he received an email from Leif Anderberg expressing disappointment that the mini car concours was dropped from Oktoberfest.

- 13.6.3 Louis Goldsman asked if it was a conflict of interest for a BMW CCA Board member to also be a National Service Officer. In other words should a Board member also hold a position that is overseen by and reports to the Board. Discussion was deferred to a future meeting.

- 13.7. The conference call ended at 10:30 p.m. EST.

BMW CCA BOARD CONFERENCE CALL

MINUTES: **NOVEMBER 30, 2006**

1. Call to Order:

The call was called to order at 8:35 p.m. EST.

2. Attendees:

Scott Blazey, Mark Jon Calabrese, Carlos Diaz-Estrada, John Sullivan, Eddy Funahashi, Louis Goldsman, Len Mueller, Fred Iacino, Bruce Hazard.

Other: Wynne Smith

3. Topics:

3.1. CR Staff Appointment:

- Dave McIntyre has asked for approval of Mark Dadgger as the CR Public Relations Manager,
- *Motion:* Len Mueller made a motion to approve the appointment of Mark Dadgger. Louis Goldsman seconded the motion. *INFAVOR:* All.

3.2. DEC

- Carlos recommended Len Mueller to replace him as the Board's liaison to the DEC.
- This recommendation was approved. They will work together over the next 4 months insuring a smooth transition.

3.3. Bluegrass Motorsport Park

- No information has been received.
- Carlos and Wynne will attempt to get and review the requested information and make a recommendation at the next Board meeting.

3.4. TechFest 2007:

- Brenda Sarvis will be attending Sema and will look for possible new vendors.
- 20 speakers have been arranged for the breakout sessions.
- The schedule is on the website.

- Girot's Garage will be hosting an open afternoon and tech session on Saturday at their facility which is only 10-15 minutes from the hotel. Non-Members will be welcome.
- Dinner speaker is being finalized.

3.5. Oktoberfest 2007:

- All the teams are in place.
- The number of trophies have been established and the design is in process.
- The event will be advertised in Bimmer magazine.
- Plans to celebrate the E30 M3 continue.
- Wednesday night will be a Billy Bob's.
- It was pointed out that because of the legacy and history of the E30 M3 there are many opportunities and ways to celebrate the model. This will not always be the case as other models are featured. It will a challenge to make every the celebration of every model just as special.

3.6. Chapter Probation:

- There were mis-communications resulting in the New Mexico Chapter believing that they were on probation because they did not have an employer ID number (EIN). This was cleared up and they are not on probation.
- A discussion followed as to whether the requirement that a Chapter have an EIN should be a minimum standard. The feeling was that having an EIN was strongly recommended for tax purposes. Currently almost all Chapters have an EIN.
- *MOTION:* Louis Goldsman made a motion to add a minimum standard requiring Chapters to obtain an EIN. Mark Calabrese seconded the motion. *INFAVOR:* All

3.7. Other

- Louis Goldsman raised the question regarding a conflict of interest for a BMW CCA Board member could be National Service Officer. The Board agreed that this could be an issue and asked Louis to draft language for the Operations Manual to be considered at the January Board meeting.
- Bill Howard has been contracted as the Web Editor. Bill will direct and develop the content of the website and advise the Board on direction and development of the website to be the premier BMW site for our members and the general public.

3.8. The conference call ended at 10:05 p.m. EST.

BMW CCA Board Meeting January 27-28, 2007

1-5-07

Pacific RVP Pre meeting report 4rd quarter 2006

To: All board members, Executive Director BMW CCA

From: Eddy Funahashi, Pacific RVP

Subject: Pacific pre-meeting report

Pacific Travel:

Sept 15-18, National board meeting, Boston, MA.

Oct. 6-8 LA Chapter DE. California Speedway, Fontana

Dec. 2nd LA Auto Show

Dec. 9th Central Ca. Chapter Holiday Banquet

Planned Travel:

Jan. 26-28 National Board meeting Dallas, Sept. 22-26, National board meeting.

March. WA State, Tech Fest

Pacific Discretionary/Chapter development

None spent during the prior quarter although I plan to designate funds, once the proposed Reno Chapter is Chartered, either Discretionary, or Chapter Development, or both. This I mention now since this will be my last PMR.

Thank you,

Eddy Funahashi

BMW CCA Board Meeting January 27-28, 2007

From: Fred Iacino [mailto:ccredit@qwest.net]
Sent: Wednesday, January 03, 2007 4:38 PM
To: Carlos Diaz-Estrada; Eddy Funahashi; Eddy Funahashi; Louis Goldsman; Mark Calabrese;
Scott Blazey; Bruce Hazard; John Sullivan; Leonard Mueller; Wynne Smith
Subject: South Central Pre meeting Report

January 3 2007

I'll be traveling to Houston on January 13-14 to attend their Annual Dinner.

River City is doing great. Lots of new folks on board. They should be very proud of their chapter.

Nothing else to report at this time.

see y'all in Ft Worth

Fred Iacino
SCRVP

BMW CCA Board Meeting January 27-28, 2007

From: Leonard Mueller [mailto:leonardmueller@earthlink.net]
Sent: Thursday, January 25, 2007 7:21 PM
To: Wynne Smith
Subject: Pre-meeting [quasi] report

January 25, 2007; North Central Region VP Pre-meeting Report:

Spent no money, had no issues, did nothing but attend the North Star Chapter's Annual Dinner in Minneapolis on January 6th. On Friday the 5th I took several chapter board members to dinner at the hotel restaurant.

Respectfully and minimally submitted,

Len Mueller

BMW CCA Board Meeting January 27-28, 2007

From: CARLOSDE@aol.com [mailto:CARLOSDE@aol.com]

Sent: Tuesday, January 16, 2007 4:46 PM

To: scott@blazey.net; CARLOSDE@aol.com; mj@calabrese.cc; funa@sbcglobal.net; bhazard@webaccess.net; ccredit@qwest.net; treasurer@goldsmen.com;

leonardmueller@earthlink.net; 635jes@verizon.net; Wynne_Smith@ROUNDEL.ORG

Subject: South Atlantic Pre-Meeting Report Ft Worth Board Meeting

Region is quiet and I have no chapters on probation. I sure hope that Gulf coast can find Some folks to step up to the plate for office.

Winterfest is this coming weekend as you all know and I am sure it will be grand.

I traveled to Everglade's chapter for their Holiday party and used \$500 of my discretionary account to them.

Carlos Diaz-Estrada
South Atlantic RVP

BMW CCA Board Meeting January 27-28, 2007

From: John Sullivan [mailto:635jes@verizon.net]

Sent: Friday, January 19, 2007 3:21 PM

To: wynne_smith@bmwcca.org; Bruce Hazard; 'Carlos Diaz-Estrada'; 'Eddy Funahashi'; 'Fed Iacino'; Len Mueller; Mark Calabrese; 'Scott Blazey'

Subject: NA Region VP Pre Meeting Report 4th Qtr. '06 to Current

To: All Board Members, Executive Director BMW CCA

From: John Sullivan

Subject: NA Region Pre-Meeting Report 4th Quarter 2006 to Current

NAR Travel:

October 6-8 Travel to Green Mtn. Chapter Stowe, VT for their Oktoberfest event.

Planned Travel:

January 26-28 2007 Travel to Ft. Worth TX for Board Meeting March 23-25 Travel to Board meeting/TechFest in Tacoma WA April 20-22 Travel to Chapter Congress Valley Forge PA

NA RVP Discretionary Funds for Chapter Development Disbursed:

Pine Tree, Patroon, Genessee, Mountain State, and Nittany Bimmers.

Total Disbursed Funds \$750.00

NA RVP Travel Expenses:

September 14-17 Travel to Waltham Board meeting two day's from Wollaston MA, tolls and rental car gas Total \$78.88

October 6-8 Travel to Green Mtn. Chapter for their Oktoberfest Event in Stowe VT. Two nights motel, food, registration and mileage

Total \$596.37

Relevant Notes:

Mountain State and White Mtn. Chapters are off Probation.

Both Chapters have new slates of Chapter Officers.

Mountain State and New Jersey Chapters missed the Chapter Newsletter 90 day requirement. E-mails have been sent to both Chapters. Mountain State Newsletter was received by National office today. Neil Gambony President of NJ Chapter assured me in mid December that they were trying to set some dates for events and needed a little time. I heard from Jerry Faber NJ Chapter Newsletter Editor that they expect to send the Newsletter out this weekend.

See you all next week,

John



BMW Car Club of America, Inc.
Wynne Smith
Executive Director
640 South Main Street
Greenville, SC 29601
Phone 864 250-0022
E-Mail wynne_smith@bmwcca.org

Executive Director's Pre-Meeting Report

January 12, 2007

To: BMW CCA Board of Directors
Subject: Executive Director's pre-Meeting Report

Hilton Fort Worth

815 Main Street
Fort Worth, TX 76102
(817) 870-2100

EXECUTIVE DIRECTOR TRAVEL September 20, 2006 – January 27, 2007

Wynne Smith to Foundation Board Meeting – Denver, CO September 23, 2006
Wynne Smith to Foundation Board Meeting – Atlanta, GA December 9, 2006

MEMBERSHIP CONTEST

We are off to a fairly good start – we did see a slight increase in membership in December. To date **300** members have referred **323** new members.

RENEWAL PROCESS

I would like to present a possible way to augment our current renewal process. In November we began emailing renewal notices in addition to sending hard copies through the mail. This has been slightly helpful. Since one of the major complaints of those whose memberships have lapsed is "they never saw a renewal notice" – I have a fairly cost effective sample of a notice that I believe would be very hard to miss.

Here's the preliminary breakdown and I will have samples for you to look at in Fort Worth:

For a 6x9 full color postcard, including Standard postage:

1,000 - \$0.87 each	<i>Standard Pricing would have been - \$1.26</i>
2,500 - \$0.85	<i>\$1.19</i>
5,000 - \$0.83	<i>\$1.15</i>
10,000 - \$0.79	<i>\$1.11</i>

(add \$0.10 if you want them mailed 1st Class). *You will receive back undeliverable mail with first class.

For the 4x6 full color postcards with 1st class postage: *All 4x6 cards go out first class, there is

BMW CCA Board Meeting January 27-28, 2007

no price advantage.

1,000 - \$0.67	<i>Standard Pricing would have been - \$0.79</i>
2,500 - \$0.65	<i>\$0.72</i>
5,000 - \$0.63	<i>\$0.68</i>
10,000 - \$0.59	<i>\$0.64</i>

When we add the cost of the first-class mail pieces we send plus postage to the cost of the personnel to send the renewals each month this process would actually save us around \$ 800 - \$1,000 per month.

BMW CCA FOUNDATION

The BMW CCA Foundation is in sound financial shape. The Foundation's fall raffle was successful and the organization ended 2006 very well. Budgeting for 2007 reveals plans to expand the Street Survival Program to comprise 50 schools during 2007; and a view toward better promotion of the Archives and Preservation Programs.

You were all provided with Leo Newland's end of the year update last month. Leo Newland and Erik Wensberg and possibly John Eveland will be joining us in Fort Worth to respond to any questions you may have.

CHAPTER CONGRESS VALLEY FORGE, PA APRIL 20-22, 2007

We have 18 people registered so far. None of them members of the national board...

TECHFEST 2007

Brenda Sarvis will be sending an update under separate cover.

OKTOBERFEST 2007

Brenda Sarvis will be sending an update under separate cover.

BMW CCA BRANDING

Bill Buck will be on site in Fort Worth with a presentation of materials for your consideration.

ROUNDEL

You have received the Manager Editor's pre-meeting report. The Editor-in-Chief's report remains pending.

BMW CCA WEBSITE

Bill Howard is producing an update comprising the calendar, proposed staffing, and a revenue plan for discussion at the upcoming meeting.

RAFFLE 2007

(hint) Z4 MCoupe Z4 MCoupe Z4 MCoupe Z4 MCoupe Z4 MCoupe

FRIENDS OF BMW

We will be sending a solicitation out to all BMW Independent Shops (that we have on record) to offer them advertising space in the glove box guide, to help subsidize the production since BMW NA was unable to assist in 2005 and will be unable to assist this year.

The books should go into the mail mid-May, and will be alphabetical by last name rather than first.

Respectfully submitted,

Wynne Smith



David McIntyre
BMW CCA Club Racing Chairman
214 Paterson Rd
Fanwood NJ 07023
646-254-2442 days
908-322-0392 eves
908-451-0650 cell
chairman@bmwccaclubracing.com

6 June, 2006

To:

Board of Directors, BMW CCA
Executive Director, BMW CCA

Travel:

- March 24-26, 2006 to St Louis for National Board & Club Racing Meetings
- June 5, 2006 to South Bend, Indiana to visit The Tire Rack.

Planned Travel:

- June 12-14, 2006 to Lime Rock for Club Race.
- July 22-26, 2006 to Michigan for the O'Fest Club Race (I am chairing the race).
- August 5-6, 2006 to Summit Point, WV for Club Race.

Accomplishments:

- **Club Racing Staff Meeting.** On 3/26/06 Club Racing held its annual staff meeting at Gateway Tech. Nearly all the national staff, and some regional level staff attended. All the national staff gave presentations and held discussions about their roles. Response was very positive.
- **Schedule.** The 2006 racing schedule is up to 39 events, eight more than we held in 2005. There are also 9 racing schools on the schedule.
- **Racing Schools.** There are 9 racing schools on the schedule. There were 9 students in the school held May 6/7 at Buttonwillow.
- **Clarifications.** The Rules Committee have officially issued 31 clarifications on the website, with 0 private clarifications.
- **Merchandise.** No progress on this issue.
- **2007 Rules Process.** The period for accepting rules change requests from licensed racers opened on 6/1. As of this report approximately 24 requests have been made. A few are repeat requests from previous years likely not to be accepted, but many are well-reasoned likely changes. The change request period closes on 7/1.
- **Watkins Glen Race.** Due to great efforts from Vince Leo and Scott L. Smith, we will have a race at Watkins Glen. Vince and Scott found local sponsors which will partially offset expenses.
- **Rules Changes.** Two mid-year rules changes were made (to allow SCCA ITS E36 cars to race in our Prepared class without their intake restrictors, and to allow aftermarket oil filter housings and remote oil filters in Prepared classes) following the process as defined in our rulebook.
- **NAROC.** The North American Race of Champions will be held in two parts, at our August event at Mt Tremblant and our October event at PIR.
- **O'Fest Race.** I am the Chairman of the O'Fest race to be held during the opening weekend of O'Fest at Gingerman. Brenda Sarvis is providing much assistance, but it is very hard to get good information from the track management to assist in planning.

BMW CCA Board Meeting January 27-28, 2007

Issues:

- How to handle "SpecE30" racecars, built for NASA's Spec E30 program is under loud debate. They are currently typically run under our Prepared rules (although a car built to the full SpecE30 limit would actually be a Modified class car).
- There was an issue with the safety situation at our MSR race on 4/30 which caused us to temporarily suspend the event. The situation was quickly rectified and the event continued. A conference call was held with the chapter officials, Club Racing, the DEC, and Wynne to discuss the situation. As a result the race event sanction application has been augmented and two more steps added to the sanction approval process.
- Ops Manual. I have failed to make much progress here.

Sponsors:

- **New Sponsor.** The National Motorists Association (NMA) has become an Associate Sponsor of Club Racing for the 2006 season.
- **New Sponsor.** A financial services and insurance firm will be announced as a two-year Premiere Sponsor in the next few weeks. The contract is signed and we have their check, but we are holding off the announcement until they have their programs in place.
- **Old Sponsor.** I am negotiating with a former major BMW CCA Club Racing sponsor to possibly return to the program. The issues they had with the program have been resolved.
- **Sponsor Renewals.** VAC Motorsport and Grassroots Motorsports Magazine renewed their sponsorships for the 2006 season.
- **Sponsor Visit.** Fran and Scott Hughes and I visited The Tire Rack in South Bend, IN on 6/5. The meeting was extremely positive, and it appears clear that TTR will continue as our title sponsor in 2007 and beyond.
- **Sponsor Conflict.** A potential sponsor in direct conflict with one of our major sponsors has approached us aggressively several times, but we have had to decline their participation.

Associations:

- **SFI.** We became a "Member Sanctioning Body" of the SFI Foundation. Joe Marko helped to establish this relationship so that we have access to their standards.

Stats:

	<u>January</u>	<u>March</u>	<u>Jan/Mar Change</u>	<u>June</u>	<u>Mar/Jun Change</u>
Competition	459	409	- 12%	477	+ 14%
Provisional	49	52	+ 6%	84	+ 38%
Rookie	68	82	+ 17%	90	+9%
Total	576	543	- 6.1%	651	+16.6%

Respectfully Submitted,

David McIntyre

BMW CCA Club Racing

BMW CCA Board Meeting January 27-28, 2007

To: BMW CCA Board
Len Mueller - BMW CCA Board Liaison - DEC
From: Bill Wade – Driving Event Committee Chairman
Date: January 12, 2007
Subject: Quarterly Report – 4th Quarter 06

Board Action Needed –

1. Forwarding Autocross standards for addition into Chapter Minimum Standards
2. Forwarding Driver School Management guidelines (2.7xx) for addition into Chapter Minimum Standards.
3. Approval for a DEC Rep Summit at TechFest West.

Tasks Completed –

1. Coordinated schedules for ITS Schools for 2007. Tentatively -
 - a. North East – New Jersey, GVC
 - b. South East – Tarheel
 - c. North Central - North Star Chapter (Rd America?), Putnam Park (Chapter?), St Louis Chapter (location?).
 - d. South Central -
 - e. West -
2. Held 2 conference calls with Regional Reps.
3. Coordinated budgets requests for 2007, forwarded to Board Liaison.

Tasks Anticipated –

1. Coordinating / Promoting ITS Schools.
2. Participate in activities at TechFest West.

Travel Completed –

1. BMW CCA Board Meeting in Boston, September 16th, 2006
2. BMW CCA Foundation Board Meeting in Denver, September 23rd 2006
3. BMW CCA Foundation Board Meeting in Atlanta, December 9th, 2006

Travel Anticipated –

1. New Jersey Instructor Seminar, February 17th, 2007
2. Tech Fest West (BMW CCA Foundation, DEC Rep Summit) Tacoma WA. March 22-24th. 2007
3. BMW CCA Board Meeting in Tacoma WA, March 24th. 2007

Respectfully submitted,



Bill Wade

Driving

BMW CCA Board Meeting January 27-28, 2007

January 15, 2007

Roundel Managing Editor's Pre-Meeting Report

Publication:

The February issue is complete and at the printer. It will contain

136 pages plus covers, and eleven feature articles. The cover features the new Hydrogen 7 in a detail.

Advertising Revenue:

For YTD through the December issue, ad billing was down about 1.6% compared to 2005 with a near 1% decrease in ad pages compared to 2005 (a seven-page difference for the year). Actual payments received from advertising are running just slightly (0.91%) ahead of last year.

The 156-page December issue showed an ad/editorial rate of only 35%.

November was 38%, and 172-page October issue was 39%. Our self-imposed limit is 40% ad pages.

Editorial Calendar:

The most recent monthly update to the editorial calendar from the editor-in-chief was included as received in an Excel attachment to this report. The editor-in-chief should be able to supply an updated version at the board meeting once the post-February-issue shuffle is complete. The editor-in-chief will attend the meeting, as requested, but has declined to provide a separate report.

Production Costs:

The December issue was 156 pages (including covers) plus a Tech Fest registration insert with an average print cost per-copy.

November was 156 pages with an average cost per-copy. In general our per-page costs remain steady but should actually go down beginning with the January issue due to a correction from Publisher's as a courtesy related to a discount offered to a similar magazine to gain new business.

Financial:

Roundel staff have submitted budget proposal numbers for 2007 to the treasurer and the executive director. The most current figures available show Roundel as slightly below budget for 2006.

Club Website and Roundel:

Satch and I have been in discussion with Bill Howard concerning cooperation as we move forward with the Web editor addition to the Club. We will continue this discussion together in person in Ft.

Worth prior to the board meeting, looking for ways we can cooperate to enhance the Web site in addition to expanding Roundel features and services on the Web. We anticipate mutual benefits to arise from this synergy and will work toward the goal of increasing the benefit of the Club to all members and BMW owners, both on the Web and in print.

As always, we continue to feel Roundel is fulfilling its mission to inform, entertain, and provide a sense of community for our members.

Your suggestions and constructive criticism are welcome and encouraged. See you in Fort Worth.

Sincerely,

Phil Marx

update: bmwcca.org



January 2007

Bill Howard

billhoward@comcast.net

billhoward@bmwcca.org



bmwcca.org update overview

- ☐ Goals 2006: stop the slide
- ☐ Goals 2007: build the site
- ☐ Work in progress:
contributors, planning, design

2

2006 goals recap

- ☒ Improve, maintain site traffic
- ☒ Timely coverage
 - CCA events, shows, car unveilings
- ☒ Create editorial calendar

3

(Recap) Since August: 10 steps to enhance site

1. More stories
2. More timely
3. More photos
4. Original material
5. Promote CCA
6. Involve members
7. Attract members
8. Refresh old items
9. Respect copyright
10. Fit and finish



Content, design
discussions

Slide from 9/2006 board meeting

Goals early 2007 under way

- ☐ Contributors
- ☐ Site redesign
- ☐ Active forums
- ☐ Roundel online

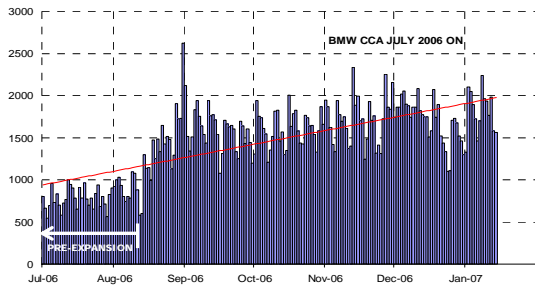
5

2007 goals cont'd

- ☐ Expand site
- ☐ Implement redesign
- ☐ Revenue plan, get ads
- ☐ Team-building of writers/staff
- ☐ Coordinate, plan with Roundel

6

Expand site: More, quicker posts drive cca.org to higher plateau



7

Expand site

bmwcca.org traffic doubles

- 800-1,000 daily visitors 1H06
- 1,600 average day in September
 - First full month of expanded site presence
- 1,850 average 2007-to-date
- Busy: Monday; 12-1pm, 8-10pm

Post new material by midday Monday

8

Expand site

- More BMW news, more news
 - If it's about BMW, it will be on the site
- Technical discussions, chat
- Racing coverage

9

Expand through timeliness

- On-site at major auto shows
 - LA, SEMA, Detroit, CES, New York
- Quicker racing coverage
 - Plus club corral coverage, photos
- Major CCA and BMW events
 - Z Homecoming, TechFest, Oktoberfest
 - Good will with BMW and factory

10

Z Homecoming

Good will via good coverage



Expand through coopetition

- Link to other car sites
- Most will return the favor
- We provide compelling stories others will cite, discuss
 - Reason for keeping parts of site accessible

Coopetition: cooperate with competitors

Ray Noorda, Novell founder

12

Expanded site

How open? Who can access?

- ☐ Many pages open ...
 - If similar info available on other sites
- ☐ ... members-only for best stuff
 - Give browsers a reason to join
- ☐ Tech discussion partly open
 - CCA-only to see tech-expert answer

Careful balancing act

13

Redesign site

- ☐ Fresher look
- ☐ Handle more stories
- ☐ Promote BMW CCA, but not in-your-face
 - Possible: more promotional look for non-members
- ☐ Details: Bill Buck



Site concepts (early designs)

14

Revenue plan

- ☐ Some advertisers already asking
 - Want online buy
 - Want Roundel/online buy
- ☐ Work with Mike Slaff
- ☐ Tailor ads to readers

More readers, more ad revenue

15

Team-build cca.org contributors

- ☐ Agreements with contributors
- ☐ TechFest Tacoma meeting
 - Plan, swap ideas
 - Author, photographer training
 - Also: Tech experts on TechFest panels

16

Coordinate with Roundel

- ☐ Possible to share some authors
- ☐ Different storylines
 - Reader senses two views of same event

Roundel still can give best play to great photos & text in a portable format

17

bmwcca.org vs. Roundel

- | | |
|--|--|
| <input type="checkbox"/> Site is timely | <input type="checkbox"/> Established rep |
| <input type="checkbox"/> Can attract young members | <input type="checkbox"/> Reflects club demographics |
| <input type="checkbox"/> Infinite space, short attention | <input type="checkbox"/> Glossy paper, high-res photos |
| <input type="checkbox"/> Two-way | <input type="checkbox"/> One-way |

Work together to promote BMW CCA

18

Plans for CCA, BMW events

2007 majors: TechFest, O'fest

- ☐ Live photos & stories daily
- ☐ Staff blogs, participant blogs
- ☐ Post video clips, videos
 - Shorter clip=more work, more viewers
- ☐ Generate buzz for 2008 events

*Goal of live coverage: By last call,
today's photos & stories are online*

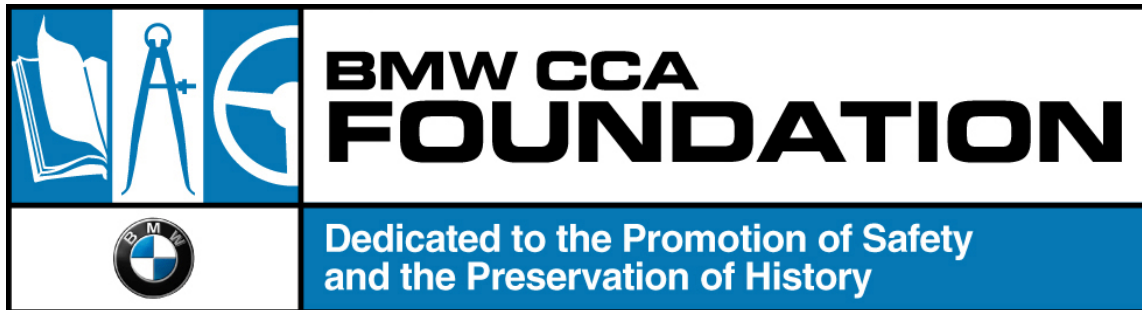
19

bmwcca.org summary

- ☐ 2006 first steps, traffic doubles
- ☐ 2007 add, train contributors
- ☐ Expand coverage: events, tech
- ☐ Implement site redesign
- ☐ Bring in cca.org site revenue

Better site attracts members

20



**BMW CCA National Board Meeting
January 27, 2007
Hilton Hotel - Fort Worth, TX**

PROGRESS REPORT

The year 2006 was a pivotal year for us – the Foundation looks forward to a very aggressive set of objectives in 2007

2006 Snapshot:

Annual Budget - \$350,000

Two Fundraising raffles

Corporate support from BMWNA, The Tire Rack

Year ending cash position – over \$125,000

Primary Topics:

Where We Go From Here:

The BMW CCA Foundation has outlined a significant agenda of priorities for the coming year to build on the progress we have now realized in the last twelve months. Our operational budget should exceed more than \$400,000 this calendar year 2007.

However, we will need every penny, as we have a significant slate of objectives yet to achieve. Below is a brief summary of activities and accomplishments for 2006:

- We have expanded our Board of Directors both in number and expertise, and now have the full complement of seven Trustees. This will enable the Foundation to raise money and awareness for Foundation initiatives outside the realm of BMW Corporate. Lance White, long-time BMW enthusiast and Bruce Herstowski, Peachtree Chapter President began positions as Foundation Trustees January 1, 2007.
- Hired Bill Wade as National Program Manager for the Foundation's Street Survival® Program January 15, 2006, and completed a very successful year.
- Hired Michael Mitchell full time as the Foundation's Office Manager and Curator. The Foundation is very pleased to have Michael at our new facilities in 4001 Pelham Road, Suite 291, Greer, SC 29650. Our phone is 864/329-1919. Please try to visit our facilities on your next visit to Greenville, SC.
- Doubled approximately the number of Street Survival® schools with 34 in 2006 compared to 2005. Additionally, we lowered the tuition costs, and increased average attendance from the teens to the mid 20's. The Foundation also hopes to exploit better marketing help provided by others in-market.
- Completed a four-year commercial partnership and marketing agreement with The Tire Rack to support the Foundation's Street Survival® program that will give the us much more national publicity and recognition.

BMW CCA Board Meeting January 27-28, 2007

- Presented at the 2007 Vintage Fall Festival, Lime Rock, a trophy for the “Most Desirable BMW.” The Foundation has done this for the last three years in association with BMW of North America.
- One of the sponsors for the Vintage Tour hosted by the BMW Vintage & Classic Car Club of America.
- Official charity of Brock Yates, “One Lap of America” event for 2006.
- Foundation and Street Survival were highlighted in the September 4, 2006, *Autoweek* article on teen driving by Kevin Wilson.
- Article on Street Survival appeared in the *Kiplinger's Personal Finance Magazine* online, and scheduled to be published in their magazine.
- Featured on “Car Crazy” Radio at this year’s SEMA Show. Participants were Alan Taylor, Host, along with Matt Edmonds of The Tire Rack, talking about the Foundation’s Street Survival Teen Driving Program. Others included participants from J.D. Powers, Josh Car, Inc., and NADA. You may watch and listen to the radio show at: <http://sema.carcrazycentral.com/Radio/29/All/3>

Goals for 2007

- Host 50 Street Survival® schools in 2007
- Increase average attendance at schools to upper 20’s.
- Evaluate and ‘fine-tune’ existing instructional materials that were created especially for the Foundation.
- Investigate training for instructors and possible instructor conference.
- Improve follow-up or ‘aftercare’ with host chapters – suggestions for improvements, better communication, etc.
- Increase communication for all those interested in Foundation activities, e.g., web news, newsletter, *Roundel*, etc.
- Continue to reach out to other marque enthusiast clubs, concerning the Foundation’s Teen Safety Driving Program.
- Establish the Foundation’s archives on the web. The archives, which now has over 3,500 BMW-related items is scheduled for Spring, 2007.
- We seek to broaden our base of financial support by encouraging individuals and corporations to take advantage of our 503(c)3 tax exempt status for donations.
- We seek additional national and local financial support to increase the number of SS students per school, while also increasing the number of schools provided with lower student costs
- Through a variety of channels, we will also seek to improve our dialogue and collaboration on a number of our relevant activities with BMW Mobile Tradition and BMW Marketing.

Conclusion:

To achieve these goals, the collaboration and partnership with BMW CCA is essential in the coming year – and beyond. Previous support of your Foundation is gratefully acknowledged,

and we look forward to establishing ourselves at the premier teen driving program in the country. With your help, that goal is achievable.

We are making real progress in all of our primary initiatives and fully believe we are helping to create an awareness across the country of this very important social issue – teen driving safety.

We see 2007 being even better than 2006, which was a very successful year for us. We look forward to our continued collaboration, dialogue, and partnership with the CCA that has been so critical in allowing the BMW CCA Foundation to succeed thus far. To that end, the Foundation is convinced that a closer working relationship with the CCA is essential and mutually-beneficial.

Leo Newland, President
BMW Car Club of America Foundation



BMW CCA

You belong here.

Once the necessities of life are met, the strongest human need is the need to belong. To families. To religions. To political parties. To groups of like-minded people. We do whatever we can to belong. We spend a lot of money in that effort.

When someone buys a BMW, whether they're a true road car enthusiast or a social climber, they want to belong to a certain group or class. The line, you belong here, helps support their self-perception and buying decision, while at the same time introducing them to and welcoming them into the CCA.

Whether or not the notion of club is outdated, people still strive to belong. We recommend using this central theme of belonging combined with real CCA features and benefits to make an emotional as well as logical, intellectual connection with BMW owners.

This is BMW we're talking about, so graphically we suggest an approachable yet refined look. And we see the need for CCA materials to have a more consistent look, feel and attitude at all points of contact.



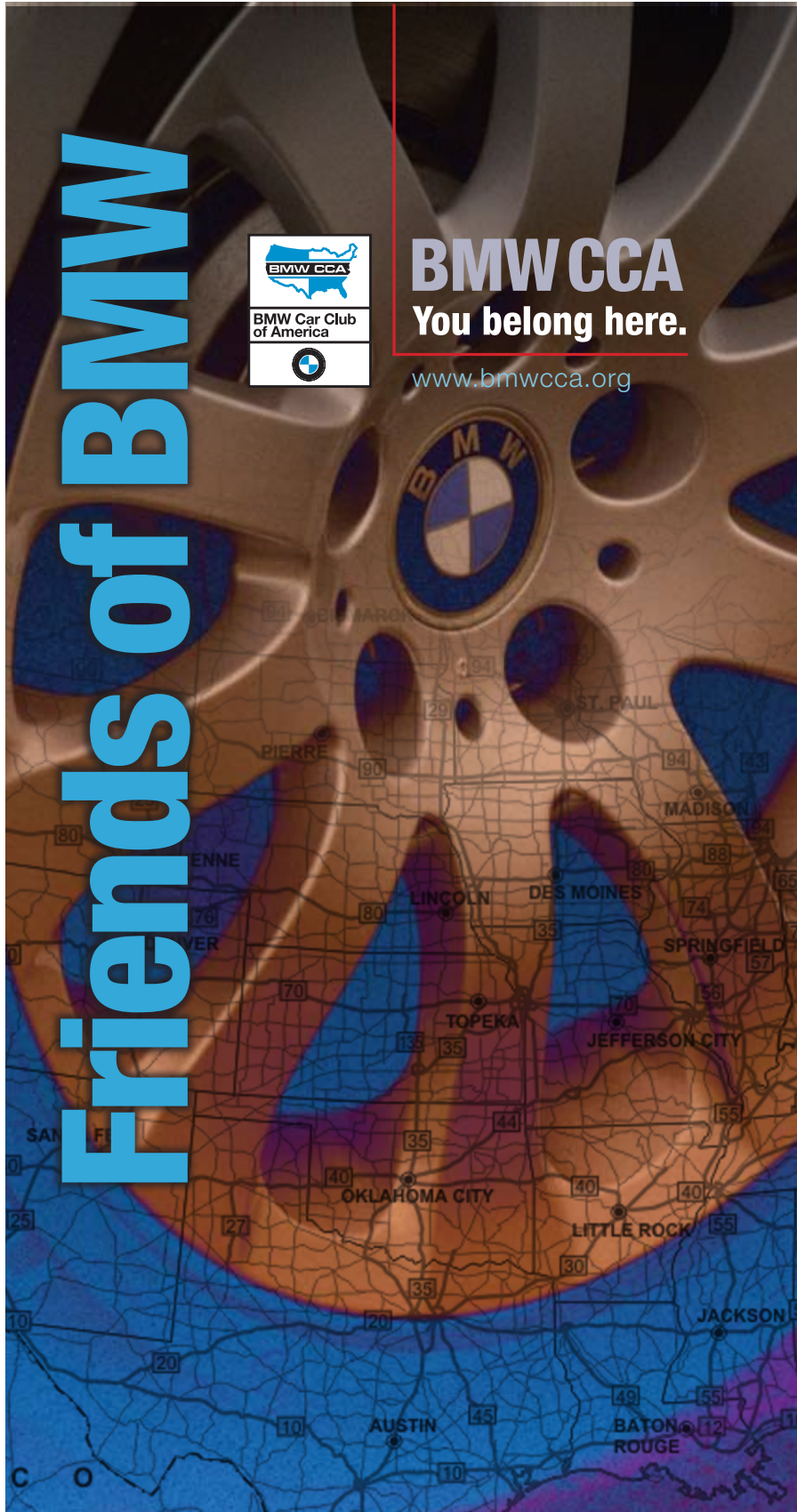
BMW CCA
You belong here.

Friends of BMW



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