

**BMW Car Club of America  
Board Conference Call  
August 21, 2014**

***Minutes***

***Thursday, August 21, 2014***

**1. Call to Order**

The conference call was called to order by President Bruce Hazard at 7:01 PM EST.

**2. Attendees**

**Board Members:** Bruce Hazard President, Steve Johnson Executive Vice President, Darlene Doran Secretary, Louis Goldsman Treasurer, Michael Lingenfelter North Central RVP, Paul Dunlevy South Atlantic RVP, John Sullivan North Atlantic RVP and Dan Baker South Central RVP.

**Absent:** Nick Owen Pacific RVP

**National Office:** Frank Patek Executive Director and Lindsey Branston Director of Financial Operations

**3. Legends of the Autobahn / Festorics**

- Frank Patek reported a very successful weekend in Monterrey.
- Had 400 cars on the field between the 3 clubs. This is approximately 100 less, not bad after losing Porsche and Legends not coinciding with an Oktoberfest.
- BMW NA did a fantastic job in bring out historic BMW racecars and auctioning rides on eBay prior to the event as a fundraiser for the Foundation.
- Pasadera Country Club was amazing to work with – when we left Pasadera we got a big thank you note. Very happy with how things went, parked over 1,000 spectator cars.
- Monterey Motorsport Reunion attendance overall was very low this year and was reflected in our corral numbers.
- Heather Tollison and Lindsey Branston sold over \$2,000.00 in CCA merchandise at the event. Sold 30 new memberships as well.
- Bruce Hazard indicated it was a great event as well. The other car clubs commented that Frank Patek and his staff were very professional.
- Talking about the Dealer Program – Ludwig Willis, President and CEO of BWM of North America, agreed to contact dealers that are resistant and don't see a benefit in partnering with the club.

**4. BMW CCA Office**

- Frank Patek reports that Wednesday, August 20, 2014 was Jackie Bechek's last day with BMW CCA so we will need to do some regrouping.
- Will try to get someone in to help with communications, so Chris Hennecy can do more marketing and sponsorships.

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- Frank Patek and Lindsey Branston will divide up the meeting planning and event planning duties.
- Board reports need to be in as quickly as possible for them to make copies and take to Philadelphia.
- Louis Goldsman reported that he and Lindsey Branston did another salary survey review and we will need to make a decision at the September meeting.

**5. *September Board Meeting***

- Bruce Hazard, Frank Patek, Steve Johnson and Lindsey Branston will fly out on Wednesday before the meeting to visit the track site and hotel for 2015 Oktoberfest arrangements.
- New Jersey chapter members will be coming down and meet with us while there.
- We have the Leadership Committee meeting along with us this weekend. We have additions to this committee Dwayne Mosley, Bruce Franks and Kurt Helm. . Bruce Franks will not be able to attend but may join by conference call.

**6. *DEC Position***

- Bill Wade reported to Bruce Hazard that the Foundation Board wants him step down from DEC and focus more on the Street Survival Program.
- Dan Baker has spoken with Bill and he plans to announce at the September Board Meeting who he has in mind for this position.
- This committee is made up of an elected representative from each region, plus an individual the CCA Board nominates. Bill Wade is the CCA nominated person. These individuals then elect a person to be the Chair. Bill Wade was the elected person.
- Bill Wade has done an outstanding job in this position. We are trying to find someone to replace him.

**7. *Chapter Minimum Standards Compliance Status Report***

- Lindsey Branston reported there are several chapters out of compliance, but have had some movement since our last conference call.
- There are several chapters with late newsletters.
- Paul Dunlevy has several on probation. Paul Dunlevy will contact his chapters again to try and correct the probation issue. Paul Dunlevy wants BMW CCA to send out letters pulling the Smoky Mountain charter, advising them of the chapter's probation status
- Dan Baker has Great Plains out of compliance, however has not heard back from Jeff Goman, keep on probation until he hears something. Lone Star still on probation and missing a newsletter, has not heard back from them either. They haven't filed their 990 for the last 8 years.

**8. *IRS Audit***

- Louis Goldsman reported the IRS Audit is completed. We have received our refund check, which has been deposited.

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**9. Chapter Congress 2015**

- Frank Patek reported the new date March 20 – 22, 2015 in Dallas, TX is the same weekend as Sebring. We need to get an answer to the hotel ASAP if we are going to change the date. Frank Patek will pick a date and let us know.

**10. Adjourn at 7:47 PM EST**

**Motion:** Darlene Doran made a motion to adjourn the conference call. John Sullivan seconded motion. Motion passed with 7 votes and 2 absent. Call adjourned 7:47 PM

**BMW Car Club of America  
Board Meeting  
Philadelphia, Pennsylvania  
September 13, 2014**

***Minutes***

***Saturday, September 13, 2014***

**1. *Call to Order***

The meeting was called to order by President Bruce Hazard at 8:53 AM.

**2. *Attendees***

**Board Members:** Bruce Hazard - President, Steve Johnson - Executive Vice President, Darlene Doran - Secretary, Louis Goldsman - Treasurer, Michael Lingenfelter - North Central RVP, Paul Dunlevy - South Atlantic RVP, Nick Owen - Pacific RVP, John Sullivan - North Atlantic RVP and Dan Baker - South Central RVP.

**Chairs:** Bill Wade Driving Events Chair

**National Office and *Roundel*:** Frank Patek - Executive Director, Lindsey Branston - Director of Financial Operations, and Michael Slaff - *Roundel* Ad Sales

**Guests:** Larry Engel - New Jersey Chapter, Lou Ann Shirk - Nittany Bimmers, Leslie Moyer - Nittany Bimmers, Jeff White - New Jersey Chapter, Dwayne Mosley - Sandlapper Chapter, Greg Mondeau - Sonora Chapter, Delight Lucas - Los Angeles Chapter, Chris Willett - Sin City Chapter, David Levin - First Coast Chapter, Kurt Helm - Los Angeles Chapter, Paul Seto - National Capital Chapter, Jeff Goman - Great Plains Chapter and George Ohlweiler - Green Mountain Chapter.

**3. *Minutes***

The minutes of the June Board meeting were approved by vote of the Board on July 24, 2014. Reading of the minutes will be waived.

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

- One vote on our conference calls regarding Frank Patek signing the Biltmore Concours contract for June 27, 2015.

***Motion:*** Louis Goldsman made a motion to accept Frank Patek signing the Biltmore Concours contract for the weekend of June 27, 2015. Michael Lingenfelter seconded the motion. Motion passes, with one absent Steve Johnson.

- The July and August conference call minutes were distributed and changes were made, minutes were revised and redistributed.

***Motion:*** Steve Johnson made a motion to approve the July and August conference call minutes. Paul Dunlevy seconded the motion. Motion passes unanimously.

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**4. Reports**

*4.1 President*

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

*4.2 Executive Vice-President*

- Steve Johnson had nothing to add to pre-meeting report.

*4.3 Secretary*

- Darlene Doran had nothing to add to her report.

*4.4 Treasurer*

- Louis Goldsman had nothing to add to his report.

*4.5 South Atlantic Regional Vice President*

- Paul Dunlevy had nothing to add to his report.

*4.6 North Atlantic Regional Vice President*

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

*4.7 Pacific Regional Vice President*

- Nick Owen had nothing to add to his report.

*4.8 South Central Regional Vice President*

- Dan Baker added to his pre-meeting report that Rocky Mountain Chapter was delinquent with their newsletter, however it has been rectified.

*4.9 North Central Regional Vice President*

- Michael Lingenfelter had nothing to add to his report.

*4.10 Executive Director*

- Frank Patek added to his report we have an issue in Florida, will discuss later.

*4.11 Driving Events Committee*

- Bill Wade had no pre-meeting report, will discuss later.

**Review Actions:**

**Discussion Topics:**

**5. National Events**

*5.1 Oktoberfest*

- 2014 Oktoberfest – Beaver Creek, Colorado

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- ◆ Frank Patek reported that Oktoberfest 2014 ended successfully.
- ◆ Last remaining issue is settlement of our invoice with Vail Resorts.
- 2015 Oktoberfest – New Jersey September 23-26, 2015
  - ◆ Frank Patek reports that things going great. Jeff White and Larry Engel will report later in the meeting.
  - ◆ Had a great visit with the hotel, working out some last minute issues. Believes we will have a very successful Oktoberfest, high in attendance with the Club Race and track.
  - ◆ Larry Engel reports there are two tracks at the facility, Thunderbolt (2¼ miles, 2<sup>nd</sup> half of track is highly technical) and Lighting (1.9 miles, 10 turns - this track is great for novice) and plan to utilize both tracks for four (4) days, Wednesday - Saturday. Most of racing will be on Thunderbolt, bigger paddock, 40 event garage spaces and each track has a classroom.
  - ◆ There are several local hotels available for drivers, we have arranged for a discounted rate. Several nice restaurants in town as well.
  - ◆ The drive between the host hotel and track is approximately 1 hour, have that down to approximately 55 minutes without attracting the attention of the locals.
  - ◆ Jeff White reports they have a draft schedule in place, which has HPDE on all four (4) days with beginner and advance run groups, split between both tracks. Have Club Racing School scheduled for Wednesday and Thursday. Would prefer no enduro race. Can accommodate 90 to 100 racers. Have 6 hours of charity rides for the Foundation. Charity laps cannot be at speed, they can only be Parade lap speed.
  - ◆ Will have tech for all HPDE and other track events and Club Racing on their own. Have a good tech crew and many instructors to pull from therefore instructors should only have one student.
  - ◆ Trying to secure the old airport Bader Field in Atlantic City for the Autocross and Car Control which will give some flexibility. Only 15 minutes from the host hotel. SCCA uses for their Autocross and will be getting tips from them.
  - ◆ Monday – BMW CCA Foundation Gold Tournament
  - ◆ Tuesday – Concours – with an early dinner and will end before sundown.
  - ◆ Wednesday - there will be no activities, other than the TSD Rally.
  - ◆ Thursday we will resume event activities.
  - ◆ Friday – Awards Banquet
  - ◆ Not sure if we will have Gymkhana as we have low participation. If we decide to have most likely it will be Tuesday.
  - ◆ Any feedback regarding low participation for judged vehicles during the Oktoberfest Concours 2014. 2015 we have no additional expense for the Concours event.

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Action Item: Steve Johnson to contact Michael Lingenfelter and Satch Carlson to come up with ideas for Oktoberfest event standard guidelines manual. Also to contact Steven Schlossman to see if he has something already in place.

- 2016 Oktoberfest  
2016 is a very special year for BMW – it has been marked as their Centennial year.

## **6. Regional Events**

### **6.1 Updates:**

- The Vintage, May 2014
  - ♦ This event went well and had a strong attendance.
- Pittsburgh Vintage Grand Prix, July 2014
  - ♦ Frank Patek reported that this was a good event.
- Monterey Legends / Festorics Weekend, August 2014
  - ♦ Legends was another great event. The staff of the Nicklaus Club Monterey was fantastic to work with and was the consummate partner. We had incredible press coverage at this event.
  - ♦ Festorics went really well. This event is substantially more expensive than Legends. We will continue to make this event work as long as the track will work with us. Attendance for the Rolex Monterey Reunion was down this year.
  - ♦ The Legends and Festorics volunteers once again did a superlative job of providing our members with two exceptional events over the course of the weekend.
- Biltmore Concours, June 27, 2015
  - ♦ Frank Patek reports we are the first ever to host a public concours on the grounds of the Biltmore Estate. We will be able to place 50 judged vehicles on the front lawn of the estate. Another 100 vehicles will be displayed elsewhere on the estate. The event will start on Friday evening, we will come in for a private tour of the mansion and then have dinner on the estate. We have some potential sponsorship for the event. Chubb Insurance has expressed some interest in sponsorship.
- Others
  - ♦ Paul Dunlevy requested Regional Status for Oak Tree Grand Prix at VIR for August 22 – 23, 2015. Had a great turnout, approximately 140 at the corral, BMW Performance Center was there in force with several staff and brought three (3) vehicles.

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**Motion:** Paul Dunlevy made a motion to approve the Regional Status for the Oak Tree Grand Prix event at VIR, August 22-23, 2015. Steve Johnson seconded the motion. Motion passes unanimously.

- ♦ Dan Baker requested Regional Status for the Texas Trifecta at The Circuit of the Americas for March 20-22, 2015. The three (3) day event cost is \$170,000.00. We are able to keep same rate as 2014 and still be able to make some money.

**Motion:** Dan Baker made a motion to approve the Regional Status for the Texas Trifecta at The Circuit of the Americas for March 20-22, 2015. Michael Lingenfelter seconded the motion. Motion passes unanimously.

- ♦ Recurring events:
  - The Vintage 2015 – Paul Dunlevy supports
  - Pittsburgh Vintage Gran Prix – John Sullivan supports
  - Monterey 2015 – Nick Owen supports
  - Biltmore Concours – Paul Dunlevy supports
  - Coronado Speedfest – Nick Owen supports

**Motion:** Paul Dunlevy made a motion to approve the above five (5) events to Regional Status for 2015. John Sullivan seconded the motion. Motion passes unanimously.

## **7. National Programs and Services**

### **7.1 IT Update**

- Stephen Elliott reports
  - ♦ Have had server problems recently. To correct those problems we are moving to a new datacenter. Staff working on dates, hopefully in approximately two (2) weeks.
  - ♦ Able to tackle server problems much quicker than in the past.

### **7.2 Club Racing**

- Gary Davis reported via Pre-Meeting Report that BMW CCA Club Racing plan to celebrate the 20<sup>th</sup> Anniversary in 2015.

### **7.3 Driving Events Committee**

- Bill Wade reports
  - ♦ White Mountain TRSS has come to a close. All repairs have been made to vehicles. Requesting that the White Mountain Chapter reimburse BMW CCA for the student's vehicle repair. Tabled until the October Conference Call.
  - ♦ West Coast ITS - is proceeding. This is a big deal for the DEC the ITS program breaking into the west coast is huge. We are asking for some funds through the DEC budget to take a classroom facilitator and some seasoned mentors as we will be training roughly 25 instructors,



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which is a large class for this program. The event is scheduled for November 22-23, 2014. We are looking for approximately \$8,000.00.

- ◆ Asking for an ITS Development Summit to be held this Fall / Winter to update the curriculum as it has become out of date. DEC is requesting \$7,500.00 for this summit.
- ◆ Bill Wade has resigned his position as DEC Chair. He will continue on through the year end of 2014. Has an individual in mind to step into this position. The DEC Committee has not discussed this yet. Bill Wade would like to withhold any names at this point. Bill Wade will assist with the DEC budget for 2015.
- ◆ DEC consists of a representative elected by each of the five (5) regions; the Board can appoint an additional individual. The Board previously appointed Bill Wade to the DEC. The committee members elect a Chairman. To be consistent with all other Board created committees, a discussion about a change to the Ops Manual to have the DEC committee chair appointed by the Board ensued.

**Action Item: The board needs further discussion regarding appointing committee chairmen.**

- ◆ The Board is charged with the responsibility of BMW CCA organization.
- ◆ Do an email blast vote for the DEC only.

**Motion:** Nick Owen made a motion to approve up to \$8,000.00 for the West Coast ITS. Steve Johnson seconded the motion. Motion passes unanimously.

#### 7.4 Charity Matching Funds

- Lindsey Branston reports
  - ◆ Nothing new at this time

#### 7.5 Raffle

- Frank Patek reports
  - ◆ 2015 Raffle will begin 3 to 3 ½ months leading up to Oktoberfest.
  - ◆ The BMW CCA Foundation has requested us to allow them to advertise their raffle in the Roundel through the end of 2014. Currently we have given them an ad in the October issue of the Roundel. They have asked for onserts (cards inserted in the poly bag) in the November and December issue as well.

**Motion:** Michael Lingenfelter made a motion to limit the Foundation Raffle to Roundel Weekly and Roundel advertising only for 3 issues. Nick Owen seconded the motion. Motion passed 8 in favor – 1 abstention Louis Goldsman.

#### 7.6 SIG's

- Steve Johnson reports
  - ◆ Still having problems with the E31group squaring themselves away.

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- ◆ Frank Patek reports that BMW NA would like to form a non-geographical “i” group. BMW NA wants to create a community for the BMW “i” sub-brand.

Action Item: Steve Johnson will contact the active SIG's and get their input on these issues.

#### 7.7 Roundel

- Steve Johnson reports
  - ◆ Satch is doing much better. Letting him concentrate on the magazine.
  - ◆ Michael Slaff reports – advertizing isn't what it used to be
    - Gradual decline in revenue, the biggest magazine advertising decline is retail and many of our advertisers are retail.
    - Click rates and response rates are not good
    - As a magazine with a circulation of 70,000 we are too small to generate much interest with large advertisers
    - Expand our scope of advertisers
    - 5% of BMW CCA are women
    - Our median income is approximately \$158,000
    - In 2006 our net revenue was \$1,744.00 per page, our net revenue per page has dropped to \$1,440.00. We have lowered our rates 19% to keep advertisers. We have not raised our rates since 2008.

#### 7.8 Member Committees:

- Recognition Program Committee – Bruce Hazard reports
  - ◆ The committee presented the Board an Operations Manual draft of the criteria and awards for this committee.
  - ◆ Bruce Hazard would propose Sections 3.X and 3.X.1. be part of the Ops Manual and 3.X.2 through 3.X.6 be an addendum, this give flexibility to updated when necessary, as are the minimum standards.
  - ◆ Lou Ann Shirk, Leslie Moyer and Delight Lucas report
  - ◆ Listed suggestions for award names.
  - ◆ Would like to request the different award winners be listed in the Roundel Weekly as a header/sidebar.
  - ◆ Outstanding Chapter Growth and Retention and Outstanding Chapter Charitable Contributions are awards that are based on calculations the National office uses for the quarterly scorecard. These two (2) awards can be announced at the March Chapter Congress and this would be a great time to launch the program.
  - ◆ Rely on RVP's to assist with the creditability of chapter candidates.
  - ◆ Committee to select the candidate that meets all criteria and will submit to Board of Directors.
- Technology Committee
  - ◆ Frank Patek reports nothing new at this time

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Action Item: Board to look at Ops Manual to see how it reads on all five (5) Committees we have.

## **8. Policy and Administration**

### **8.1 Ombudsman update**

- Frank Patek reports
  - ◆ USAA rebate program through BMW NA, generated a lot of calls to the staff and Ombudsmen.

### **8.2 Tech Rep's update**

- Steve Johnson reports
  - ◆ Carl Nelson has accepted the position as Tech Rep Chair.

**Motion:** Steve Johnson made a motion to appoint Carl Nelson as Tech Rep Chair. Darlene Doran seconded the motion. Motion passes unanimously.

### **8.3 Benefits Update**

- Frank Patek reported nothing to report at this time. Possible upgraded membership program.

### **8.4 BMW Clubs International**

- Bruce Hazard reported that he and Frank Patek will be attending the International Council meeting the end of September.

### **8.5 Operations Manual**

- Bruce Hazard reports
  - ◆ Do we want to do anything more for our National Service Officers besides paying their dues while in office?
  - ◆ What would be an appropriate recognition award when leaving office or when they hit a milestone i.e. 5, 10, 15 and 20 years?

Action Item: Bruce Hazard will work on recognition awards for National Service Officers and will advise the Recognition Program Committee.

### **8.6 Leadership Summit**

- Bruce Hazard reports
  - ◆ Committee needs to keep their local desires out of the equation and keep the best interests of the club in the forefront.
  - ◆ Need to be committed "selling" any changes to their chapter leadership peers.

## **9. Foundation**

### **9.1 Capital Campaign Update**

- Louis Goldsman reports

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- ◆ Not going as fast as they had hoped, which is one reason for the Raffle
- ◆ Difficulty in contacting key potential donors

## **10. Financial**

### **10.1 2014 Update**

- Louis Goldsman reports
  - ◆ We are on budget. Depend on raffle to help carry us through the year. We have had a pretty good run of years.
  - ◆ Raffle has become essential to the budget
  - ◆ The single biggest asset that has made us profitable is the enhanced quality of the national staff.
  - ◆ Past Oktoberfests had suffered a big loss – that is why it became a National event
  - ◆ Budget process will be starting and would like input
  - ◆ We budget to break even

## **11. Chapter Issues**

### **11.1 Conference calls**

- ◆ Bruce Hazard participated with John Sullivan's North Atlantic Region, primarily to speak about the Dealer Engagement Program. Some of the persons pushing back were not in attendance on the call. Several of the Chapters have used the program and others have just used the brochure. Others have not used the program at all.
- ◆ Bruce Hazard did mention that Ludwig Willisch, President and CEO of BWM of North America, agreed to contact dealers that are resistant and don't see a benefit in partnering with the club.

### **11.2 Chapter probation report**

- ◆ Paul Dunlevy wants BMW CCA to send out letters pulling the Smoky Mountain charter. Frank Patek will get letter sent out before heading to Japan.

**Action Item: RVP's need to contact their chapters who haven't submitted their 990's.**

**Action: Frank Patek will get letter sent out to the Smoky Mountain Chapter regarding charter before heading to Japan.**

### **11.3 Chapter Scorecard & Member Survey**

- Frank Patek reports
  - ◆ The member survey will be going out first part of November.
  - ◆ Update questions and make shorter

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Action: Frank Patek will distribute the previous survey sent out to membership to Darlene Doran, Nick Owen, Paul Dunlevy, Steve Johnson, and Bruce Hazard for review and editing if needed.

**11.5 Dealer Engagement Program**

- Nick Owen reports
  - ◆ Chapters are taking the electronic format and using this first.
  - ◆ Make relationships with dealers and make them aware of BMW CCA
  - ◆ If all Dealers do is advertise the chapter event, that's better than nothing.
  - ◆ Dealer relationship doesn't mean we want something
  - ◆ Client Advisors need to be aware who BMW CCA is and the Membership Reward Program

Action Item: Nick & RVP's follow up with chapters regarding who has used and the results they had. Feedback is what we are looking for.

**12. Membership**

**12.1 Membership Drive**

- Frank Patek reports holding steady

**12.2 Marketing**

- Chris Hennecey reports via Pre-Meeting report
  - ◆ David Rose joined BMW CCA – part-time until January, then full-time until Fall
  - ◆ Launched new websites for Legends, Oktoberfest and bmwcca.org
  - ◆ Generating great traffic and great sponsorship
  - ◆ Social media brings traffic back to the website
  - ◆ Ice Bucket Challenge was the single most watched video

**13. BMW of North America**

- Bruce Hazard reports
  - ◆ Frank Patek, Steve Johnson, Chris Hennecey, Lindsey Branston and he will be in NJ on Monday, September 15, 2015 to meet with Andreas Kiss, BMW NA Service Sales Manager
  - ◆ What are the top three (3) asks of BMW NA
  - ◆ Presentation to BMW NA and make them aware and what BMW CCA is all about.

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**14. Future Meetings**

14.1 Board meetings

December 6, 2014, Saturday, 8 AM location California  
March 13, 2015, Friday, 8 AM Dallas, TX

14.2 Conference Calls (proposed dates)

October 21, 2014, Tuesday 7PM EST  
November 13, 2014, Thursday 7PM EST

14.3 Chapter Congress & Annual Meeting

March 13 – 15, 2015

**15. Adjourn**

**Motion:** Paul Dunlevy made a motion to adjourn the meeting. Steve Johnson seconded motion. Motion passes unanimously. Meeting adjourned 2:26 PM

BMW CCA  
Board of Directors Meeting  
September 13-14, 2014  
Wyndham Philadelphia  
Philadelphia, PA

BMW Car Club  
of America







**BMW Car Club of America  
Board Meeting  
Philadelphia, PA  
September 13, 2014**

***Agenda***

**Saturday, Sept 13th:**

**08:30 Call to Order**

**Introduction:** Members, Guests.

**Minutes:** The minutes of the June Board meeting were approved by vote of the Board on July 26,, 2014. Reading of the minutes will be waived.

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

- Approval for Frank to sign agreement with the Biltmore for the June 27, 2015 concours.  
Approved 8 in favor with 1 absent, Steve Johnson.
- July & Aug Conference Call minutes.

**08:05 Reports**

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

**08:30 Reports & Presentations Continue Until Completed**

**Discussion of Listed Topics**

**09:45 Break**

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

**New Business**

**Noon Lunch**

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

**Executive Session**

**5:00 Adjourn**

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***Discussion Topics***

**1. Review Action Items**

**2. National Events**

Oktoberfest

- 2014 – Colorado
- 2015
- Future

**3. Regional Events**

Updates:

- The Vintage, May 2014
- Pittsburgh Vintage Grand Prix, July 2014
- Monterey Festorics Weekend August 2014
  - Legends of the Autobahn
  - Vintage Races
- Biltmore Concours 6/27/15
- Others

New Requests

**4. National Programs and Services**

IT Update

Club Racing

Driving Events

Charity Matching Funds

Raffle

SIG's

Roundel

Member Committees:

- Awards Committee
- Tech Committee

**5. Policy and Administration**

Ombudsman update

Tech Rep's update

Benefits Update

BMW Clubs International

Operations Manual

Leadership Summit

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**6. Foundation**

Capital Campaign Update

**7. Financial**

2014 Status

**8. Chapter Issues**

Conference calls

Chapter probation report

Chapter Scorecard & Member Survey

Dealer engagement program.

**9. Membership**

Membership Drive

Marketing

**10. BMW of North America**

Meeting with NA on Monday after Board meeting

**11. New Business:**

**12. Future Meetings**

Board meetings –

December 6, 2014, Location TBD

Conference Calls (proposed dates)

October 23rd, Thursday

November 20th, Thursday



**BMW Car Club  
of America**



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

**Bruce Hazard**

**President**

2984 S. Milwaukee Circle

Denver, CO 80210

303.324.6541

president@bmwcca.org

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

**Date:** September 8, 2014

**Subject:** President Pre-Meeting Report

**Travel & Expenses:**

- Oktoberfest, June 16-20, 2014 Beaver Creek, CO, no expenses reported.
- Pittsburgh Vintage Grand Prix, July 18-20, \$1,124
- Monterey Weekend, August 15-17, 1,453

**Planned Travel:**

- September Board meeting, Philadelphia Sept 13<sup>th</sup>.
- BMW Clubs International Meeting, Tokyo, Japan, Sept 27-Oct 1.

**Notes:**

Nothing further to report.

Respectfully submitted,





BMW Car Club of America, Inc.  
Steve Johnson  
Executive Vice President  
3243 Via Alicante #55.  
La Jolla, CA 92037  
Telephone (858) 705-0303  
Email: [evp@bmwcca.org](mailto:evp@bmwcca.org)

August 27, 2014

To: BMW CCA Board of Directors  
BMW CCA Executive Director

Subject: EVP Pre-meeting Report

Planned Travel:

BMW CCA Board Meeting, Philadelphia PA

Past Travel:

Board Meeting, O-Fest. \$84.00

Monterey Legends July Planning Meeting NC

Monterey Legends / Festorics NC

Discussion: Staff.

Help for creating O-Fest guidebook

Discussion about emergency plan for staff illness

Respectfully Submitted,

Steve Johnson  
Executive Vice President, BMW CCA







September 7, 2014

To: BMW CCA Board of Directors  
BMW CCA Executive Director

Subject: Treasurer's Pre-meeting Report

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

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

Travel: Pittsburg Vintage Grand Prix – July 17-20, 2014 \$1,234.41  
Legends of the Autobahn & Monterey Fistorics,  
August 14-17, 2014 \$848.01

Planned Travel: BMW CCA Board Meeting,  
Philadelphia, PA – September 12-14

Preliminary Income Statement – Period Ending August 31, 2014

	January 1 – August 31, 2014	Budget
Ordinary Income/Expense		
Total Income	\$3,663,838.55	\$3,671,220.00
Total Cost of Goods Sold	860,728.09	840,647.00
Gross Profit	\$2,803,110.46	\$2,830,573.00
Total Expense	2,621,198.14	2,683,549.40
Net Ordinary Income	\$181,912.32	\$147,023.60
Net Other Income	36,908.19	28,000.00
Net Other Expense	19,506.38	38,668.00
Net Income	\$199,314.13	\$136,355.60

Preliminary Balance Sheet – as at August 31, 2014

Assets	
Total Current Assets	\$1,774,599.68
Total Fixed Assets	323,638.87
Total Other Assets	2,553,045.09
Total Assets	<u>\$4,651,283.64</u>
Liabilities & Equity	
Total Current Liabilities	\$3,457,500.47
Total Liabilities	3,457,500.47
Total Equity	1,193,783.17
Total Liabilities & Equity	<u>\$4,651,283.64</u>

The preliminary amounts reported above were as of September 7<sup>th</sup> and do not include all month-end or year-end adjustment or accrual entries—the amounts will change! The detail support by individual account is provided in the enclosed spreadsheet.

Respectfully submitted,  
Louis Goldsman



**BMW Car Club of America, Inc.**  
**Balance Sheet**  
**As of August 31, 2014**

BMW CCA -- BALANCE SHEET      Aug 31, 14

**ASSETS**

Total Current Assets	1,774,599.68
Total Fixed Assets	323,638.87
Total Other Assets	2,553,045.09

**TOTAL ASSETS**      **4,651,283.64**

**LIABILITIES & EQUITY**

Total Current Liabilities	3,457,500.47
Total Liabilities	3,457,500.47
Total Equity	1,193,783.17

**TOTAL LIABILITIES & EQUITY**      **4,651,283.64**

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through August 2014

BMW CCA				
INCOME STATEMENT				
	Jan - Aug 14	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Total Income	3,663,838.55	3,671,220.00	-7,381.45	99.8%
Total Cost of Goods Sold	860,728.09	840,647.00	20,081.09	102.39%
Gross Profit	2,803,110.46	2,830,573.00	-27,462.54	99.03%
Total Expense	2,621,198.14	2,683,549.40	-62,351.26	97.68%
Net Ordinary Income	181,912.32	147,023.60	34,888.72	123.73%
Net Other Income	17,401.81	-10,668.00	28,069.81	-163.12%
Net Income	<b>199,314.13</b>	<b>136,355.60</b>	<b>62,958.53</b>	<b>146.17%</b>

**BMW Car Club of America, Inc.**  
**Statement of Cash Flows**  
January through August 2014

<b>BMW CCA -- CASH FLOW</b>	<b>Jan - Aug 14</b>
<b>OPERATING ACTIVITIES</b>	
Net Income	199,314.13
Adjustments to reconcile Net Income to net cash provided by operations:	
Net cash provided by Operating Activities	48,509.45
<b>INVESTING ACTIVITIES</b>	
Net cash provided by Investing Activities	-9,666.80
Net cash increase for period	38,842.65
Cash at beginning of period	1,250,354.70
Cash at end of period	<u><u>1,289,197.35</u></u>





BMW Car Club of America  
Darlene Doran  
Secretary  
17015 E Dorado Cir  
Centennial, CO 80015-3015  
303.710.1997  
secretary@bmwcca.org

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

**Date:** August 21, 2014

**Subject:** Secretary Pre-Meeting Report

**Travel & Expenses:**

Pittsburgh Vintage Grand Prix, July 17-21, 2014 - \$461.00

**Planned Travel:**

- September Board Meeting, September 12-14, 2014

**Discussion Topics:** Leadership Summit

**Notes:** Nothing further to report.

Respectfully submitted

Darlene Doran







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

**Date:** September 2014

**Subject:** North Atlantic RVP Pre-Meeting Report for September, 20 – 21 2014 BOD Meeting

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

**Travel & Expenses:**

- O'Fest & BOD Meeting Beaver Creek, CO 6/15-22, 2014 Travel Expenses \$130.93
- Vintage at Saratoga NY Regional Event, 7/11-13, 2014 Travel Expenses & Lodging \$658.66
- PVGP Regional Event Pittsburgh, PA 7/18-21, 2014 Air Fare & Travel Expenses \$682.49
- BMW CCA BOD Meeting Philadelphia, PA 9/12-13, 2014 Air Fare \$205.20

**Planned Travel:**

- BMW CCA BOD Meeting Philadelphia, PA 9/12 - 13, 2014
- NY Chapter Car Show Long Island, NY 9/14, 2014
- OktoberFAST Green Mtn. Chapter Regional Event West Dover, VT 10/26-27, 2014

**RVP Discretionary Funds:**

- None Disbursed

**Newsletter Delinquencies:**

- None

**Relevant Notes:**

- BMW CCA Day at Lime Rock Park CT had over a 100 tickets sold. New Country BMW Hartford CT was the sponsor. The sponsorship, arranged by Lance Johnson CT Valley President, allowed us to have a BMW CCA Hospitality Area for the participants with a tent, tables, chairs & beverages for the participants to have their boxed lunches. There was additional parking in the Hospitality area as well as the Corral. A BMW CCA Tent was arranged in a high visibility area that drew a lot of interest and created awareness about the Club. 300 Roundels were passed out along with New Jersey & Boston Chapter newsletters. Next year LRP has a Tudor Race on their schedule and I expect the participant numbers will grow back to the 400 level.
- A Regional Conference Call is scheduled for 9/8/2014 Topic is BMW Dealer Engagement Brochure.

Respectfully submitted,

John E. Sullivan





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

**Date:** September 3, 2014

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

**Travel & Expenses:**

Oktoberfest & June 2014 board meeting (\$0.00)

**Planned Travel:**

September 2014 board meeting (Philadelphia, PA)

**RVP Discretionary Funds:**

None

**Chapter Probation Report / Newsletter Delinquencies:**

No issues to report.

**Notes:**

None to report.

Respectfully submitted,

*Michael Lingenfelter*





BMW Car Club of America  
Nick Owen  
Pacific Region Vice-President  
8685 Rio San Diego Dr #4339  
San Diego, CA 92108  
619-456-7654  
pacificrvp@bmwcca.org

August 2<sup>nd</sup> 2014

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

Subject: RVP Pre-Meeting Report

Planned Travel: None

Past Travel:

Legends of the Autobahn Monterey, CA August 15<sup>th</sup> 2014

Discussion Topics:

Dealership Engagement Program Feedback

Regional Event Coronado Speedfest September 20-21 2014

Respectfully Submitted,

Nick Owen  
Pacific Region Vice-President





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

**Date:** September 3, 2014

**Subject:** South Central RVP Pre-Meeting Report for September 2014 BOD Meeting.

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

**Planned Travel:**

- BOD Meeting, Philadelphia, PA Sept 12 - 14

**Discretionary Funds:**

- None to report at this time.

**Chapter Issues:**

- Lone Star Chapter still working through IRS issues, awaiting reinstatement of not for profit status. All required paperwork has been submitted, waiting for IRS response.
- Lone Star Chapter now up to date on newsletter delinquency.
- Great Plains Chapter is up to date on newsletter delinquency.
- Rocky Mountain Chapter has been contacted regarding newsletter delinquency but no response thus far.
- No other Delinquencies to report at this time.

Respectfully submitted,

Dan Baker







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

Date: September 2, 2014

Subject: South Atlantic RVP Pre-Meeting Report for September 13, 2014 BOD Meeting.

Travel & Expenses:

Completed Travel: Beaver Creek, CO for O'fest and BOD

Planned Travel: Philadelphia, PA for BOD Meeting

RVP Discretionary Funds:

None

Newsletter Delinquencies:

- All caught up except Smoky Mountain.

Probation:

Smoky Mountain

Relevant Notes:

- Finally got almost all chapters up to date.
- See you in 10 days.
- Fantastic turnout at the Tudor Corral at VIR for the Oak Tree Grand Prix. The performance center team was there giving hot laps to more than 50 of our guests. Matt Russell was there as well. VIR has offered us the same spot for next year's event. I would like to go ahead and request Regional Event status for it. The dates are August 21 & 22, 2015.

Respectfully submitted  
Paul Dunlevy





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

Re: September 13, 2014 Board Meeting – Philadelphia, PA

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

Since the start of the year we have re-launched three websites – Ofest, bmwcca.org and Legends. Since the first of this month the database has been migrated to a set of new servers, due to problems experienced with the old servers. Speed has increased but other problems have been uncovered and Stephen Elliott, Acumen IT and gomembers have been working to restore full functionality.

See report from Director of IT for more detail.

#### **ROUNDEL**

Ad revenue for print publications continues to soften. Although, *Roundel Weekly* ad revenue cannot fully replace our missing print revenue it is a welcome supplement. Staff is working with Michael Slaff to execute an advertising strategy for the website.

Our strategy to increase our electronic presence is paying off. Scott Blazey's news items are well written and provide us with a wealth of valuable content for *Roundel Weekly* and the web. Nate Risch traveled with us to Monterey and his social media posts were widely read – with some receiving in excess of 6000 views.

Recently we put Rob Siegel – “*the Hack Mechanic*” on line via *Roundel Weekly*, the bmwcca.org forums and the BMW CCA Facebook page. Members and non-members are pleased to have this extended access to Rob and his writings will help drive increased traffic to our site.

#### **COMMUNICATIONS**

With the refresh of the site completed staff is working to create a uniform look for all delivery of content whether it is news, offers or notices. BMW CCA will employ a corporate look across all platforms.

#### **RAFFLE**

Raffle 2015 will begin in the June/July time frame and will end in early September.

#### **OKTOBERFEST 2015**

Will take place in NJ. The host track is NJ Motorsports Park and the host hotel is Stockton Seaview. The dates are September 21-25<sup>th</sup>.

#### **LEADERSHIP 2015**

Scheduled for the weekend of March of 14th in Dallas.

## REGIONAL EVENTS

The National Office attended and participated in the following regional events in 2014.

May 23–24: at the Vintage

July 20–21: Pittsburgh Vintage Grand Prix

August 15–17: BMW CCA Monterey Weekend – Legends and Festerics

## AFFINITY/MEMBER BENEFIT PROGRAMS

### HPDE INSURANCE 2014

The following update on the HPDE program was supplied by Ryan Staub:

*Participation in our program continues to exceed our numbers from last year. Less active participants utilizing our single-event insurance have grown at about 20%, and our more active multi-event policyholders have grown about 25% YTD. We continue to hear great feedback from Chapters and from Members about our program, and I believe we're playing a critical role in attracting new HPDE participants and keeping existing participants involved in BMW CCA HPDE events.*

*Last Monday we launched a new portion of our website - this changes the application, quoting process, billing, and policy issuance process. Fortunately the roll out has been very smooth and features the following benefits and improvements:*

- More secure website to protect customer information*
- Mobile friendly applications*
- New e-check option*
- Easier navigation*
- Customers will now be able to purchase policies up until 8am the day of their event (this was previously cutoff at 12:00 AM CST). This is a major improvement for many of our customers that forget to buy a policy until the last minute.*
- Due to some overly restrictive insurance regulations we weren't able to sell our single-event policies for events held in Ohio or Alabama. Within the next couple weeks we will now be able to offer single-event policies in both states due to a slight restructuring of our policy in those states. This is great news for Chapters putting on events at Mid-Ohio and Barber.*

*Overall the program is doing great and we appreciate all the support BMW CCA provides.*

*Regards,*

*Ryan Staub  
Motorsports Practice Leader  
Lockton Affinity Motorsports*

Below is a comparison of 2011 vs 2012 vs 2013

2011			2012			2013		
Month	# of single event policies sold	Revenue to BMW CCA	Month	# of single event policies sold	Revenue to BMW CCA	Month	# of single event policies sold	Revenue to BMW CCA
Jan-11	0	\$ -	Jan-12	0	\$ -	Jan-13	0	-
Feb-11	14	\$ 30.66	Feb-12	27	\$ 101.94	Feb-13	23	\$ 95.52
Mar-11	54	\$ 166.40	Mar-12	39	\$ 158.50	Mar-13	46	\$ 178.76
Apr-11	68	\$ 224.78	Apr-12	91	\$ 335.12	Apr-13	49	\$ 157.06
May-11	77	\$ 275.68	May-12	81	\$ 346.28	May-13	95	\$ 427.66
Jun-11	82	\$ 294.36	Jun-12	104	\$ 363.86	Jun-13	149	\$ 572.08
Jul-11	42	\$ 128.84	Jul-12	46	\$ 179.26	Jul-13	27	\$ 114.68
Aug-11	59	\$ 196.90	Aug-12	108	\$ 406.72	Aug-13	118	\$ 484.68
Sep-11	112	\$ 407.00	Sep-12	159	\$ 621.82	Sep-13	169	\$ 723.62
Oct-11	91	\$ 298.14	Oct-12	67	\$ 245.94	Oct-13	63	\$ 267.36
Nov-11	11	\$ 43.20	Nov-12	35	\$ 109.92	Nov-13	53	\$ 200.54
Dec-11	7	\$ 20.40	Dec-12	0	\$ -	Dec-13	9	\$ 32.06
Annual / multi-event policies	56	\$1,462.24	Annual / multi-event policies	90	\$ 2,135.24	Annual / multi-event policies	118	\$2,895.44
<i>Total</i>	673	\$3,548.60	<i>Total</i>	847	\$ 5,004.60	<i>Total</i>	919	\$6,149.46

2014		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-14	1	3.26
Feb-14	6	29.36
Mar-14	103	438.1
Apr-14	77	273.88
May-14	117	521.38
Jun-14	106	425.64
Jul-14	38	166.04
Aug-14	51	206.96
Sep-14	56	233.34
Oct-14		
Nov-14		
Dec-14		
Annual / multi-event policies	108	3,034.36
<i>Total</i>	663	5,332.32

<b>MEMBERSHIP</b>	
<b>Source</b>	<b>Member Count</b>
Bimmer Magazine	821
BMW CCA Website	2399
BMW Center	1443
BMW Performance Center	365
BMWBlog.com	62
BMWCar Mag UK by Unity Media	22
Car and Driver Magazine	204
Classic MotorSports	21
CPO Sample Roundel	126
Facebook	122
GrassRoots Magazine	77
Independent Shop/Dealer	459
Link from Another Website	637
National Aftersales Conference	3
Performance BMW Mag UK Unity	2
Radio Ad	3
Referred by BMW CCA Member	1916
Search Engine	721
Sports Car Market Magazine	43
Television Ad	5
Word of Mouth	6499

### **Three Year Membership Renewal Promotion 2013**

Since the start of the year 1327 members have opted for a 3 or 5 year membership in exchange for a promotional BMW CCA grille badge.

### **First Quarter Membership Promotion**

Our effort to recapture lapsed members in the first quarter yielded the following results:

1YR Members: 220

2YR Members: 55

3YR Members: 30

### **NAC, Bimmerfest West, BMW Pro Am and Vintage Recruitment Results**

NAC –	2
Bimmerfest –	30
BMW Pro Am –	5
Vintage –	14
Legends –	12

**Awards Committee**

Delight Lucas	– LA Chapter
LouAnn Shirk	– Nittany Chapter
Leslie Moyer	– Delaware Valley
Paul Ngai	- New Jersey
Dee Sutton	- Allegheny Chapter

The committee held its first face to face meeting July 18<sup>th</sup> in Pittsburgh and will have a report to present at our Philadelphia meeting.

**ITEMS TO ADDRESS**

Foundation Raffle 2014  
Biltmore Concours 2015





# BMW CCA Recognition Awards Proposal

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Respectfully submitted by: Darinda Sutton (Co-Chair) , Paul Ngai (Co-Chair), Lou Ann Shirk,  
Delight Lucas, Leslie Moyer and Ian Branston

**9/3/2014**

The following document is the culmination of the work by the Recognition and Awards Committee (RAC) that was formed in the spring of 2014 by the BMW CCA National Board of Directors. Our mission was to develop an Award and Recognition program for the BMW CCA Chapters and membership. We are presenting our proposed Recognition Awards for the review, critique and approval by the National Board of Directors.

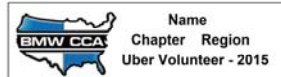
**NOTE 1:** Ideally, the new section will replace Section 3.3 "Friends of the BMW CCA". The current "Friends of the BMW CCA" booklet should be renamed and moved to the National website. If the change is approved then 3.x will become 3.3. If it is not approved, then 3.x will become 3.10.

**NOTE 2:** Award names are working names only and may be changed in the final draft. When there are multiple award names the suggestions are indicated in parenthesis.

**NOTE 3:** Implementation of some Recognition Awards will require:

- adding a scrolling banner header or a sidebar on the Roundel Weekly
- adding a dedicated section of the Roundel magazine (perhaps on the Club Services and SIG page).
- the addition of a page on the National Website (perhaps Wall of Honor).
- adding a page of the Oktoberfest program to list the past Friends of the BMW CCA and also the current winners of Uber Volunteer, Officer Extraordinaire and ?? (maybe the chapter awards, maybe the Indy Service Award)
- designing a name badge for Uber Volunteer & Officer Extraordinaire which should have the year on it (see below)

Nametag suggestions for Uber Volunteer and Officer Extraordinaire:



## **SECTION 3. BMW CCA PROGRAMS AND SERVICES**

### **3.1**

.

### **3.x Recognition and Achievement Awards**

Through the history of the BMW CCA outstanding individuals, chapters and businesses have supported the Club in many ways. It is appropriate that this passion, enthusiasm and commitment to the Club be recognized.

The BMW CCA recognizes and honors individual club members for outstanding achievements and exceptional dedication.

Within the structure of the Club, some Chapters go far beyond BMW CCA Minimum Standards. A Chapter that consistently exceeds expectations may be recognized for that achievement.

The Club also recognizes and honors members of Industry whose contributions to the Club and its members go far above and beyond normal business practices.

#### **3.x.1 The Recognition Awards Committee (RAC)**

The National Board of Directors shall appoint at least five people to the Recognition Award Committee at the first board meeting of the year.

The appointees must be current BMW CCA members in good standing. The RAC will meet yearly at the annual National Board meeting, and at other scheduled conferences or congresses as needed.

Additional members may be appointed to the committee as required by the committee.

### 3.x.2 Levels, Designations, Award and Presentation Date

Care must be taken not to dilute the honor of each award. Only the highest achievements should be recognized. Awards may be given on a National or Regional level. The following recognitions will be considered but not necessarily awarded each year.

#### 1. (Friend of the BMW CCA) (Distinguished Member of the BMW CCA)

- Awarded at Oktoberfest
- Awarded to one or more outstanding members at the National level
- Awarded to individuals, not to chapters or industry
- Recipient will receive a pin, a framed certificate, and an article in the Roundel
- Recipient will have a name plate engraved and added to the Wall of Honor in the National office
- Recipients will be shown in the Roundel Weekly banner header/sidebar until the next year's recipient(s) are announced
- Recipients may only receive this award once in their lifetime
- Recipients will be permanently listed on the Wall of Honor on the National website
- All Friends will be listed in the Oktoberfest program for perpetuity, starting the year after they receive the honor.

#### 2. Outstanding Chapter Growth and Retention

- Awarded at Chapter Congress
- One finalist from each Region will be announced each year at Chapter Congress
- The winning chapter will have the highest Growth and Retention scores from among the five finalists
- The Regional Finalists will be shown in the Roundel Weekly banner header/sidebar for (x) issues
- Only the chapter with the highest Growth and Retention scores will be printed in the Roundel for the next calendar year
- Recipients will be listed on the Wall of Honor on the National website during the calendar year in which they won

#### 3. Outstanding Chapter Charitable Contributions

Chapter Charitable Contributions is two awards, one for the highest financial contribution and one for the highest contribution of time.

- Awarded at Chapter Congress
- One finalist from each Region for each category (financial and time) will be announced at Chapter Congress
- The two winning finalists will have the highest charitable contribution (financial and time)
- The Regional Finalists of both the Charitable Contributions Awards (financial and time) will be listed in the Roundel Weekly header/sidebar for (x) issues.
- Only the two chapters with the highest charitable contribution (financial or time) will be printed in the Roundel for the next calendar year.
- Recipients will be listed on the Wall of Honor on the National website during the calendar year in which they won

#### 4. (Uber Volunteer) (Outstanding Volunteer of the Year )

- Awarded at Chapter Congress
- Award may be given to one member per region
- The award will be a framed certificate and a name tag
- The Recipients will be shown in the Roundel Weekly banner header/sidebar for (x) issues

- Recipients will be listed in the Oktoberfest program only in the year it is received
- Recipients will be listed on the Wall of Honor on the National website during the calendar year in which they won

#### **5. Officer Extraordinaire**

- Awarded at Chapter Congress
- Award may be given to one member per region
- The award will be a framed certificate and a name tag
- The Recipients will be listed in the Roundel Weekly header or sidebar for (x) issues.
- Recipients will be listed in the Oktoberfest program only in the year it is received
- Recipients will be listed on the Wall of Honor on the National website during the calendar year in which they won

#### **6. (Outstanding BMW Center) (BMW Center Plus)**

- Awarded at Oktoberfest
- Award will be given to one authorized BMW Center
- The award will be a plaque for the BMW Center to display
- The winning BMW Center will be shown in the Roundel Weekly banner header/sidebar for (x) issues.
- Recipients will be listed on the Wall of Honor on the National website during the calendar year in which they won

#### **7. (Outstanding Independent Business Support) (Indy Service Plus)**

- Awarded at Chapter Congress
- Award may be given to not more than one business per region
- The award will be a framed certificate for the business to display
- The winning Independent Business will be shown in the Roundel Weekly banner header/sidebar for (x) issues.
- Recipients will be listed on the Wall of Honor on the National website during the calendar year in which they won

### **3.x.3 Nominating an Individual, Chapter or Business for a Recognition Award**

The nominator may be any BMW CCA member or Chapter in good standing, or any member of the National Office staff. Nominations will be completed on the official nominating form (Appendix B[2]) and must be submitted to the RAC by the date indicated on the form.

If the award is to be given at the Regional level, or selected from among regional winners, the RVP may be asked to assist in the review of nominees from that region. The RVP may be asked to determine the top several candidates from the region and only those candidates will be forwarded to the RAC.

### **3.x.4 Eligibility for a Recognition Award**

A nominated individual or chapter must have been in good standing and full compliance for the entire nomination period.

The nominee may not be in current litigation with BMW CCA, BMW CCA Foundation, BMW NA or BMW AG. The nominee may not currently owe on any invoice to the BMW CCA, BMW CCA Foundation, BMW NA or BMW AG.

Current National Board members, National office paid staff, and current National Committee Members are not eligible while serving in that position.

### 3.x.5 Nomination Qualification Period and Deadline for Nominations

The Nomination Qualification Period will be a full calendar year; January 1<sup>st</sup> → December 31<sup>st</sup>

The Nomination Deadline will be January 15<sup>th</sup>.

Awards needing a Nomination form submitted include:

- (Friend of the BMW CCA) (Distinguished Member of the BMW CCA)
- Officer Extraordinaire
- (Uber Volunteer) (Outstanding Volunteer of the Year )
- (Outstanding BMW Center) (BMW Center Plus)
- (Outstanding Independent Business Support) (Indy Service Plus)

*\*Note: Outstanding Chapter Charitable Contribution awards will be based on end of year reporting to the National Office, and therefore do not require a nomination form.*

- The Nomination form is submitted electronically to the recognition@bmwcca email address by January 15<sup>th</sup> 11:59 pm [2359] eastern time zone.

### 3.x.6 Review and Selection Process

- The Recognition & Award Committee (RAC) - Selection Committee will conduct a preliminary review of all nominations that are submitted and compile just a list of member names and send them to the National Board by January 20<sup>th</sup>.
- The Board will review the list of all members nominated to identify any disqualification items for the nominees.
- Board will notify the RAC – Selection Committee by January 30<sup>th</sup> if there are any concerns regarding nominee eligibility.
- As part of the annual Chapter Congress meeting, the RAC - Selection Committee will review all nominations to come to a decision on our final recommendations.
- RAC final recommendations for all recognition awards will be formally submitted to the National Board at the end of the pre-Congress all day RAC meeting.

## Recognition and Achievement Awards Criteria for Award

### 1. (Friend of the BMW CCA) (Distinguished Member of the BMW CCA) (The Ultimate BMW CCA Member)

It is difficult to concisely define the accomplishments of the member who deserves the Club's highest nationwide tribute. Many members show dedication and commitment to the club; the member who far exceeds is the member who should be recognized. The fact that his/her colleagues consider the member to be a candidate speaks, in itself, to the suitability of the candidate.

The Recognition Award Committee will judge each candidate based on multiple criteria, which will include, but not be limited to, the following:

- Demonstration of outstanding enthusiasm, passion, and dedication to the Club
- Investment of time, talent and/or energy in the Club
- Demonstration of continual effort to improve and enhance the Club experience

### 2. Outstanding Chapter Growth and Retention

The award will follow the same calculations that have been approved by the National Board for Chapter Retention and Growth. These calculations were approved by the National Board of Directors for use in the quarterly Chapter Retention and Growth Report and the Chapter Scorecard.

The committee will use the same calculations that is used in the Chapter Scorecard. Growth rate and retention are factored so that zero growth/loss and 80% retention is the baseline with a score of 100. Better performance in either metric will result in a higher score where each additional percentage point is equal to an increase of 1.00. Conversely, member loss or poor retention results in a lower score where each decrease of a percentage point is equal to a deduction of -1.00. As this calculation only considers percentages of growth and retention, chapter size is not a factor. The chapter with the highest combined growth and retention score performed the best.

At the conclusion of the reporting period for membership, the highest chapter from each region will be identified. The top of those five chapters will receive the annual award.

### 3. Outstanding Chapter Charitable Contributions

Charitable contributions are self-reported by Chapters based on either total dollar amount or total time given by the members of the chapter towards a charity.

The Recognition Committee will use the same criteria that has been approved by the National Board of the BMW CCA.

Charitable contributions, both financial and time, will be calculated on a per capita (number of members in the chapter) basis.

At the conclusion of the reporting period for the chapters, National reports will be used to determine the two winners in each region. Of those ten chapters, the single chapter with the highest Charitable Financial Contribution and the single chapter with the highest Charitable Contribution of Time will receive the annual award.

#### **4. Uber Volunteer**

The winning nominee(s) will be the member who exceed in most or all of the following criteria:

- Volunteers at most chapter events, and at Regional and National events whenever feasible
- Promotes membership
- Helps in the planning of Chapter functions /events
- Has a vast knowledge of BMW CCA
- Has a reputation for going above and beyond
- Provides articles for their chapter newsletters/website

#### **5. Officer Extraordinaire**

The winning nominee(s) will be the member who exceed in most or all of the following criteria:

- Performs their elected office description above and beyond expectations
- Promotes membership
- Helps in the planning of Chapter functions /events
- Has a vast knowledge of BMW CCA
- Attends chapter functions/events frequently
- Has a reputation for going above and beyond
- Provides articles for their chapter newsletters/website

#### **6. (Outstanding BMW Center) (BMW Center Plus) (BMW Center Star)**

The winning nominee will be the BMW Center that:

- Opens shop to club members for meetings, tech sessions, etc
- Provides sponsorship/support/raffle prizes to club
- Has a vast knowledge of all things BMW
- Willingly shares that knowledge with club members
- Provides discounts and special sales for club members
- Promotes membership
- Attends chapter functions
- Willing to go extra distance (pre-sale checks, HPDE tech inspections, etc)
- Has reputation as a BMW aficionado beyond regular circle of customers
- Active contributor to club media and communications

#### **7. (Outstanding Independent Business Support) (Indy Service Plus) (Indy Service Star)**

The winning nominee will be the Independent BMW Repair Shop or other BMW related business that:

- Opens shop to club members for meetings, tech sessions, etc
- Provides sponsorship/support/raffle prizes to club
- Has a vast knowledge of all things BMW
- Willingly shares that knowledge with club members
- Provides discounts and special sales for club members
- Promotes membership
- Attends chapter functions
- Willing to go extra distance (pre-sale checks, HPDE tech inspections, etc)
- Has reputation as a BMW aficionado beyond regular circle of customers
- Active contributor to club media and communications

**Recognition and Achievement Awards  
Basic Nominating Forms**

Upon final Board approval of the Recognition Awards, the electronic Nomination Template and form will be developed.



[illegible]



**TO: THE BMW BOARD OF DIRECTORS**  
**FROM: JACKIE BECHEK, DIRECTOR OF NATIONAL EVENTS**  
**DATE: September 13, 2014**  
**RE: STATUS OF NATIONAL EVENTS**



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

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

The National Office will travel to these following events, support the local Chapter, and will sell memberships and BMW CCA merchandise.

- March 9<sup>th</sup>-12<sup>th</sup> BMW Aftermarket**—Las Vegas, NV
- May 15<sup>th</sup>-17<sup>th</sup> BMW Pro-AM Golf Tournament**, Greenville, SC (Sold \$1,800)
- May 17<sup>th</sup> Bimmerfest West**—Rose Bowl—Pasadena, CA
- May 23<sup>rd</sup>-24<sup>th</sup> Vintage at Old Salem**—Scott Sturdy—Old Salem, NC (sold \$2,600)
- June 16<sup>th</sup>-20<sup>th</sup> Oktoberfest 2014**—Beaver Creek, Colorado
- July 18-20<sup>th</sup> Pittsburgh Vintage Grand Prix**—Schenley Park, Pittsburgh, PA
- Aug 15<sup>th</sup> Legends of the Autobahn**—Nicklaus Club-Monterey (new locale)
- Aug 16<sup>th</sup>-17<sup>th</sup> Festorics**—Laguna Seca Raceway—(sold \$6,000)(30 new members)
- October 17<sup>th</sup>-18<sup>th</sup> Eurofest 2014**—Zentrum Museum—Greenville, SC (have booth)

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

These national members-only trips are coordinated by Jackie Bechek in conjunction with the BMW Performance Center. These Getaway trips provide an opportunity for our members to participate in the Center's Two Day M Schools at our 15% discount.

#### **TWO DAY M SCHOOLS (\$3.055/pp) (with 15% CCA discount)**

February 1<sup>st</sup>-2<sup>nd</sup>; March 8-9<sup>th</sup>; June 7-8<sup>th</sup>; August 9-10<sup>th</sup>; Dec 6-7<sup>th</sup>

The Women's Only Two Day School (April 11<sup>th</sup>-15<sup>th</sup>) was very successful. It was attended by Jackie Jouret, and Patti Miles, BMW VP wife. Lots of positive feedback for the Club. Will have Reunion in October 2014, and next Trip scheduled for April 17-20<sup>th</sup>, 2015.

#### **VALENTINES' DAY COUPLES' GETAWAY (Feb 13<sup>th</sup>-15<sup>th</sup>)(cancelled-snow weather)**

#### **BMW CCA DRIVING EXPERIENCE (\$1.695/pp)(singles or couples)( May 8-10<sup>th</sup>)**

Very successful experience- one couple went home and purchased new M235 based on trip.





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## Marketing Report

### *Legends Of The Autobahn Sponsorship Summary*

Legends Of The Autobahn experienced significant growth in terms of sponsors and vendors this year. Overall, we secured a record number of sponsorship dollars for the event, and for the first time ever we had a presenting sponsor thanks to Michelin. In total, we had over 35 sponsor representatives on hand and 18 vendor booths. Sponsors new to the event, included Auto Europe, Blue Moon, XPEL, Hagerty Classic Car Insurance, Griot's Garage, and of course Michelin.

#### Michelin M3 Heritage Display

To celebrate the launch of the fifth-generation M3—and the fact that Michelin is OEM on the new F80 M3 and F82 M4—we assisted Michelin in organizing a very special display and corral. We hand selected the best examples of each generation among club member's cars, and placed them on display in the Michelin vendor area. The display spoke volumes of Michelin's commitment to both BMW and the Club, and was a unique way to showcase the sponsorship. In addition, we organized a special M3 corral for the event to celebrate the occasion. As a result, we hosted a record number of M3s—46 to be exact.

#### Legends Of The Autobahn 2014 BMW CCA Sponsors

If you have the opportunity to thank our sponsor and vendors please do so!

Michelin: Presenting Sponsorship  
BMW NA  
BMW Performance Center  
Liberty Mutual  
Griot's Garage  
Bridgestone  
Hagerty: VIP Lunch Sponsorship  
Auto Europe  
La Jolla Independent: Hydration Sponsor  
Blue Moon: Beer Garden  
Sports Car Market  
XPEL  
Enthusiast Media Group

### *New Legends Of The Autobahn Website Launched*

This year we launched a new website that matches the prestige of this great event. The new website features some stunning photography from past years, and includes information on registration, the event schedule, link to the smartphone app, directions to the club, videos, and contact info.

## ***Television Commercial***

In an effort to bolster local support and attendance for Legends, we ran a television commercial on the local CBS and CW affiliate in the Monterey Area. The commercial aired from August 2 through August 15 during daytime programming and the local news. You can view the commercial on the BMW CCA or Legend's website under videos.

## ***Legends Of The Autobahn Media Coverage***

### Video from BMW USA

BMW USA brought along our own David Rose to film a Legends Of The Autobahn highlight video for distribution to online media outlets. The video can be viewed on our website under the National Events video section, or on BMWBlog.com.

### National and Regional Press Coverage

Some of the largest print and online publications in the automotive world were on hand covering the fifth annual event including *Road & Track*, *Car and Driver*, *Sports Car Market*, and *AutoWeek*. The online coverage, viewable via a simple Google search using the event name is quite extensive. Prior to the event we received 40 requests for media credentials and we had numerous media walkups during the event. In fact, motorsports broadcaster Ralph Sheheen showed up on site with a production crew from Fox Sports 1 (the old Speed Channel) to film scenes from the concours, and to interview Frank for an upcoming special.

### Media Outlets Represented At Legends

BMW USA News, *Car And Driver*, *Road & Track*, *AutoWeek*, Fox Sports 1, Jalopnik, Sports Car Digest, *Sports Car Market*, Bimmerfest, BMWBlog, Performance Technic, BimmerFile, AutoEvolution, Ultimate klasse, Car Stories, and CNET

## ***Festorics Sponsorship Summary***

This year we welcomed back a number of returning sponsors including BMW NA, the BMW Performance Center, Liberty Mutual, Performance Technic, Bridgestone, and Cool Carbon. Mike Renner from the BMW Performance Center was on hand and gave away a two-day M School on Saturday, and Cool Carbon raffled off a set of brake pads.

### BMW CCA Festorics Kick Off With Steve Dinan

Our weekend started off Friday night with the Festorics Kickoff Dinner at the Nicklaus Club Monterey with a special guest speaker: famed BMW tuner Steve Dinan! Dinan graciously accepted our invitation to speak and our attendees were pleased! We were also excited to welcome Dinan as a brand new sponsor of the Festorics corral.

### Festorics Sponsors

BMW NA  
Liberty Mutual  
Bridgestone

BMW Performance Center  
Dinan  
Performance Technic  
Cool Carbon

## ***Welcome David Rose, Marketing & Communications Assistant***

David Rose, creator of Hitting Redline, will be assisting us part-time with our marketing efforts through December, and then begin full-time work for the Club in January 2015 before leaving for college in August. Rose, most recognized for his cinematic videos, brings an amazing array of talent to the position. Rose will assist in creating standalone email messages, creating content for the website, posting to social media, and of course some video projects.

Many of David's videos and stories have been featured on major automotive websites. Most recently, David filmed a video of an M4 hot lap ride at the Pittsburgh Vintage Grand Prix and shared his thoughts on the new M4. The story and video was picked up by Jalopnik and gained quite a bit of attention across the Internet.

Rose will also bring a new perspective to the team as a recent high school graduate. His ideas and experience as a young BMW enthusiast are sure to help the Club target the newest generation of BMW owners.

## ***BMW CCA National Event Videos***

### Hitting Redline Videos From O'Fest 2014

Hitting Redline has just released the six-minute overview of O'Fest 2014, in addition to the teaser video shown at the Friday night banquet, the Pirelli Concours video, and the M4 drifting video. Standalone videos for the Michelin Drive and Compare, Odometer Gears TSD rally, Bridgestone Autocross, and many other events will be released over the coming weeks.

Each of these videos will be featured in *Roundel Weekly*, the website, and on our social media pages. Each video serves as a great marketing tool to entice members to attend Oktoberfest next year. They also provide added exposure for our sponsors who also distribute the videos through their online communication channels.

### Ice Bucket Challenge, Most Viewed Club Video Ever

The BMW CCA National Office staff accepted the ALS Ice-Bucket Challenge after being nominated by BMW CCA executive director Frank Patek. And to add some excitement, the staff enlisted the help of the BMW Performance Center's Mike Renner, who drifted a brand-new F82 M4 around the perimeter of the video, which was filmed in the middle of the Performance Center's skid pad.

In return, the staff nominated the Mercedes-Benz Club of America's staff, the Audi Club's staff, the BMW CCA Foundation staff, and BMW CCA's Lindsey Branston! What was just a fun video for charity has turned out to be the most viewed BMW CCA online video ever with over 4,000 views. The video and the story was also picked up by the BMW Blog.

## ***Roundel Weekly and Email Communications***

### The Hack Mechanic Now Online And On Facebook

Rob Siegel a.k.a. the Hack Mechanic has begun writing a weekly column for *Roundel Weekly*, and also contributing to our Facebook page. So far, Siegel's articles have consistently been one of the most popular items in RW each and every week since he started. In addition, his Facebook posts have received an incredible amount of likes and interaction from our membership. Siegel truly knows how to connect with our members in a very entertaining format.

### Responsive *Roundel Weekly* Template To Launch On October 7

The brand new responsive template is set to launch with the October 7 edition of RW. The new template will be optimized for mobile, tablet, and desktop formats, and will shift depending on what type of device you are viewing it on. The new layout will put increased emphasis on the website with only teaser copy available in the actual email. By driving more traffic to the website, our hope is to increase website ad revenue, online renewals, and merchandise sales. The new template will not only benefit website traffic, but also our advertisers since banner ads will be much larger on smartphone and tablet devices now. This will be a welcomed change since 40% of our RW audience views the newsletter on a mobile device.

Below I have included some stats for a few of our most recent emails. As you can see, we continue to maintain an excellent open rate across the board for our email communications.

Message Name	Date Sent	Open Rate	Click-Through Rate
Roundel Weekly	8-26-14	36.6%	9.5%
Roundel Weekly	8-19-14	35.8%	5.7%
Roundel Weekly	8-12-14	35.5%	7.2%
South Central Reg Events	8-7-14	40.3%	3.9%
Monterey Weekend Reminder	7-31-14	37.6%	3.4%
South Atlantic Reg Events	7-31-14	36.4%	3.8%
Pacific Reg Events	7-24-14	37.9%	3.1%
North Central Reg Events	7-17-14	39.1%	4.5%
North Atlantic Reg Events	7-10-14	35.1%	3.6%

## ***Club Merchandise: Model Specific Shirt Designs And Grille Badges Released***

We have been running an increased number of store promotions this year, which has resulted in strong merchandise sales. On a number of occasions, we have run specials in *Roundel Weekly* on specific items and also offered free items with purchases of \$100 or more.

Right now, we are in the process of designing and printing new model-specific shirts for the E24, E28, and E46 M3. These have all been popular requests at events this year. The new designs will be in store in time for the holiday season.

The 45th Anniversary grille badge will be available for purchase in the store starting on September 9, and will also be used as a giveaway item with the purchase of \$200 or more. For the first time ever, we



are also offering the Motorsport and American Flag grille badges for sale in the BMW CCA online store for \$34.95. These badges have only been available through special promotional offers until now.

### ***New Member Discount: XPEL Paint-Protection Film***

XPEL is the industry-leading paint-protection manufacturer, and offers a worldwide installer group. XPEL ULTIMATE paint-protection film is covered by a ten-year warranty that covers parts and labor. The film is stain-resistant (non-yellowing), self-healing (capable of mending fine scratches and swirl marks), and easy to maintain.

Members SAVE 20% off anything ordered on XPEL.com, including headlight paint protection, clear bra, do-it-yourself paint-protection products, and more!

### ***Second-Quarter 2014 Lapsed Member Promotion***

All lapsed members were offered a special deal via email to rejoin the Club between Monday, July 7, and Friday, July 11, 2014. Those who received the offer were able to reinstate their membership for one year at \$42, two years at \$84, and three years at \$126. Plus, they were entered into a drawing to win a Bridgestone Tire Certificate. During the second quarter lapsed member campaign we were able to add 200 lapsed members back to the Club.

1YR Members: 133

2YR Members: 28

3YR Members: 39

### ***Website Traffic***

Website traffic has continued to increase month after month as we continue add content and helpful features to make the online member experience even better. It's no surprise that the classified section remains the perennial favorite among members and non-members seeking well maintained, enthusiast owned BMWs. There's no doubt you will find some of the most rare and unique BMWs on the market in our classifieds section. In fact, the German Cars for Sale Blog monitors our site and often features cars found on [bmwcca.org](http://bmwcca.org).

It's interesting to note that particular news stories featured in *Roundel Weekly* have become some of the most popular pages on the website. This shows a strong interest in BMW related news content on [bmwcca.org](http://bmwcca.org), something that we are working to expand.

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

	2013	2014	% Change
May	69,641	132,192	89.8%
June	69,758	164,718	136.1%

July	84,110	145,526	73%
August	89,368	129,512	44.9%

#### **Top Referring Websites (May 1 – August 31, 2014)**

1. Google	254,414
2. Bing	6,757
3. Yahoo	6,312
4. Facebook Mobile	3,983
5. Facebook	2,983
6. BMW USA	1,927
7. Germancarsforsaleblog.com	944
8. Roadaltanta.com	868
9. AOL	850
10. Bimmerfest.com	842

#### **Most Popular Pages and Sections in Terms of Pageviews (May 1 – August 31, 2014)**

1. Classifieds	110,859
2. Forum	84,387
3. Raffle	31,992
4. Login	31,854
5. Discounts	14,566
6. Vehicle Rebate	12,914
7. Chapter Finder	10,348
8. Store	9,149
9. Calendar	5,169
10. <i>Roundel</i> Magazine	4,770
11. Roadside Assistance	4,313
12. My Garage	3,832
13. <i>Roundel</i> Articles Landing Page	3,421
14. Contact BMW CCA	2,749
15. Events App	2,634
16. Satch's Article on M3/M4	2,560
17. Scott Blazey RW Intro 8/12	2,494
18. O'Fest 2014 Forum Thread	2,484
19. 15K Oil Change Forum Thread	2,427
20. Nikki Weed RW Intro 8/26	2,330

### ***Regional Events Newsletters***

Below is the Regional Events Email Newsletter Schedule for 2014. Only the fourth quarter email remains for this year, and that round will be sent between October 30 and November 27.

To submit your chapter's events follow the link below and click the log in button. Once you log in you will be automatically directed to the event submission form.

<https://www.bmwcca.org/node/add/bmwcca-event>

#### Email Send Dates

	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
North Atlantic	<del>Jan. 30</del>	<del>May 1</del>	<del>July 10</del>	Oct. 30
North Central	<del>Feb. 6</del>	<del>May 8</del>	<del>July 17</del>	Nov. 6
Pacific	<del>Feb. 13</del>	<del>May 15</del>	<del>July 24</del>	Nov. 13
South Atlantic	<del>Feb. 20</del>	<del>May 22</del>	<del>July 31</del>	Nov. 20
South Central	<del>Feb. 27</del>	<del>May 29</del>	<del>Aug. 7</del>	Nov. 27

#### Events Must Be in the Calendar by:

	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
North Atlantic	<del>Jan. 23</del>	<del>April 24</del>	<del>July 3</del>	Oct. 23
North Central	<del>Jan. 30</del>	<del>May 1</del>	<del>July 10</del>	Oct. 30
Pacific	<del>Feb. 6</del>	<del>May 8</del>	<del>July 17</del>	Nov. 6
South Atlantic	<del>Feb. 13</del>	<del>May 15</del>	<del>July 24</del>	Nov. 13
South Central	<del>Feb. 20</del>	<del>May 22</del>	<del>July 31</del>	Nov. 20

Chris Hennecy  
 Director of Marketing & Communications  
 BMW CCA





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

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

Re: September 13, 2014 Board Meeting—Philadelphia, PA

## IT Update

### Events Apps

We updated the BMW CCA app just before Legends of the Autobahn and replaced the Oktoberfest featured sub-app for Monterey Weekend. The app provided information about Legends and Festorics including a map of the area and the race schedule.

### Website

We worked out a lot of bugs after the launch of the new website. Classifieds required a lot of tweaking because it was a complete rewrite of the code. We've added more caching to the site to help performance. It has a side-effect for content creators (i.e. article writers, administrators, etc.) where changes don't appear immediately, but the benefits outweigh the inconvenience.

We launched an updated site for [Legends of the Autobahn](#). It features a trendy parallax theme with eye-catching graphics and effects. It has a responsive theme, which means it will adjust the width when viewed on devices with different sized screens.

### Server Problems

The size of our membership database outgrew the server on which it resided at the end of August. In addition, the datacenter where our membership database is stored encountered additional problems. As a result, we took emergency action to proceed with the planned, yet postponed, gомembers changes. Staff members from Aptean and Acumen made themselves available late on a Friday to help us make the emergency change. Fortunately, the majority of the work had already been completed, so we were able to get back up and running more quickly.

As anticipated, the change resulted in much better performance for staff and members. The greatest gain visible to members is seen when visiting the My Garage area of the website. The dropdown lists for Model and Style now populate nearly instantaneously.

The next step is to proceed with the move to a new datacenter. We anticipate the move will take place no later than October 31, 2014. The servers will be staged and tested in the new environment in advance, and then there will be a brief outage when the final move is completed.

The new datacenter has easy to use features that will allow me to scale our servers when needed. For example, before we launch raffle sales, I can increase the performance of the servers in anticipation of additional visitors making purchases. The performance metrics can be increased and decreased as necessary, and the club is only charged more for the period of time in which we increase performance.

### Chapter Electronic Newsletters and MagnetMail

The following 14 Chapters have notified the National Office that they are now sending their newsletters electronically. The newsletter delivery preference of their members has been changed to e-mail (for those with an e-mail address), and I have notified members about the change and how to elect to receive a copy via US mail instead. I have written a new mailing label report that Steven Schlossman sends to these chapters that only includes members whose preference is to receive the newsletter via US mail.

Bayou Chapter	Central California Chapter	Florida Suncoast Chapter
Inland Empire Chapter	Kansas City Chapter	Lone Star Chapter
Mountain State Chapter	Nittany Bimmers Chapter	Oregon Chapter
Pocono Mountain Chapter	Sandlapper Chapter	Sunbelt Chapter
Tarheel Chapter	Wasatch Chapter	

There are 16 chapters that have MagnetMail accounts:

Bayou Chapter	Buckeye Chapter	Central California Chapter
Choo-Choo Bimmers Chapter	Lone Star Chapter	Michiana Chapter
New Jersey Chapter	Oregon Chapter	Puget Sound Chapter
River City Bimmers	Smoky Mountain Chapter	St Louis BMW Club
Sunbelt Chapter	Sunshine Bimmers Chapter	Tarheel Chapter
Tidewater Chapter		



Stephen Elliott  
Director of Information Technology  
BMW Car Club of America



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August 8, 2014  
Report of the Creative Director

Since my last report in early June 2014, we've focused on the Oktoberfest and Legends of the Autobahn events, launching the LOTA new website, designing a new responsive email template for *Roundel Weekly*, and continuing *Roundel* magazine refinements.

### ***Oktoberfest***

Prior to the event, we designed and produced the logos, website, awards, signage, nametags, tickets, banners, program and other materials for just about every aspect of O'fest.

For this year's Oktoberfest in Beaver Creek, I worked closely with the Hitting Redline crew to get video coverage of the various events, VIPs, members, and vendors attending. I must say that the young men of Hitting Redline once again proved to be very professional, technically adept and resourceful, and dedicated to thoroughly covering every aspect of O'fest. Of note was our managing to get exclusive video of the i8 with Matt Russell for several hours (for which we did some late-night site scouting at Bachelors Gulch after persuading the gate guards that our shoot wouldn't be disruptive like he reported the previous Audi shoot was.).

In addition to keeping the videographers on schedule, I resurrected my photojournalistic skills and served as an event photographer, along with Chris Hennecy and Jon van Woerden. As a result, we had nearly 3,000 photos of the week available for the *Roundel* spreads in the recently published September 2014 issue.

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

In addition to creating and launching a new, responsive LOTA website, we also designed the program, promotional materials, event tickets, banners, backdrops, etc. for the event.

### ***Roundel Weekly***

As the number of people reading *Roundel Weekly* via a mobile device has reached about 40%, we have developed a new template that uses a responsive design, resizing it self automatically to improve viewing on a mobile phone or tablet. Chris Hennecy and I have also been working with Michael Slaff to readjust advertising placements as the new template has some significant advantages and larger ads for advertisers, though it also has some limits on precision for ad positioning as it must be able to resize itself. We are set to launch the first issue with the new template in early October.

### ***Roundel***

We've changed Classifieds managers again, passing on the duties to our own Steven Schlossman to review and organize the ads each month for the *Roundel*.

Satch and I continue to work to keep the page counts and costs consistent, while looking for ways to further streamline the workflow.

Quad Graphics has purchased Brown Printing, but we haven't seen any change in the quality of the printing or changes in required processes or delivery time so far. The only process change I've noted is that the company that converts our issues into the online and app formats has felt it necessary to contact me directly for a copy of the final issue's files, reporting that Quad was not delivering them in a timely fashion. I'm inquiring about this.

We are contracted to the specific plant in Waseca, MN, and are still waiting to see if Quad Graphics intends to change anything about that plant's operation and how our contract relates to it. In the meantime, we have been contacted by several printers regarding the *Roundel* should it come back "on the market."

Thank You!

W. Len Rayburn  
BMW CCA Creative Director





# BMW Car Club of America Driving Events Committee

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

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

**Date:** September 13, 2014

**Subject:** Quarterly Report – 3rd Quarter 2014

## Items / Issues–

1. White Mountain TRSS incident 6/14. The student has repaired their car using their personal auto insurance and no further contact has been required. The damage to the instructor's car has been repaired and paid for by the instructor. After attempts to be compensated by the student's auto insurance being denied, the BMW CCA Foundation and the BMW CCA have compensated the instructor. The total amount for this was \$3,259.73
  - a. The DEC has been asked to weigh in on this incident(s) and offer a position. Unfortunately, the Driving Event Minimum Standards does not have a section covering Car Control Clinics, yet. I have prepared a draft that is being reviewed by the DEC and will facilitate a review and vote by all Chapters as soon as possible.
2. West Coast ITS. This ground-breaking event will have cooperation between the big 4; Golden Gate, Los Angeles, San Diego, and Central Cal chapters. National DEC support will include attendance for the Classroom Facilitator, Mentor Coordinator, and 5-6 seasoned ITS Mentors. Schedules are being finalized. National financial support will be critical in making this event successful, and a budget from the NDEC of \$8,000 is being proposed.
3. ITS Development Summit - the NDEC would like to propose a small working group to hold a joint workshop weekend this Fall/Winter. The development of this National effort has been done in a bit of a vacuum and getting a group of the major stakeholders that have been working on, 6 to 10 people, together would take this program to the next level. The BMW CCA ITS has been recognized as one of the nation's best training systems, and I would like to see this continue to progress. A budget from the NDEC of \$7,500 is being proposed.
4. My Resignation - I regret to inform you that I am resigning from my position as Chairman of the Driving Events Committee for personal reasons. With your approval, I would like my last day to be December 31st, 2014. There are a few loose ends/projects I want to be sure get completed. I have a replacement in mind, and I'm discussing this with the Committee. We will forward our recommendation as soon as possible. I cannot thank you enough for the opportunities this position has provided me. Thank you so much for your understanding in this matter. I have loved time 'at the helm' and I will look back on my time here with many wonderful memories.

## Board Action Needed –

The following proposals need Board action.

1. West Coast ITS. \$8,000 Facilitation Budget proposal.
2. ITS Development Summit Budget - \$7,500 is being proposed

Respectfully submitted,

Bill Wade

National Driving Event Committee Chairman



BMW CCA CLUB RACING

Gary Davis

18159 Meridian Rd.

Grosse Ile, MI 48138

734-308-7299

[chairman@bmwccaclubracing.com](mailto:chairman@bmwccaclubracing.com)

September 5, 2014

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

Subject: Club Racing Chairman's Pre-meeting Report for the September, 2014  
Board Meeting in Philadelphia, PA.

Travel: None

Planned Travel: None

Appeals/Protests: None

Future Activity: Initial plans to celebrate BMW CCA Club Racing's 20<sup>th</sup>  
Anniversary in 2015.

Respectfully submitted,

Gary Davis

Chairman, BMW CCA Club Racing



