

**BMW Car Club of America  
Board Meeting  
Pittsburgh, PA  
January 16, 2016**

**Saturday, January 16, 2016**

**1. Call to Order**

The meeting was called to order by President Steve Johnson at 8:28 AM EST.

President Steve Johnson congratulated our newest board member Tim Jones who has accepted the appointment of South Central RVP.

**2. Attendees**

**Board Members:** Steve Johnson, President; Eddy Funahashi, Executive Vice President; Darlene Doran, Secretary; Louis Goldsman, Treasurer; Tim Beechuk, North Central RVP; Tim Jones, South Central RVP; John Sullivan, North Atlantic RVP; Dwayne Mosley, South Atlantic RVP and Nick Owen, Pacific RVP

**National Office and Roundel:** Frank Patek, Executive Director; Lindsey Branston, Director of Financial Operations and Satch Carlson, *Roundel* Editor-in-Chief.

**Chairs:** Jack Joyner, DEC; Gary Davis, Club Racing; and Dee Sutton, Recognition Committee.

**Guests:** Ian Branston, Sandlapper Chapter; Jeff Taylor, Allegheny; Bill Permar, Allegheny; Eric Zagrocki, Allegheny; Brett Sutton, Allegheny; Johna Snyder, Allegheny and George Snyder, Allegheny.

**3. Minutes**

The minutes of the November Board meeting were approved by vote via email on November 30, 2015. Reading of the minutes will be waived.

**4. Reports**

**4.1** *President*

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

**4.2** *Executive Vice President*

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

**4.3** *Secretary*

Darlene Doran had nothing to add to her pre-meeting report.

**4.4** *Treasurer*

Louis Goldsman had nothing to add to his pre-meeting report.

BMW CCA  
Board of Directors Meeting  
January 16, 2016  
Sheraton  
Pittsburgh, PA

BMW Car Club  
of America





BMW Car Club of America  
Board Meeting  
Pittsburgh, Pennsylvania  
January 16, 2016

***Agenda***

**Saturday January 16, 2016**

**08:30 Call to Order**

**Introduction:** Members, Guests.

**Minutes:** The minutes of the November Board meeting to be approved.

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

**08:35 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

**09:00 Reports & Presentations Continue Until Completed**

**Discussion of Listed Topics**

**09:45 Break**

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

**New Business**

**Presentation of the Recognition Committee**

**Presentation of the Allegheny Chapter**

**Noon Lunch**

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

**Executive Session**

**5:00 Adjourn**

BMW Car Club of America  
Board Meeting  
Pittsburgh, Pennsylvania  
January 16, 2016

***Discussion Topics***

**1. Review Action Items**

**2. National Events**

Oktoberfest

- 2016
- Future

**3. Regional Events**

Updates:

- The Vintage, May 2016
- Pittsburgh Vintage Grand Prix, July 2015
- Monterey Weekend August 2016
  - Legends of the Autobahn
  - Vintage Races
- Bimmerfest East and West 2016
- Others

New Requests

**4. National Programs and Services**

IT Update

Club Racing

Driving Events

Charity Matching Funds

Raffle

SIG's

Roundel

Member Committees:

- Recognition Program Committee
- Tech Committee

Election Status

National Office

Planning for future location

BMW Car Club of America  
Board Meeting  
Pittsburgh, Pennsylvania  
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**5. Policy and Administration**

Ombudsman update  
Tech Rep's update  
Benefits Update  
BMW Clubs International  
Operations Manual  
Leadership Summit  
Relocation Committee

**6. Foundation**

Capital Campaign Update  
Services Agreement

**7. Financial**

2015 Status  
2016 Budget

**8. Chapter Issues**

RVP Conference call schedule for 2016  
RVP Chapter Visitation schedule for 2016  
Chapter probation report  
Dealer engagement program.

**9. Membership**

Membership Drive  
Marketing

**10. BMW of North America**

Meeting with NA

**11. New Business:**

**12. Future Meetings**

April 29<sup>th</sup> for the 2<sup>nd</sup> Quarter Board Meeting and Annual Meeting  
Conference Calls (proposed dates)



BMW Car Club  
of America



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

December 30, 2015

To: BMW CCA Board of Directors  
BMW CCA Executive Director

Subject: President's Pre-meeting Report

Planned Travel:

Monterey Planning meeting 1/7/16

Central CA Holiday Party 1/9/16

Oktoberfest driving school meeting 1/11/16

January Board Meeting & Pittsburgh Holiday Party 1/16/16

Past Travel:

11/17/15 Board retreat \$143.69

Discussion:

Chapter Leadership issues

New campus planning

Respectfully Submitted,

Steve Johnson  
President, BMW CCA







Pre meeting report  
November 2015 through current

To: All board members, Executive Director BMW CCA  
From: Eddy Funahashi

**Subject:** EVP pre-meeting report

BMW Car Club of America  
Eddy Funahashi  
Executive Vice President  
124 W 6th St  
Hanford, CA 93230-4514  
Tele: (559) 707-0521  
Email: [evp@bmwcca.org](mailto:evp@bmwcca.org)

**Travel:**  
November 12<sup>th</sup> – 16<sup>th</sup> Board retreat – Carpinteria, Ca

**Future Travel:**  
January 8<sup>th</sup> – 9<sup>th</sup> Meeting> Monterey Ca. Legends>Festorics>Ofest 2016  
January 9<sup>th</sup> – Elections banquet>Visalia, Ca.>Central California Chapter  
January 10<sup>th</sup> – Holiday banquet>El Segundo, Ca>LA Chapter  
January 11<sup>th</sup> – Meeting>El Segundo, Ca.>Festorics>Ofest 2016  
March 18<sup>th</sup> – 20<sup>th</sup> Meeting>Greenville

**Travel recap:**  
November 12<sup>th</sup> – 16<sup>th</sup> Board retreat.  
A retreat format that included our board, some of our Roundel staff, our E.D. and some of his staff. We discussed the future; where we are and where we want to be as well as ways to obtain our visions. The format proved itself to be of high value.

The holidays consumed most of my life during this quarter primarily due to work and family. Consequently my travel was lite aside from communications with members that are working on projects such as Monterey 2016.

Future Travel:  
Nothing to summarize at this time. If asked I would be happy to discuss my future travel.

Respectfully,

Eddy





January 11, 2016

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: Board and selected staff meeting, Santa Barbara, CA November 12-17, 2015. No expenses.

Planned travel: Board Meeting, Pittsburgh, PA January 16-17, 2016

Preliminary Income Statement – Period Ending December 31, 2015

	<u>Jan-Dec, 2015</u>	<u>Budget</u>
Ordinary Income/Expense		
Total Income	\$ 5,647,536.98	\$ 5,140,600.00
Total Cost of Goods Sold	1,352,522.88	1,271,000.00
Gross Profit	<u>\$ 4,295,014.10</u>	<u>\$ 3,869,600.00</u>
Total Expense	4,034,088.91	3,987,076.00
Net Ordinary Income	<u>\$ 260,925.19</u>	<u>\$ (117,476.00)</u>
Net Other Income	45,803.31	(16,000.00)
Net Income	<u><u>\$ 306,728.50</u></u>	<u><u>\$ (133,476.00)</u></u>

Preliminary Balance Sheet – as at December 31, 2015

Assets	
Total Current Assets	\$ 2,125,800.18
Total Fixed Assets	228,929.47
Total Other Assets	2,583,946.70
Total Assets	<u><u>\$ 4,938,676.35</u></u>
Liabilities & Equity	
Total Liabilities	\$ 3,409,037.60
Total Equity	1,529,638.75
Total Liabilities & Equity	<u><u>\$ 4,938,676.35</u></u>

The detail support by individual account is provided in the enclosed spreadsheet.

The preliminary amounts above do not include all month-end or year-end adjustments and accruals and are therefore subject to change.

Respectfully submitted,  
Louis Goldsman

Treasurer



**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through December 2015

	TOTAL	
	<u>Jan - Dec 15</u>	<u>Budget</u>
Ordinary Income/Expense		
Total Income	5,647,536.98	5,140,600.00
Total Cost of Goods Sold	1,352,522.88	1,271,000.00
Gross Profit	4,295,014.10	3,869,600.00
Total Expense	4,034,088.91	3,987,076.00
Net Ordinary Income	260,925.19	-117,476.00
Total Other Income	50,803.27	50,000.00
Total Other Expense	4,999.96	66,000.00
Net Other Income	45,803.31	-16,000.00
Net Income	<u><u>306,728.50</u></u>	<u><u>-133,476.00</u></u>

**BMW Car Club of America, Inc.**  
**Balance Sheet**  
As of December 31, 2015

	<u>Dec 31, 15</u>
<b>ASSETS</b>	
Total Current Assets	2,125,800.18
Total Fixed Assets	228,929.47
Total Other Assets	2,583,946.70
<b>TOTAL ASSETS</b>	<u><b>4,938,676.35</b></u>
Total Liabilities	3,409,037.60
Total Equity	1,529,638.75
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>4,938,676.35</b></u>

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through September 2015

Ordinary Income/Expense

Income

4000 - Revenues

4005 - Membership Dues

4005.00 - Membership Dues	2,203,290	2,212,500	-9,210
4005.01 - Promotion Discounts	-8,335	-7,500	-835
4005.95 - E30 M3 SIG	0		
4005.96 - Club Race License	19,535	18,450	1,085
4005.98 - CR Digest SIG	0		
4005.99 - Discounts (Staff Adjmts)	-320	-750	430

<b>Total 4005 - Membership Dues</b>	<b>2,214,170</b>	<b>2,222,700</b>	<b>-8,530</b>
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4010.07 - First Class & Air Mail Revenue	3,983	4,500	-517
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4015.07 - Classified Advertising Revenue	11,770	9,000	2,770
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4020.07 - Commercial Advertising Revenue	637,151	562,500	74,651
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4021.07 - Digital Roundel Advertising Rev	45,877	37,500	8,377
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4022.07 - Web-site Advert. Revenue	10,000	37,500	-27,500
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4025.07 - Reprints Revenue	2,650	2,250	400
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4030.01 - Merchandise Sales

4030.05 - Oktoberfest Logo Merch Revenue	6,878	7,500	-622
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4030.96 - Club Racing Merch Sales	3,594	3,750	-156
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4030.01 - Merchandise Sales - Other	90,217	75,000	15,217
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<b>Total 4030.01 - Merchandise Sales</b>	<b>100,689</b>	<b>86,250</b>	<b>14,439</b>
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4035 - Royalty Income

4035.02 - Medjet Assistance Royalty	656	375	280
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4035.03 - Lockton Risk Svcs, Inc Royalty	5,911	4,500	1,411
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4035.05 - Allied Moving Benefits	70		
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4035.06 - PartnerShip LLC	62		
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4036.01 - Bentley Books	79		
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<b>Total 4035 - Royalty Income</b>	<b>6,777</b>	<b>4,875</b>	<b>1,902</b>
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4040.08 - Net Raffle Income	713,596	630,000	83,596
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4045.01 - Registrations

4045.05 - Oktoberfest Registration	258,112	225,000	33,112
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4045.06 - Festorics Registration Income	45,919	52,000	-6,082
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4045.07 - Legends of Autobahn Registration	16,228	14,000	2,228
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4045.01 - Registrations - Other	18,810	15,000	3,810
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<b>Total 4045.01 - Registrations</b>	<b>339,069</b>	<b>306,000</b>	<b>33,069</b>
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4050.01 - Sponsorship

4050.05 - Oktoberfest Sponsorships	154,750	56,000	98,750
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4050.06 - Festorics Sponsorship	16,000	4,000	12,000
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**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through September 2015

	Jan - Sep 15	Jan - Sept 15 Budget	\$ Over Budget (@9.30)
4050.07 · Legends Sponsorship	59,150	29,000	30,150
4050.96 · Club Racing Sponsorship	83,606	67,500	16,106
4050.01 · Sponsorship - Other	69,474	26,250	43,224
<b>Total 4050.01 · Sponsorship</b>	<b>382,980</b>	<b>182,750</b>	<b>200,230</b>
4055.01 · List Rentals	14,000	19,875	-5,875
4070.01 · Credit Card Affinity Fees	0		
4076.01 · Other Event Revenues			
4076.05 · Oktoberfest Other Event Revenue	5,350	1,500	3,850
4076.96 · Club Racing Other Event	0	750	-750
4076.01 · Other Event Revenues - Other	2,200		
<b>Total 4076.01 · Other Event Revenues</b>	<b>7,550</b>	<b>2,250</b>	<b>5,300</b>
4078.01 · Advertising Revenue			
4078.05 · Oktoberfest Advertising Rev	1,050	3,000	-1,950
<b>Total 4078.01 · Advertising Revenue</b>	<b>1,050</b>	<b>3,000</b>	<b>-1,950</b>
4090.01 · Other Revenues	2,004		
4092 Admin Service Revenues			
4095 · SC Sales Tax Income			
4095.00 · SC Sales & Use Tax Discount	4		
<b>Total 4095 · SC Sales Tax Income</b>	<b>4</b>		
4099.01 · Default Income	6,581	1,500	5,081
<b>Total 4000 · Revenues</b>	<b>4,499,901</b>	<b>4,112,450</b>	<b>387,450</b>
<b>Total Income</b>	<b>4,499,901</b>	<b>4,112,450</b>	<b>387,450</b>
<b>Cost of Goods Sold</b>			
5000.01 · Direct Costs			
5005.00 · Chapter Dues Rebates	703,730	708,000	-4,270
5010.01 · Cost of Merchandise Sold			
5010.05 · Ofest Logo Cost of Goods Sold	2,257	3,750	-1,493
5010.96 · Club Racing Cost of Goods Sold	673	750	-77
5010.01 · Cost of Merchandise Sold - Other	54,952	37,500	17,452
<b>Total 5010.01 · Cost of Merchandise Sold</b>	<b>57,883</b>	<b>42,000</b>	<b>15,883</b>
5016.07 · Roundel Advertising Rep	123,150	101,250	21,900
5020.01 · Credit Card Fees	97,718	90,000	7,718
5030.01 · Roadside Assistance Fees	21,210	12,000	9,210
<b>Total 5000.01 · Direct Costs</b>	<b>1,003,692</b>	<b>953,250</b>	<b>50,442</b>

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through September 2015

	Jan - Sep 15	Jan - Sept 15 Budget	\$ Over Budget (@9.30)
<b>Total COGS</b>	1,003,692	953,250	50,442
<b>Gross Profit</b>	3,496,209	3,159,200	337,009
<b>Expense</b>			
<b>6005 · Salaries &amp; Wages</b>	439,548	452,438	-12,890
<b>6006 · Payroll Taxes</b>	45,505	47,506	-2,000
<b>6007 · Employee Fringe Benefits</b>	79,494	80,250	-756
<b>6008 · 401(k) Match</b>	20,377	26,408	-6,030
<b>6010 · Outside Contractors</b>			
6010.00 · Outside Contractors Set-aside	0	5,250	-5,250
<b>Total 6014.07 · Roundel Staff</b>	165,023	163,830	1,193
6015 · Writers	132,060	126,000	6,060
6017 · Computer Services	157,166	131,250	25,916
6018.11 · Web Page Services	7,350	30,000	-22,650
6021 · Design-Other	2,700		
6010 · Outside Contractors - Other	42,023	12,000	30,023
<b>Total 6010 · Outside Contractors</b>	506,322	468,330	37,992
<b>6025 · Printing</b>			
6025.98 · Elections Printing	4,552	5,250	-698
6025E · Electronic Roundel Publishing	9,366	10,500	-1,134
6025 · Printing - Other	501,935	493,750	8,185
<b>Total 6025 · Printing</b>	515,853	509,500	6,353
<b>6026 · Postage</b>			
6026.01 · Postage-General	806	6,000	-5,194
6026.96 · Club Racing Postage	4,289	2,250	2,039
6026 · Postage - Other	350,815	358,875	-8,060
<b>Total 6026 · Postage</b>	355,910	367,125	-11,215
6030 · Telephone/Internet	15,214	16,500	-1,286
6035 · Utilities	4,184	3,750	434
<b>6040 · Travel &amp; Entertainment</b>			
6040ME · Travel (Meals & Entertainment)	9,386	15,000	-5,614
6041 · Meetings			
6041ME · Meetings (Meals & Ent.)	8,700	12,000	-3,300
6041 · Meetings - Other	56,678	48,356	8,322
<b>Total 6041 · Meetings</b>	65,379	60,356	5,022
6042.09 · Congresses			

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through September 2015

	Jan - Sep 15	Jan - Sept 15 Budget	\$ Over Budget (@9.30)
6042.00 · Congresses Set-aside	1,938		
6042ME · Congress (Meals & Ent)	45,136	40,000	5,136
6042.09 · Congresses - Other	81,972	90,750	-8,778
<b>Total 6042.09 · Congresses</b>	<b>129,046</b>	<b>130,750</b>	<b>-1,704</b>
6043.01 · RVP Travel			
6043ME · RVP Travel (Meals & Ent.)	432	450	-18
6043.01 · RVP Travel - Other	3,091	10,800	-7,709
<b>Total 6043.01 · RVP Travel</b>	<b>3,524</b>	<b>11,250</b>	<b>-7,727</b>
6046.01 · Employee/Member Goodwill			
6046ME · Empl/Mbr Goodwill (Meals & Ent)	9,201	3,000	6,201
6046.01 · Employee/Member Goodwill - Other	6,580	5,250	1,330
<b>Total 6046.01 · Employee/Member Goodwill</b>	<b>15,781</b>	<b>8,250</b>	<b>7,531</b>
6048.00 · Chapter Goodwill	0	17,250	-17,250
6049.96 · Tech Steward			
6049ME · Tech Steward (Meals & Ent.)	333	750	-417
6049.96 · Tech Steward - Other	10,251	7,500	2,751
<b>Total 6049.96 · Tech Steward</b>	<b>10,584</b>	<b>8,250</b>	<b>2,334</b>
6052.96 · T&S Steward			
6052ME · T&S Steward (Meals & Ent.)	27		
6052.96 · T&S Steward - Other	7,560	7,500	60
<b>Total 6052.96 · T&amp;S Steward</b>	<b>7,587</b>	<b>7,500</b>	<b>87</b>
6053.96 · Race Chairman	0	1,125	-1,125
6057.96 · Comp Steward			
6057ME · Comp Steward (Meals & Ent.)	87		
6057.96 · Comp Steward - Other	7,369	8,250	-881
<b>Total 6057.96 · Comp Steward</b>	<b>7,456</b>	<b>8,250</b>	<b>-794</b>
6061.96 · CR Instructor	589	1,875	-1,286
6040 · Travel & Entertainment - Other	61,619	53,250	8,369
<b>Total 6040 · Travel &amp; Entertainment</b>	<b>310,948</b>	<b>323,106</b>	<b>-12,158</b>
6050 · Office Supplies and Expenses	28,472	28,125	347
6051 · Printed Business Supplies	3,703	30,000	-26,297
6055 · Insurance			
6055.01 · Insurance Chapter Checks	-188,784	-142,500	-46,284
6055.02 · Chapter D&O Ins Payments	-13,538	-10,500	-3,038
6505.00 · Insurance Rebates	20,845	19,500	1,345

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through September 2015

	Jan - Sept Jan - Sep 15	15 Budget	\$ Over Budget (@9.30)
6055 · Insurance - Other	146,804	133,500	13,304
<b>Total 6055 · Insurance</b>	<b>-34,673</b>	<b>0</b>	<b>-34,673</b>
<b>6059 · Marketing</b>			
6059E · Marketing Events	15,362	14,250	1,112
6059ME · Marketing Meals	916	750	166
6059 · Marketing - Other	51,518	30,000	21,518
<b>Total 6059 · Marketing</b>	<b>67,796</b>	<b>45,000</b>	<b>22,796</b>
6060 · Computer Software	27,641	30,750	-3,109
<b>6065 · Training &amp; Education</b>			
6065ME · Training & Education Meals	812	750	62
6065 · Training & Education - Other	10,502	32,250	-21,748
<b>Total 6065 · Training &amp; Education</b>	<b>11,314</b>	<b>33,000</b>	<b>-21,686</b>
6070 · Dues & Subscriptions	1,445	3,000	-1,555
6075 · Legal Expenses	20,948	22,500	-1,552
6076.01 · Accounting Expenses	4,850	4,500	350
6080 · Service Contracts	270	270	0
<b>6085 · Occupancy Expenses</b>			
6086 · Real Estate Taxes	0	4,500	-4,500
6087 · Building Regime Expenses	6,071	4,500	1,571
6085 · Occupancy Expenses - Other	4,390		
<b>Total 6085 · Occupancy Expenses</b>	<b>10,461</b>	<b>9,000</b>	<b>1,461</b>
6090.01 · Bank Charges	2,082	2,625	-543
6095 · Equipment Leases	11,583	11,250	333
6100.01 · RVP Discretionary Funds	1,937	7,500	-5,563
<b>6105 · Event Expense</b>			
6105.05 · Event Expense O'Fest	347,831	146,000	201,831
6105.06 · Festorics Event Expense	53,252	45,000	8,252
6105.10 · Festorics Volunteer Event Exp	319		
6105ME · Event Expense Meals	43,745	150,000	-106,255
6106.06 · Legends of the Auto. Event Exp.			
6106.10 · Leg of Auto Volunteer Evnt Exp	0	5,000	-5,000
6106.06 · Legends of the Auto. Event Exp. - Other	67,239	23,000	44,239
<b>Total 6106.06 · Legends of the Auto. Event Exp.</b>	<b>67,239</b>	<b>28,000</b>	<b>39,239</b>
6106ME · Event Exp-Leg of Autobahn Meals	1,221	14,000	-12,779
6105 · Event Expense - Other	61,311	31,125	30,186
<b>Total 6105 · Event Expense</b>	<b>574,919</b>	<b>414,125</b>	<b>160,794</b>
<b>6110 · Awards</b>			

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through September 2015

	Jan - Sept Jan - Sep 15	15 Budget	\$ Over Budget (@9.30)
6110.96 · CR Trophies	2,366		
6115.96 · CR Sunoco Fuel Certs	1,400		
6110 · Awards - Other	6,565	11,250	-4,685
<b>Total 6110 · Awards</b>	<b>10,331</b>	<b>11,250</b>	<b>-919</b>
6205 · Other Expenses	10,057	22,500	-12,443
6500 · Chapter Incentives & Rebates			
6515.00 · Dealer Drive Program	933	750	182
6500 · Chapter Incentives & Rebates - Other	0	3,750	-3,750
<b>Total 6500 · Chapter Incentives &amp; Rebates</b>	<b>933</b>	<b>4,500</b>	<b>-3,568</b>
6600 · Surveys	11,842	33,750	-21,908
6700 · Charitable Contributions			
6700.00 · Charitable Contr Set-aside	30,381	17,250	13,131
6701 · Charitable Contrib-Foundation	200		
6702 · Foundation Contribution in kind	12,456	15,000	-2,544
6700 · Charitable Contributions - Other	2,200		
<b>Total 6700 · Charitable Contributions</b>	<b>45,237</b>	<b>32,250</b>	<b>12,987</b>
6805 · Depreciation Expense	30,142	90,000	-59,858
<b>Total Expense</b>	<b>3,134,645</b>	<b>3,130,808</b>	<b>3,838</b>
<b>Net Ordinary Income</b>	<b>361,564</b>	<b>28,392</b>	<b>333,171</b>
<b>Other Income/Expense</b>			
<b>Other Income</b>			
7000 · Other Income			
7005 · Interest Income	39,320	36,000	3,320
7010 · Dividend Income	1,629	1,500	129
7015.01 · Revenue Write offs	-1,224		
7030 · Unrealized Gain on Investment	-9,922		
<b>Total 7000 · Other Income</b>	<b>29,803</b>	<b>37,500</b>	<b>-7,697</b>
<b>Total Other Income</b>	<b>29,803</b>	<b>37,500</b>	<b>-7,697</b>
<b>Other Expense</b>			
8000 · Other Expense			
8050 · Federal Income Taxes			
8051 · Federal Tax Penalties	0	6,000	-6,000
8050 · Federal Income Taxes - Other	0	30,000	-30,000
<b>Total 8050 · Federal Income Taxes</b>	<b>0</b>	<b>36,000</b>	<b>-36,000</b>
8060 · State Income Taxes	0	12,000	-12,000

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
 January through September 2015

	Jan - Sept Jan - Sep 15	Jan - Sept 15 Budget	\$ Over Budget (@9.30)
8070 · Licenses and Fees	4,920	1,500	3,420
Total 8000 · Other Expense	4,920	49,500	-44,580
<b>Total Other Expense</b>	<b>4,920</b>	<b>49,500</b>	<b>-44,580</b>
<b>Net Other Income</b>	<b>24,883</b>	<b>-12,000</b>	<b>36,883</b>
<b>Net Income</b>	<b>386,446</b>	<b>16,392</b>	<b>370,054</b>

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through September 2015

	<b>Jan - Dec 15</b>	<b>2015</b>	<b>2016</b>
	<b>Annualized</b>	<b>Budget</b>	<b>Budget</b>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
<b>4000 · Revenues</b>			
<b>4005 · Membership Dues</b>			
4005.00 · Membership Dues	2,937,720	2,950,000	2,937,000
4005.01 · Promotion Discounts	-11,113	-10,000	-12,000
4005.95 · E30 M3 SIG	0		
4005.96 · Club Race License	26,047	24,600	36,200
4005.98 · CR Digest SIG	0		
4005.99 · Discounts (Staff Adjmts)	-427	-1,000	-1,000
<b>Total 4005 · Membership Dues</b>	<b>2,952,226</b>	<b>2,963,600</b>	<b>2,960,200</b>
4010.07 · First Class & Air Mail Revenue	5,311	6,000	5,000
4015.07 · Classified Advertising Revenue	15,693	12,000	12,000
4020.07 · Commercial Advertising Revenue	849,535	750,000	807,500
4021.07 · Digital Roundel Advertising Rev	61,169	50,000	61,000
4022.07 · Web-site Advert. Revenue	10,000	50,000	15,000
4025.07 · Reprints Revenue	3,533	3,000	3,000
<b>4030.01 · Merchandise Sales</b>			
4030.05 · Oktoberfest Logo Merch Revenue	9,171	10,000	10,000
4030.96 · Club Racing Merch Sales	4,792	5,000	5,000
4030.01 · Merchandise Sales - Other	120,289	100,000	120,000
<b>Total 4030.01 · Merchandise Sales</b>	<b>134,252</b>	<b>115,000</b>	<b>135,000</b>
<b>4035 · Royalty Income</b>			
4035.02 · Medjet Assistance Royalty	874	500	500
4035.03 · Lockton Risk Svcs, Inc Royalty	7,881	6,000	8,000
4035.05 · Allied Moving Benefits	93		0
4035.06 · PartnerShip LLC	83		0
4036.01 · Bentley Books	106		0
<b>Total 4035 · Royalty Income</b>	<b>9,037</b>	<b>6,500</b>	<b>8,500</b>
4040.08 · Net Raffle Income	713,596	630,000	710,000
<b>4045.01 · Registrations</b>			
4045.05 · Oktoberfest Registration	258,112	225,000	350,000
4045.06 · Festorics Registration Income	45,919	52,000	46,000
4045.07 · Legends of Autobahn Registration	16,228	14,000	16,000
4045.01 · Registrations - Other	18,810	15,000	19,000
<b>Total 4045.01 · Registrations</b>	<b>339,069</b>	<b>306,000</b>	<b>431,000</b>
<b>4050.01 · Sponsorship</b>			
4050.05 · Oktoberfest Sponsorships	154,750	56,000	150,000
4050.06 · Festorics Sponsorship	16,000	4,000	16,000

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through September 2015

	<b>Jan - Dec 15</b>	<b>2015</b>	<b>2016</b>
	<b>Annualized</b>	<b>Budget</b>	<b>Budget</b>
4050.07 · Legends Sponsorship	59,150	29,000	55,000
4050.96 · Club Racing Sponsorship	83,606	90,000	88,500
4050.01 · Sponsorship - Other	69,474	35,000	40,000
<b>Total 4050.01 · Sponsorship</b>	<b>382,980</b>	<b>214,000</b>	<b>349,500</b>
4055.01 · List Rentals	14,000	26,500	14,000
4070.01 · Credit Card Affinity Fees			
4076.01 · Other Event Revenues			
4076.05 · Oktoberfest Other Event Revenue	5,350	2,000	5,000
4076.96 · Club Racing Other Event	0	1,000	1,000
4076.01 · Other Event Revenues - Other	2,200		0
<b>Total 4076.01 · Other Event Revenues</b>	<b>7,550</b>	<b>3,000</b>	<b>6,000</b>
4078.01 · Advertising Revenue			
4078.05 · Oktoberfest Advertising Rev	1,050	3,000	1,000
<b>Total 4078.01 · Advertising Revenue</b>	<b>1,050</b>	<b>3,000</b>	<b>1,000</b>
4090.01 · Other Revenues	2,672		
4092 Admin Service Revenues			180,000
4095 · SC Sales Tax Income			
4095.00 · SC Sales & Use Tax Discount			
<b>Total 4095 · SC Sales Tax Income</b>	<b>0</b>	<b>0</b>	<b>0</b>
4099.01 · Default Income	8,775	2,000	0
<b>Total 4000 · Revenues</b>	<b>5,510,447</b>	<b>5,140,600</b>	<b>5,698,700</b>
<b>Total Income</b>	<b>5,510,447</b>	<b>5,140,600</b>	<b>5,698,700</b>
<b>Cost of Goods Sold</b>			
5000.01 · Direct Costs			
5005.00 · Chapter Dues Rebates	938,307	944,000	939,840
5010.01 · Cost of Merchandise Sold			
5010.05 · Ofest Logo Cost of Goods Sold	3,009	5,000	5,000
5010.96 · Club Racing Cost of Goods Sold	897	1,000	1,000
5010.01 · Cost of Merchandise Sold - Other	73,270	50,000	60,000
<b>Total 5010.01 · Cost of Merchandise Sold</b>	<b>77,177</b>	<b>56,000</b>	<b>66,000</b>
5016.07 · Roundel Advertising Rep	164,201	135,000	157,463
5020.01 · Credit Card Fees	130,291	120,000	142,468
5030.01 · Roadside Assistance Fees	28,280	16,000	28,000
<b>Total 5000.01 · Direct Costs</b>	<b>1,338,255</b>	<b>1,271,000</b>	<b>1,333,770</b>



**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through September 2015

	<u>Jan - Dec 15</u>	<u>2015</u>	<u>2016</u>
	Annualized	Budget	Budget
<b>Total COGS</b>	<u>1,338,255</u>	<u>1,271,000</u>	<u>1,333,770</u>
<b>Gross Profit</b>	4,172,192	3,869,600	4,364,930
<b>Expense</b>			
<b>6005 · Salaries &amp; Wages</b>	586,064	603,250	709,468
<b>6006 · Payroll Taxes</b>	60,674	63,341	81,606
<b>6007 · Employee Fringe Benefits</b>	105,992	107,000	166,650
<b>6008 · 401(k) Match</b>	27,170	35,210	35,473
<b>6010 · Outside Contractors</b>			
6010.00 · Outside Contractors Set-aside		7,000	7,000
<b>Total 6014.07 · Roundel Staff</b>	220,030	218,440	229,095
6015 · Writers	176,080	168,000	168,000
6017 · Computer Services	209,555	175,000	220,500
6018.11 · Web Page Services	9,800	40,000	15,500
6021 · Design-Other	2,700		3,000
6010 · Outside Contractors - Other	56,031	16,000	38,033
<b>Total 6010 · Outside Contractors</b>	<u>674,196</u>	<u>624,440</u>	<u>681,128</u>
<b>6025 · Printing</b>			
6025.98 · Elections Printing	4,552	7,000	10,000
6025E · Electronic Roundel Publishing	12,488	14,000	14,000
6025 · Printing - Other	669,246	650,000	683,000
<b>Total 6025 · Printing</b>	<u>686,286</u>	<u>671,000</u>	<u>707,000</u>
<b>6026 · Postage</b>			
6026.01 · Postage-General	1,074	8,000	8,000
6026.96 · Club Racing Postage	5,718	3,000	3,000
6026 · Postage - Other	467,754	466,000	466,000
<b>Total 6026 · Postage</b>	<u>474,546</u>	<u>477,000</u>	<u>477,000</u>
6030 · Telephone/Internet	20,285	22,000	22,000
6035 · Utilities	5,578	5,000	5,000
<b>6040 · Travel &amp; Entertainment</b>			
6040ME · Travel (Meals & Entertainment)	12,515	20,000	13,000
6041 · Meetings			
6041ME · Meetings (Meals & Ent.)	11,600	16,000	12,000
6041 · Meetings - Other	75,571	64,475	76,000
<b>Total 6041 · Meetings</b>	<u>87,171</u>	<u>80,475</u>	<u>88,000</u>
6042.09 · Congresses			

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through September 2015

	<b>Jan - Dec 15</b>	<b>2015</b>	<b>2016</b>
	<b>Annualized</b>	<b>Budget</b>	<b>Budget</b>
6042.00 · Congresses Set-aside	1,938		
6042ME · Congress (Meals & Ent)	45,136	40,000	43,000
6042.09 · Congresses - Other	81,972	96,000	78,000
<b>Total 6042.09 · Congresses</b>	<b>129,046</b>	<b>136,000</b>	<b>121,000</b>
6043.01 · RVP Travel			
6043ME · RVP Travel (Meals & Ent.)	577	600	600
6043.01 · RVP Travel - Other	4,121	14,400	14,400
<b>Total 6043.01 · RVP Travel</b>	<b>4,698</b>	<b>15,000</b>	<b>15,000</b>
6046.01 · Employee/Member Goodwill			
6046ME · Empl/Mbr Goodwill (Meals & Ent)	12,268	4,000	12,000
6046.01 · Employee/Member Goodwill - Other	8,773	7,000	9,000
<b>Total 6046.01 · Employee/Member Goodwill</b>	<b>21,041</b>	<b>11,000</b>	<b>21,000</b>
6048.00 · Chapter Goodwill	0	23,000	23,000
6049.96 · Tech Steward			
6049ME · Tech Steward (Meals & Ent.)	443	1,000	2,500
6049.96 · Tech Steward - Other	13,669	10,000	10,000
<b>Total 6049.96 · Tech Steward</b>	<b>14,112</b>	<b>11,000</b>	<b>12,500</b>
6052.96 · T&S Steward			
6052ME · T&S Steward (Meals & Ent.)	36		2,500
6052.96 · T&S Steward - Other	10,080	10,000	10,000
<b>Total 6052.96 · T&amp;S Steward</b>	<b>10,116</b>	<b>10,000</b>	<b>12,500</b>
6053.96 · Race Chairman	0	1,500	1,500
6057.96 · Comp Steward			
6057ME · Comp Steward (Meals & Ent.)	115		2,500
6057.96 · Comp Steward - Other	9,825	11,000	10,000
<b>Total 6057.96 · Comp Steward</b>	<b>9,941</b>	<b>11,000</b>	<b>12,500</b>
6061.96 · CR Instructor	785	2,500	2,500
6040 · Travel & Entertainment - Other	82,158	71,000	91,000
<b>Total 6040 · Travel &amp; Entertainment</b>	<b>371,583</b>	<b>392,475</b>	<b>413,500</b>
6050 · Office Supplies and Expenses	37,963	37,000	40,700
6051 · Printed Business Supplies	4,937	40,000	40,000
6055 · Insurance			
6055.01 · Insurance Chapter Checks	-208,784	-190,000	-190,000
6055.02 · Chapter D&O Ins Payments	-13,538	-14,000	-14,000
6505.00 · Insurance Rebates	27,793	26,000	26,000

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
January through September 2015

	<b>Jan - Dec 15</b>	<b>2015</b>	<b>2016</b>
	<b>Annualized</b>	<b>Budget</b>	<b>Budget</b>
6055 · Insurance - Other	195,739	178,000	178,000
<b>Total 6055 · Insurance</b>	<b>1,210</b>	<b>0</b>	<b>0</b>
<b>6059 · Marketing</b>			
6059E · Marketing Events	20,483	19,000	21,000
6059ME · Marketing Meals	1,221	1,000	1,000
6059 · Marketing - Other	62,024	40,000	62,000
<b>Total 6059 · Marketing</b>	<b>83,728</b>	<b>60,000</b>	<b>84,000</b>
<b>6060 · Computer Software</b>	<b>36,855</b>	<b>41,000</b>	<b>41,000</b>
<b>6065 · Training &amp; Education</b>			
6065ME · Training & Education Meals	1,083	1,000	1,000
6065 · Training & Education - Other	14,003	43,000	14,000
<b>Total 6065 · Training &amp; Education</b>	<b>15,086</b>	<b>44,000</b>	<b>15,000</b>
<b>6070 · Dues &amp; Subscriptions</b>	<b>1,927</b>	<b>4,000</b>	<b>4,000</b>
<b>6075 · Legal Expenses</b>	<b>27,930</b>	<b>30,000</b>	<b>30,000</b>
<b>6076.01 · Accounting Expenses</b>	<b>5,500</b>	<b>6,000</b>	<b>6,000</b>
<b>6080 · Service Contracts</b>	<b>360</b>	<b>360</b>	<b>360</b>
<b>6085 · Occupancy Expenses</b>			
6086 · Real Estate Taxes	7,000	6,000	7,000
6087 · Building Regime Expenses	8,095	6,000	7,472
6085 · Occupancy Expenses - Other	5,853		6,600
<b>Total 6085 · Occupancy Expenses</b>	<b>20,948</b>	<b>12,000</b>	<b>21,072</b>
<b>6090.01 · Bank Charges</b>	<b>2,776</b>	<b>3,500</b>	<b>3,500</b>
<b>6095 · Equipment Leases</b>	<b>15,444</b>	<b>15,000</b>	<b>15,000</b>
<b>6100.01 · RVP Discretionary Funds</b>	<b>2,583</b>	<b>10,000</b>	<b>10,000</b>
<b>6105 · Event Expense</b>			
6105.05 · Event Expense O'Fest	347,831	146,000	260,500
6105.06 · Festorics Event Expense	53,252	45,000	52,900
6105.10 · Festorics Volunteer Event Exp	319		
6105ME · Event Expense Meals	43,745	150,000	200,000
6106.06 · Legends of the Auto. Event Exp.			
6106.10 · Leg of Auto Volunteer Evnt Exp	0	5,000	5,000
6106.06 · Legends of the Auto. Event Exp. - Other	67,239	23,000	36,900
<b>Total 6106.06 · Legends of the Auto. Event Exp.</b>	<b>67,239</b>	<b>28,000</b>	<b>41,900</b>
6106ME · Event Exp-Leg of Autobahn Meals	1,221	14,000	20,000
6105 · Event Expense - Other	61,311	41,500	70,000
<b>Total 6105 · Event Expense</b>	<b>574,919</b>	<b>424,500</b>	<b>645,300</b>
<b>6110 · Awards</b>			

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
 January through September 2015

	<u>Jan - Dec 15</u>	<u>2015</u>	<u>2016</u>
	Annualized	Budget	Budget
6110.96 · CR Trophies	2,366		
6115.96 · CR Sunoco Fuel Certs	1,867		
6110 · Awards - Other	8,754	15,000	15,000
<b>Total 6110 · Awards</b>	<b>12,986</b>	<b>15,000</b>	<b>15,000</b>
6205 · Other Expenses	13,409	30,000	30,000
6500 · Chapter Incentives & Rebates			
6515.00 · Dealer Drive Program	1,243	1,000	1,000
6500 · Chapter Incentives & Rebates - Other	0	5,000	5,000
<b>Total 6500 · Chapter Incentives &amp; Rebates</b>	<b>1,243</b>	<b>6,000</b>	<b>6,000</b>
6600 · Surveys	15,789	45,000	0
6700 · Charitable Contributions			
6700.00 · Charitable Contr Set-aside	35,590	23,000	30,000
6701 · Charitable Contrib-Foundation	200		
6702 · Foundation Contribution in kind	16,608	20,000	20,000
6700 · Charitable Contributions - Other	2,200		
<b>Total 6700 · Charitable Contributions</b>	<b>54,598</b>	<b>43,000</b>	<b>50,000</b>
6805 · Depreciation Expense	40,190	120,000	41,000
<b>Total Expense</b>	<b>3,982,756</b>	<b>3,987,076</b>	<b>4,396,758</b>
<b>Net Ordinary Income</b>	<b>189,436</b>	<b>-117,476</b>	<b>-31,828</b>
<b>Other Income/Expense</b>			
<b>Other Income</b>			
7000 · Other Income			
7005 · Interest Income	52,427	48,000	48,000
7010 · Dividend Income	2,171	2,000	2,000
7015.01 · Revenue Write offs	-1,224		
7030 · Unrealized Gain on Investment	-5,000		
<b>Total 7000 · Other Income</b>	<b>48,375</b>	<b>50,000</b>	<b>50,000</b>
<b>Total Other Income</b>	<b>48,375</b>	<b>50,000</b>	<b>50,000</b>
<b>Other Expense</b>			
8000 · Other Expense			
8050 · Federal Income Taxes			
8051 · Federal Tax Penalties	0	8,000	0
8050 · Federal Income Taxes - Other	8,000	40,000	8,000
<b>Total 8050 · Federal Income Taxes</b>	<b>8,000</b>	<b>48,000</b>	<b>8,000</b>
8060 · State Income Taxes	2,500	16,000	2,500

**BMW Car Club of America, Inc.**  
**Profit & Loss Budget vs. Actual**  
 January through September 2015

	<u>Jan - Dec 15</u>	<u>2015</u>	<u>2016</u>
	Annualized	Budget	Budget
8070 · Licenses and Fees	6,560	2,000	7,000
Total 8000 · Other Expense	<u>17,060</u>	<u>66,000</u>	<u>17,500</u>
 Total Other Expense	 <u>17,060</u>	 <u>66,000</u>	 <u>17,500</u>
 Net Other Income	 <u>31,315</u>	 <u>-16,000</u>	 <u>32,500</u>
 Net Income	 <u><u>220,751</u></u>	 <u><u>-133,476</u></u>	 <u><u>672</u></u>

# BMW Car Club of America Driving Events Committee

## **2016 Proposed DEC/ITS Annual Budget**

ITS Committee Meeting -	\$ 7,500
• Travel / Food /Room for Committee members	
Annual ITS Support -	\$25,000
• Support for National ITS training - 2 events @ \$2,000 ea. x 5 regions = \$20,000	
• Support for off season training - 1 event @ \$1,000 ea. x 5 regions = \$5,000	
<b>Total</b>	<b><u>\$32,500</u></b>





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:** December 29, 2015

**Subject:** Secretary Pre-Meeting Report

**Travel & Expenses:**

- November Board Retreat, Santa Barbara, CA  
November 12-17, 2015 - \$284.66

**Planned Travel:**

- January Board Meeting, Pittsburgh, PA  
January 15-17, 2016 - \$372.60

**Drafts & Finalize Board / Retreat Minutes:**

November 19 & 30, 2015 – Santa Barbara, CA

Respectfully submitted

Darlene Doran







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

**Date:** January, 2016

**Subject:** North Atlantic RVP Pre-Meeting Report for January 2016 BOD Meeting Pittsburgh PA

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

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

**Travel & Expenses:**

- BOD Meeting/Retreat Carpinteria CA Travel Expenses \$123.02
- BOD Meeting January 15-17, 2016 Pittsburgh PA Air Fare \$311.20

**Planned Travel:**

- BOD Meeting January 15-17, 2016 Pittsburgh PA
- BOD Meeting April 29-30 & May 1, 2016 Austin TX

**RVP Discretionary Funds:**

- None disbursed

**Newsletter Delinquencies:**

- Green Mtn. Chapter is over 137 (as of 1/10/16) days late with a Newsletter

**Chapter on Probation:**

- None

**Relevant Notes:**

- Regional Conference Call to be arranged after the Membership Rewards Rebate numbers for 2014 is sent to the Presidents with the Dealer Engagement Brochures'.

Respectfully submitted,

John E. Sullivan





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

BMW Car Club of America  
Tim Beechuk  
North Central RVP  
Tel: 513.604.2398

**Subject:** North Central RVP 1st quarter Pre-meeting Report

**Travel:**

Completed Travel:

BMW CCA Board Retreat 11/12 – 16 \$574.33

Planned Travel:

BMW CCA Board meeting – Pittsburgh 1/15-17

**Other:**

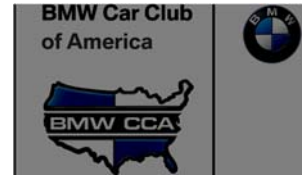
Discussion with Auto Lieben promoter, Jack Richter and North Star Chapter about promotion of the event using the CCA logo. Also inclusion of Badger Bimmers. Nothing new with Michiana Chapter possible merge with Motor City.

**Regional Events:**

Regional Chapter Presidents' conference calls:  
Scheduled for late January

Respectfully,  
Tim Beechuk





January 9th, 2016

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

Subject: RVP Pre-Meeting Report

Planned Travel:

Central Cal Chapter Holiday Party Jan 9<sup>th</sup> 2016

LA Chapter Holiday Party Jan 10<sup>th</sup> 2016

Sierra Chapter Tech Session – Feb/March

Hawaii Chapter Tech Session - Feb/March

Past Travel:

BMW CCA Retreat Meeting Santa Barbara, CA Nov 12-16

Past Communications:

Pac Region Email Update December 20<sup>th</sup> 2015

Pacific Regional Conference Call January 5<sup>th</sup> 2016

Discussion Topics:

Bimmerfest AutoX

Alaska Chapter

Respectfully Submitted,

Nick Owen  
Pacific Region Vice-President

BMW Car Club of America  
Nick Owen  
Pacific Region Vice-President  
9419 Sierra Vista Ave La Mesa, CA  
91941  
619-508-7584  
pacificrvp@bmwcca.org





BMW Car Club of America, Inc.  
Tim Jones  
South Central RVP  
10296 W. Ottawa Ave.  
Littleton, CO 80127  
(303) 946-4588  
southcentralrvp@bmwcca.org

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

Date: December 29, 2015

Subject: SCRVP Pre-Meeting Report  
For January 16, 2016

Travel & Expenses:

- None for 2015

Planned Travel:

- January Board Meeting, Pittsburgh, PA  
January 15-17, 2016 - \$378.20

Discretionary Funds:

- None

Delinquencies:

- None

Notes:

- Made initial contact with South Central Regional Chapter Presidents and Vice Presidents to introduce myself as the appointed SCRVP.

Regional Events:

- None

Respectfully submitted

Tim Jones







BMW Car Club of America  
Dwayne Mosley  
South Atlantic  
Regional Vice President  
3431 N. Industrial Dr  
Simpsonville, SC 29681  
864-735-7246

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

Date: January 5, 2016

Subject: South Atlantic RVP Pre-Meeting Report for January 16, 2016 BOD meeting.

Travel & Expenses:

Completed Travel:

4<sup>th</sup> Qtr BMW CCA BOD Meeting – Los Angeles, CA – 11/12-16 - \$0

Planned Travel:

1st Qtr BMW CCA BOD Meeting – Pittsburgh, PA – January 15-17

Daytona 24 – January 28-31, 2016

Peachtree Chapter - Road Atlanta DE – March 5<sup>th</sup>, 2016

Sebring – March 17 – 20, 2016

RVP Discretionary Funds: \$0

Newsletter Delinquencies:

None I'm aware of.

Relevant Notes

- Puerto Rico chapter – More discussions with Ramon Velez (Treasurer) regarding issues with current President, Alex Hernandez. Alex and another member wrote emails to Frank concerned about the status of the election. I have a conference call scheduled with entire BOD on 1/12 or 13. We are discussing the presence of their by-laws or not, reconstruction of by-laws if theirs are not available, the election, the expiration of their status as a corporation in PR, perhaps their financials, and anything else that comes up between now and then.

Respectively submitted,  
Dwayne Mosley





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: February 16<sup>th</sup> Sheraton Station Square Pittsburgh, PA

**DATABASE/WEBSITE/OPERATIONS**

Delcor has completed their evaluation of potential databases and has set up reviews that they will participate in along with our staff of 5 systems. Cvent is the chosen provider for our CelebrateBMW event in Monterey. Staff is working diligently to complete work to implement this new unified registration system before the end of the month.

See report from Director of IT for more detail.

**ROUNDEL**

The IPSOS conducted demographic survey achieved a statistical complete on its first round with more than 3100 online respondents. We are currently awaiting results.

**COMMUNICATIONS and MARKETING**

Our marketing and communications efforts will continue to expand in 2016.

**RAFFLE**

Discussions have begun with Alpina to supply a car for the 2016 Car of Your Dreams Raffle.

**OKTOBERFEST 2015**

Overall attendance was 758 attendees. Our thanks to each and every volunteer involved in making Ofest '15 a success.

**OKTOBERFEST 2016**

To be held in Monterey, Ca in association with BMW's Centennial Anniversary. O'fest will begin on the Tuesday Legends of the Autobahn and Festorics. BMW will be the featured marque at the Rolex Monterey Reunion. The first planning meeting with Pacific Region Chapters was held in May. A meeting was held on Sunday August 30<sup>th</sup> with other key volunteers to further discuss options, roles and duties.

The President, Executive Vice-President, Ken Whitson, Wayne Wundram and I traveled to Monterey for meetings on January 7 and 8<sup>th</sup> to finalize plans for Legends, Festorics and Ofest. On January 11 the President, EVP, Treasurer and I met with Paul Cain, Delight Lucas and Steve Stapanian to finalize track schedules and selection procedures for car displays.

**OKTOBERFEST 2017**

Booked.

**OKTOBERFEST 2018**

Approved and Booked

**LEADERSHIP 2016**

The 2016 Conference will focus on the DEC and be held the last weekend of April at the DFW Westin.

**REGIONAL EVENTS**

I am requesting Regional Event Status for following 2016 Events.

May 21rd: at the Vintage –

May 28th Bimmerfest West – And BMW CCA Sponsored AutoX

July 16-17: Pittsburgh Vintage Grand Prix: Attended by Steve Johnson, Louis Goldsman, John Sullivan, Tim Beechuk, Chris Hennecey, Lindsey Branston, Satch Carlson – Guest Speaker and myself

43 memberships

3982.00 Merchandise (2014 \$3562.00)

**AFFINITY/MEMBER BENEFIT PROGRAMS**

For review and approval I am submitting details on the FirstCal Affinity Mortgage Program. See attached.

**HPDE INSURANCE 2015**

We are approaching our renewal date and our current provider is offering a zero dollar increase renewal, but there may be a better offer on the table.

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

*We are planning to launch a new website by March of 2016. Our primary two areas of focus are to have a clean/modern look and a website that is more user-friendly for our customers.*

*If you have any questions or if you would like any additional detail, please let me know.*

Thanks,  
Ryan Staub

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
<b>Total</b>	<b>673</b>	<b>\$3,548.60</b>	<b>Total</b>	<b>847</b>	<b>\$ 5,004.60</b>	<b>Total</b>	<b>919</b>	<b>\$6,149.46</b>

<b>2014</b>		
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	121	499.82
Oct-14	95	362.04
Nov-14	62	272.28
Dec-14	0	0
Annual / multi-event policies	123	3,496.50
<i>Total</i>	900	6,695.26

<b>2015</b>		
Month	# of single event policies sold	Revenue to BMW CCA
Jan-15	0	0
Feb-15	2	6.02
Mar-15	99	494.4
Apr-15	83	391.62
May-15	158	687.04
Jun-15	132	541.28
Jul-15	64	306.3
Aug-15	73	289.08
Sep-15	148	704.7
Oct-15	87	346.62
Nov-15	43	203.02
Dec-15	8	54.24
Annual / multi-event policies	103	3,234.84
<i>Total</i>	1000	7,259.16

## Member Source as of 01-06-2016

Source	Total	Current	Lapsed	2011	2012	2013	2014	2015
Dealership	684	254	430	91	84	281	120	106
eBay	1	0	1	0	0	1	0	0
Email	125	82	43	4	43	5	14	59
FAX	11	11	0	0	0	1	0	10
Gift	1,454	708	746	5	302	384	363	398
Mail	624	566	58	25	24	39	27	506
Phone	429	290	139	6	47	103	98	175
Renewal	7	6	1	0	1	0	0	6
Street Survival	4,936	1,181	3,755	244	978	1,255	1,419	1040
Walkin	156	86	70	0	5	64	42	45
Web-Bimmer Magazine	1,545	909	636	263	377	347	275	278
Web-BMW CCA Website	5,033	2,815	2,218	917	1,214	976	936	976
Web-BMW Center	2,689	1,643	1,046	0	526	768	753	631
Web-BMW Performance Center	839	580	259	0	0	252	261	318
Web-BMWBlog.com	187	147	40	0	3	44	44	94
Web-BMWCar Mag UK by Unity Media	39	21	18	0	20	16	2	1
Web-Car and Driver Magazine	383	225	158	88	81	70	80	64
Web-Classic MotorSports	39	23	16	0	3	8	15	13
Web-CPO Sample Roundel	176	113	63	0	55	28	76	16
Web-Facebook	347	244	103	0	2	61	105	178
Web-GrassRoots Magazine	161	108	53	0	37	42	34	47
Web-Independent Shop/Dealer	899	526	373	0	165	280	231	221
Web-Link from Another Website	1,292	757	535	0	425	299	273	294
Web-National Aftersales Conference	5	3	2	0	0	1	2	2
Web-Performance BMW Mag UK Unity	8	3	5	0	0	6	1	1
Web-Radio Ad	8	3	5	0	1	4	1	2
Web-Referred by BMW CCA Member	3,915	2,646	1,269	1	97	1,302	1,234	1271
Web-Search Engine	1,592	995	597	0	341	361	399	480
Web-Sports Car Market Magazine	90	52	38	24	24	15	14	13
Web-Television Ad	11	5	6	0	2	4	3	2
Web-Word of Mouth	13,515	7,164	6,351	2,409	4,041	2,449	2,228	2364
<b>Totals</b>	<b>41,200</b>	<b>22,166</b>	<b>19,034</b>	<b>4,077</b>	<b>8,898</b>	<b>9,466</b>	<b>9,050</b>	<b>9611</b>

### Membership Renewal Promotions 2015

Since the start of the year 782 members have opted for a 3 or 5 year membership in exchange for a promotional BMW CCA grille badge.

1<sup>st</sup> Quarter Lapsed Membership Offer pulled back 321 members.

2<sup>nd</sup> Quarter Lapsed Membership Offer pulled back 194 members.

3<sup>rd</sup> Quarter Lapsed Membership Offer pulled back 260 members.

4<sup>th</sup> Quarter Lapsed Membership Offer pulled back 334 members.

<b>Source</b>	<b>Member Count</b>
Bimmer Magazine	929
BMW CCA Website	2847
BMW Center	1663
BMW Performance Center	586
BMWBlog.com	148
BMWCAR Mag UK by Unity Media	21
Car and Driver Magazine	228
Classic MotorSports	25
CPO Sample Roundel	114
Facebook	243
GrassRoots Magazine	109
Independent Shop/Dealer	528
Link from Another Website	763
National Aftersales Conference	3
Performance BMW Mag UK Unity	3
Radio Ad	3
Referred by BMW CCA Member	2682
Search Engine	998
Sports Car Market Magazine	52
Television Ad	5
Word of Mouth	7205

### REGIONAL NEWSLETTERS

This project may need to hit the reset button. I have seen no product since prior to our November meeting.





**Proposal for BMWCCA  
100<sup>th</sup> Anniversary Celebration  
January 5, 2016**

**Objective:**

- To provide BMW CCA an opportunity to partner with the Hilton Head Island Motoring Festival for their 100<sup>th</sup> Anniversary Celebration in 2019.
- To offer a venue for the BMW CCA Anniversary Exhibit to showcase their vehicles adjacent to a nationally recognized Concours
- To provide BMW CCA an additional marketing opportunity to broaden the audience attending the BMW CCA festivities

**The Hilton Head Island Motoring Festival & Concours d’Elegance**

The Hilton Head Motoring Festival is ranked as one of the top three Concours events in the country with its unique approach of combining a race weekend in Savannah, the Savannah Speed Classic followed by a two-days in Hilton Head with the Car Club Showcase on Saturday and on Sunday, the judged, Concours d’Elegance. In addition to these events, the Festival offers visitors a unique display of “Motoring” exhibits including vintage boats, motorcycles and “Life” exhibits such as Life on the Road, Life on the Farm and the most recent exhibit sponsored by GMC called Life in the Suburbs.

All of the 600 vehicles on display in Hilton Head are invited to participate and approved through a selectin process. For Saturday, the Car Clubs invited for the Showcase are rotated each year with 15 – 20 Car Clubs represented from around the country. Sunday’s Concours d’Elegance includes between 150 – 175 vehicles participating for the coveted Best of Show. Over 20,000 visitors attend the Motoring Festival with 45 States represented and 11 countries.

**The Opportunity**

In 2019 Hilton Head Island Motoring Festival & Concours d’Elegance will be celebrating its 18<sup>th</sup> year as a national event. We propose that BMWCCA exhibit on the event site and participate in the Saturday Car Club Showcase.

The Motoring Festival opportunity for BMW CCA participation is as follows:

- Dedicated exhibit Space on a fairway adjacent to Festival VIP Parking and the main event venue which will allows up to 150 BMWCCA member vehicles to exhibit. Space is available to use as required by BMWCCA and approved by Port Royal Golf Club & Motoring Festival Venue is accessible by the Motoring Festival attendees.
- Motoring Festival event tickets available at 50% off of gate prices (TBD) for up to 300 tickets.
- Opportunity for up to 15 BMWCCA vehicles for a special anniversary display to participate in the Saturday Car Club Showcase. Vehicles will be selected in advance by the Motoring Festival in conjunction with BMWCCA.

Site Fee: \$5000





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

Jan 11, 2016

To: All board members, Executive Director BMW CCA  
From: Steven Schlossman  
Subject: Chapter Services

### **Dealer Engagement Brochures**

Three copies along with the previous 3 years of date sent to chapter presidents at the time of mailing, excluding E31. More copies available.

### **Chapters**

Boyd McPherson inquired about starting a chapter in Wichita, KS.  
Suggested to contact the chapter and sent excerpt from Operations Manual. Haven't heard back.

General R. L Stafford inquired about starting a chapter in Alaska.  
Explained what needs to be done. Will send letters or emails to members living in Alaska.

### **Chapter probation**

Chapter rebates withheld from Green Mountain, Sin City and Hawaii for newsletters.

### **Newsletter Status**

See next page.

### **SIGs**

Steve Hidges expressed an interest in a Z4 M SIG. Sent application.

BMW Vintage Club of America, Inc.

Mailed renewal application to Tom Graham at another address.

Still no response. Suggest removing from the website and Roundel.

### **Membership anniversary pins**

We send anniversary membership pins monthly at 5 year intervals beginning with 10 years. \$625 for pins. \$500 postage, \$100 envelopes. (\$1200/month). Plus labels and time. We only have another month of 20 year pins and it has been suggested to replace the pins with static decals that members could use on their car. We can still offer pins for sale until supply is exhausted. What would the board like to do? Need to reorder or design decals immediately.

Steven Schlossman

<b>North Atlantic</b>	Last Issue	Days
Allegheny	12/15/2015	29
Boston	11/9/2015	65
CT Valley	11/10/2015	64
Delaware Valley	11/6/2015	68
Genesee	1/4/2016	9
Green Mountain	8/27/2015	139
Mountain State	10/15/2015	90
New Jersey	12/1/2015	43
New York	11/12/2015	62
Nittany Bimmers	11/10/2015	64
Patron	11/4/2015	70
Pinetree	11/28/2015	46
Pocono Mountain	1/1/2016	12
White Mountain	1/11/2016	2
today	1/12/2016	

<b>North Central</b>	Last Issue	Days
Badger Bimmers	11/17/2015	56
Bluegrass	10/19/2015	85
Buckeye	12/1/2015	42
Hoosier	11/9/2015	64
Illini	11/29/2015	44
Iowa	11/7/2015	66
Michiana	10/5/2015	99
Motor City	11/4/2015	69
North Star	12/4/2015	39
Northern Ohio	11/20/2015	53
Old Hickory	10/1/2015	104
River City	10/19/2015	85
St. Louis	9/17/2015	117
Windy City	12/8/2015	35
today	1/12/2016	

<b>Pacific</b>	Last Issue	Days
Central CA	10/9/2015	96
Golden Gate	10/2/2015	103
Hawaii	4/30/2015	258
Inland Empire	10/1/2015	104
Los Angeles	10/22/2015	83
Oregon	12/8/2015	36
Puget Sound	12/8/2015	36
-	-	-
Roadrunner	1/3/2016	10
Sacramento	1/7/2016	6
San Diego	12/8/2015	36
Sierra	12/15/2015	29
Sin City	12/8/2014	401
Sonora	10/14/2015	91
today	1/12/2016	

<b>South Atlantic</b>	Last Issue	Days
Bayou	10/19/2015	86
Blue Ridge	9/16/2015	119
Choo-Choo	10/11/2015	94
Everglades	1/6/2016	7
First Coast	10/1/2015	103
Gulf Coast	10/6/2015	99
Heart of Dixie	12/11/2015	33
National Capital	1/7/2016	6
Peachtree	10/19/2015	86
Puerto Rico	10/4/2015	100
Sandlapper	11/7/2015	67
Smoky Mountain	9/30/2015	105
Suncoast	12/6/2015	38
Sunshine	11/15/2015	58
Tarheel	1/4/2016	9
Tidewater	9/16/2015	119
today	1/12/2016	

<b>South Central</b>	Last Issue	Days
Houston	9/29/2015	106
Kansas City	9/30/2015	105
Lone Star	11/9/2015	65
Great Plains	10/13/2015	92
New Mexico	9/16/2015	119
Rocky Mountain	11/9/2015	65
Sunbelt	9/16/2015	119
Tejas	1/11/2016	2
Wasatch	1/11/2016	1
today	1/12/2016	

<b>Non-Geo</b>	Last Issue	Days
E31	11/18/2015	56

## **BMW CCA Ombudsman Report - 7/1/2015 to 12/31/2015**

### **Summary:**

During the reporting period the Ombudsman staff was John Gamel, Barry Kleckner, and David Levin. Early on we lost the Patriarch of Ombudsmen Dwayne Mosley when he was elected to the post of South Atlantic Regional Vice-President. Nonetheless, we struggled on. David Levin is newest member of the crew and is on the staff of a BMW dealer bringing insight and perspective from that realm to the staff.

We handled forty-two inquiries during the period. Members asked for assistance and advice in a range of areas which included assistance with BMW dealers and BMW NA, delivery issues, factory tours, vehicle origin and assisting with vehicle title, among other things. We had one inquiry from a MINI owner.

Through the remarkably detailed and adaptable help of Stephen Elliott of the BMW CCA staff, we made a transition in late November to a new method of inquiry (via the BMW CCA website) for Ombudsman assistance. Prior to that time, members made inquiry by telephone calls and emails to the Ombudsman. We expect that this new system will make it easier for members to initiate contact, and also assist in reporting.

In terms of results, we cannot say exactly what the resolution was for each inquiry brought to us. In four cases, members reported back to us that our efforts were very helpful in the resolution to the problem each presented. In one case a member criticized our efforts in his behalf, and in one case a member rejected our advice, made contact with a friend on the Board of BMW AG, and seems to have had his issue resolved there. In each inquiry on which we worked, we asked the member to inform us of the resolution of his/her issue. These requests were unheeded in most cases.

I have been serving as an ombudsman for a few years, and have observed that members commonly think that BMW will “buy back” their defective cars, even if they’ve never taken the car to a BMW Center, and the car is as much as fifteen years old. In addition, in more than a few cases members have not supplied complete and truthful information to us about the situation, thus hobbling our efforts. Service Managers at BMW Centers have proven to be near-universally helpful and responsive and make the ombudsman effort a lot easier. BMW CCA’s Mike Miller has been very responsive to our (and members’) inquiries.

### **Details:**

Among the more interesting inquiries during the period were the following:

- 1) A member crashed his 1991 325ix and wanted the Ombudsman to intervene with his insurance company as he was not receiving the settlement he thought the car was worth.
- 2) A member was driving his X3 in Canada (purchased in the US). He suffered a major mechanical failure. Towing, repair at a BMW Center in Canada, and expenses were all out of pocket for him. David Levin mitigated the problem through intervention with a BMW dealer in the US.

- 3)** A member discovered that his 2012 X5 had wheel alignment issues three years after purchase. He decided that it had been mis-aligned at the factory, rejected our conclusions, and appealed to a friend on the BMW AG board. He said he was repaid his alignment cost: \$231.55 directly from BMW AG in Germany.
- 4)** A member had issues with the charging system on his i3. All of us researched this extensively, and offered four possible solutions to him. No resolution from member. However, I think we all learned much about BMW i3 and i8 charging.
- 5)** A member on the East Coast of the US purchased an X5d in California. The car was transported to his home, but the receiving BMW Center could not provide the title for the vehicle. David Levin cut through the red tape and advised the member about the proper course of action so he could have his vehicle registered. Member actually thanked David for his work.
- 6)** A member with a 2010 X5M was concerned about the cost of injectors for his out-of-warranty vehicle. A long interaction with many emails and suggestions resulted in his being returned \$1600 by the BMW Center.
- 7)** A long-time member had an issue with the failure of the urea tank in his X5 diesel. He cited poor communications with his BMW Center regarding the replacement. Research revealed a nationwide shortage of the tank. Armed with that information and correct part numbers, the member contacted his BMW Center and the tank was ordered and installed.
- 8)** A 2011 X3-owning member had issues with a balky transmission. BMW Center worked hard to get a repair, but could not satisfy member. I spoke with SM at the Center, a PUMA case was opened, but the Center could not replicate the problem. No resolution yet.
- 9)** A member with a 2008 535xi Touring had a series of issues with his vehicle and felt that he was not being helped by his BMW Center. I suggested preparing a spreadsheet of all the work done on his car and the expenses he had incurred, and presenting that to the Service Mgr. at the Center. He did that, had a personal meeting, and received a very substantial reduction in the costs to repair his car. A happy outcome.
- 10)** A member ordered a new 2016 340xi. Internet research and forum reviews on his part suggested his car might be built in BMW's South Africa factory. He did not want a car produced in that factory. Research indicated that it was possible to determine the actual plant in which a BMW was produced based on a single letter in the BMW VIN. In his case it turned out to be Munich, and so he was happy.
- 11)** A member had problems with a used 335d he'd purchased as a used car, not from a BMW Center. He had aired his issues at length in a series of BMW-centric 3-Series internet forum posts. David Levin attempted to help him resolve these issues, but it turned out that the member

had not been truthful in certain statements to David. As a result, no positive resolution was possible. Member continued to air his grievances in that forum.

**12)** In one of our stranger interactions, a member complained that the steering was very stiff on his 2011 328i. His BMW center replaced a hydraulic pump and the steering rack to attempt to ease the steering. The member complained that these did not fix the issue. David Levin and I researched alternatives extensively, and offered solutions. Ultimately member recalled that he had not driven his BMW for four months, and instead had driven his wife's Toyota Camry. He decided that the contrast between two vehicles' steering effort had confused him, and that in fact he liked the stiffer steering of the BMW. He promised to buy a new BMW in 2016 from the BMW Center which had performed the un-needed repairs.

**Respectfully Submitted:** John Gamel, BMW CCA Lead Ombudsman





Official BMW Club

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

Date: January 10<sup>th</sup>, 2016

Subject: Tech Committee Pre-Meeting Report for Jan 16<sup>th</sup>, 2016

#### Tech Committee Members

- Ian Dunn
- Nicholas Parente
- Josh Butts
- Brian Ghidinelli
- Stephen Elliot

#### Committee Update

##### Wordpress Chapter Website Template

- Beta version has been published for Green Mountain Chapter
- Currently working on bug fixing and polish to the template
- Planning to share website link with RVPs in the next 4-6 weeks to generate list of chapters interested in adopting template
- Committee will also be creating technical documentation for initial setup, along with user guide for maintaining content, calendars and newsletter hosting
  - Documentation includes recommendations for hosting and potential for bulk discounts with enough chapters onboard
- With enough interest, Committee would recommend scheduling workshops related to setup and maintenance of Wordpress websites at 2017 Chapter Congress

Next Committee Meeting: January 28<sup>th</sup>, 2016 (Skype)

BMW Car Club  
of America



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640 South Main St, Ste 201  
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## Marketing Report

### ***Michelin To Be Presenting Sponsor Of All Three Events In Monterey For 2016***

Michelin, now in the third year of their O’Fest presenting sponsorship agreement, has renewed their Legends of the Autobahn sponsorship, and have also secured the presenting sponsorship of the Festorics Turn Five Corral and Hospitality. With these agreements now in place, Michelin will be the presenting sponsor of all three major club events held in Monterey this year. Michelin has found great value in sponsoring our national events and wanted to further strengthen the partnership in time for BMW’s 100<sup>th</sup> anniversary year.

### ***Video Update***

Since O’Fest 2015, David Rose has been producing a series of videos showcasing the spirit of the event. These videos provide a recap of all the fun, entice first-timers to attend the following year, add value for our existing sponsors and attract new sponsors. Below is a list of the videos that have been released so far.

O’Fest 2015 Overview Teaser: <https://vimeo.com/140693679>

O’Fest 2015 Overview: <https://vimeo.com/145301413>

Shell V-Power NiTRO+ Driving Schools: <https://vimeo.com/148095426>

Michelin Driving Experience: <https://vimeo.com/150786055>

### ***Raffle Update: M4 GTS, Videos, And Drawing***

For the 2016 raffle, we will make the limited-edition M4 GTS (MSRP of \$134,200) our headliner and grand prize. The GTS will be limited to around 700 units worldwide, with only 300 units of the exclusive high-performance M4 coming to the US market. This ultra-exclusive car should make for a very attractive prize and generate great returns once we launch the raffle in June.

BMW Communications Manager Tom Plucinsky has agreed to help us secure one of the M4 GTS cars to be imported to the US with a delivery date sometime in the Spring. Our plan is to have the car delivered to the Performance Center in Greer, South Carolina and have David Rose produce a series of videos about the vehicle that we will release throughout the raffle campaign. The video series and production style will be similar to that of the Dinan Club Edition M4 series that we did in 2015.

In addition, we will seek to partner with Michelin on some raffle promotions since their Pilot Sport Cup 2 tires are featured on the M4 GTS. We may seek additional promotional assistance and partnership from some of the other parts suppliers for the GTS and a prominent dealer group.

We are proposing to follow a similar timeline to the 2015 raffle campaign with a launch around June 1 and close of ticket sales around September 12. This time period has proven to be the most advantageous to conduct the raffle since it's not too early in the year and is well before the holidays. The raffle drawing would take place in mid-September in Augusta, GA and would be filmed for distribution via all of our communications.

## ***Merchandise Sales***

Over the last three years great strides have been made in terms of Club merchandise sales. This segment has become a significant source of revenue with a great mix of products and increased promotion. Merchandise sales have grown year-after-year and we suspect this trend will continue for the foreseeable future. The most significant change that will come over the next year or two will be a complete online Club store overhaul once our new database is implemented. The new database will allow us to transform the online store into something that is visually impressive and vastly easier to navigate. Despite the limitations of our current database, we have managed to increase merchandise sales by large margins.

## ***Rolex 24 Corral At Daytona***

After a very successful corral at the Rolex 24 in 2015 we were eager to host another one in 2016. In late November, we received word from Tom Plucinsky that BMW would sponsor the corral again. Once all agreements were successfully negotiated with the speedway, we launched registration and sold out the corral in less than 36 hours.

### About the Corral

The corral is sponsored by BMW NA and limited to only 50 BMWs. The only way to get a BMW corral pass and BMW CCA pit road patio access for Daytona was to purchase the now sold-out BMW CCA Rolex 24 ticket package from [bmwcca.org](http://bmwcca.org).

The BMW CCA ticket packages includes:

- Two (2) four-day race tickets with infield admission, garage access, and pre-race/Sprint FanZone Access
- Two (2) two-day hospitality passes for admission to the BMW CCA pit road patios where continental breakfast, snacks, dinner, and unlimited Coca-Cola products, beer, and wine will be served from 9 a.m. until midnight on Saturday, January 30
- One (1) BMW-only four-day infield corral pass

Package price: \$295

The BMW CCA infield corral will be located next to Lake Lloyd inside of NASCAR Turn Two, just a short walk from the infield portion of the road course. Participants will also be able to take the speedway tram to the Sprint FanZone for quick access to the BMW CCA pit road patios.

All members are welcome to attend the scheduled BMW Team Meet & Greets, which will be held in the garage area throughout the weekend. We will update the Meet & Greet times on the website schedule as they become available.

You can view a video from last year's event here: <https://vimeo.com/119390750>

## **Online News Content**

As we focus more and more on our online news content, I thought it would be appropriate to provide a look at what has been popular among our site visitors. Below is a list of the most popular online news stories on [bmwcca.org](http://bmwcca.org) for the entire year of 2015. The first number listed on each row is total page views and the second number is the ranking in terms of page views amongst all website content.

1. 2015 Car Of Your Dreams Raffle Headliner Dinan Club Edition M4 - 5,333 (60) | Chris Hennecy
2. Steve Dinan Moves To Ganassi - 4,250 (78) | Brian Morgan
3. Valet Test Drives BMW M4 And Pays For It - 4,091 (80) | Scott Blazey
4. Myth Becomes Reality Here BMW M2 - 4,078 (82) | Scott Blazey
5. M2 What M2 Anybody See M2 - 2,914 (112) | Chris Doersen
6. BMW Launches Mid-Cycle Improvements 3 Series - 2,889 (113) | Scott Blazey
7. Stalking Great White Six Speed Shark - 2,633 (127) | Hack Mechanic
8. US Takata Airbag Recall Now Includes BMWs - 2,410 (146) | Scott Blazey
9. Con Artists Mechanics And Snake Oil Salesmen - 2,293 (152) | Nikki Weed
10. 2015 Grille Badge Contest - 2,191 (161)
11. Being A Race Car Driver Is A Full Time Job - 2,055 (173) | Ashley Freiberg
12. 2015 Grille Badge Contest Results - 2,041 (174)
13. Funny Thing Happened On The Way To The Vintage - 1,985 (183) | Hack Mechanic
14. Reports Try To Drag BMW Into VW Diesel Scandal - 1,936 (187) | Scott Blazey
15. Don't Judge An M5 By Its Color - 1,844 (199) | Satch Carlson
16. Sometimes Four-Letter Words Are The Best Vocabulary - 1,829 (200) | Nikki Weed
17. Why Do I Never Learn The Cheapskate Lesson - 1,825 (201) | Hack Mechanic
18. Flight of the Turkey Part II - 1,810 (203) | Hack Mechanic
19. Bavarias And Red Herring - 1,807 (204) | Hack Mechanic
20. Sure It Understeers, It Doesn't Plow - 1,798 (206) | Hack Mechanic
21. Story Of Old Blue Part III - 1,794 (207) | Hack Mechanic
22. Which He Becomes The Hack Electrician - 1,741 (214) | Hack Mechanic
23. Coming May 22, BMW 3.0 CSL Hommage - 1,722 (218)
24. Classic BMWs Are On The Rise - 1,715 (219) | Andy Murphy
25. Old Blue Part I - 1,666 (228) | Hack Mechanic
26. Car Detailing Or How I Learned To Stop Worrying And Love Random Orbital - 1,619 (234)
27. New BMW Motorsport Gear 2015 Season - 1,600 (235) | Nate Risch
28. Flight of the Turkey Part III - 1,599 (236) | Hack Mechanic
29. Just Drill It Out, No Problem - 1,586 (238) | Hack Mechanic

30. Rambling Column - 1,583 (240) | Hack Mechanic
31. Flight Of The Turkey Part IV - 1,579 (241) | Hack Mechanic
32. Lesson I've Learned Racing In The Rain - 1,562 (244) | Ashley Freiberg
33. My Birthday Was A Wrenching Experience - 1,536 (249) | Hack Mechanic
34. Funny Thing Happened On The Way To The Vintage Part II - 1,520 (251) | Hack Mechanic
35. Why Do I Never Learn The Cheapskate Lesson Part II - 1,518 (252) | Hack Mechanic
36. Rusty Brake Lines As Far As The Eyes Can See - 1,510 (254) | Hack Mechanic
37. Flight of the Turkey Part V - 1,473 (259) | Hack Mechanic
38. Daily-Driving Otto (Not Darth?!): Part I - 1,467 (260) | Hack Mechanic
39. Hey, Kids, Let's Replace The Fan-Speed Resistor In A Z3! - 1,467 (261) | Hack Mechanic
40. M235i Racing Car: BMW NA Looking For Buyers! - 1,462 (262) | Nate Risch
41. BMW 228i Track Handling Package: Is It Really A Track Solution? - 1,459 (263) | Nate Risch
42. Looking But Not Seeing - 1,447 (266) | Hack Mechanic
43. Bleeding The Shark - 1,443 (267) | Hack Mechanic
44. The Big #57 - 1,438 (271) | Hack Mechanic
45. Preparing To Daily-Drive Darth - 1,430 (272) | Hack Mechanic

As you can see the Hack Mechanic holds the highest percentage of spots on this list. If you narrow the list down to the top *Roundel Weekly* intros only, plus honor the Hack Mechanic as our most popular writer this list below represents our top 10 most popular feature articles from *Roundel Weekly* in 2015.

1. Hack Mechanic
2. M2 What M2 Anybody See M2 - 2,914 (112) | Chris Doersen
3. Con Artists Mechanics And Snake Oil Salesmen - 2,293 (152) | Nikki Weed
4. Being A Race Car Driver Is A Full Time Job - 2,055 (173) | Ashley Freiberg
5. Don't Judge An M5 By Its Color - 1,844 (199) | Satch Carlson
6. Sometimes Four-Letter Words Are The Best Vocabulary - 1,829 (200) | Nikki Weed
7. Classic BMWs Are On The Rise - 1,715 (219) | Andy Murphy
8. Car Detailing Or How I Learned To Stop Worrying And Love Random Orbital - 1,619 (234) | Scott Blazey
9. Lesson I've Learned Racing In The Rain - 1,562 (244) | Ashley Freiberg
10. BMW 228i Track Handling Package: Is It Really A Track Solution? - 1,459 (263) | Nate Risch

### ***Fourth-Quarter 2015 Lapsed Member Promotion***

During the fourth quarter, we offered two separate opportunities for lapsed members to rejoin the Club. All lapsed members were offered a special discount via email to rejoin the Club between Monday, December 7 and Friday, December 11, and then again from Monday, December 28 to Thursday, December 31. 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. During the fourth quarter lapsed member campaign we were able to add 334 lapsed members back to the Club.

1YR Members: 259  
 2YR Members: 37  
 3YR Members: 38

## Website Traffic

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

	2013	2014	2015
January	47,850	87,546	125,404
February	55,512	86,321	123,996
March	63,637	94,806	136,600
April	62,441	82,207	137,828
May	69,641	132,192	139,440
June	69,758	164,718	175,770
July	84,110	145,526	150,620
August	89,368	129,512	165,252
September	66,321	152,062	189,101
October	68,271	131,485	116,259
November	71,793	116,464	81,528
December	77,343	152,877	81,029

### Top Referring Websites (October 1 through December 31, 2015)

1. Google	184,700
2. Facebook Mobile	6,710
3. Bing	6,434
4. Yahoo	6,079
5. Facebook	3,933
6. BMW USA	1,159
7. Twitter	1,096
8. Zhpmafia.com	1,072
9. M3forum.net	874
10. Aol.com	660

### Most Popular Pages and Sections in Terms of Page views (October 1 through December 31, 2015)

1. Forum	212,824
2. Classifieds	65,073
3. News	37,421
4. <i>Roundel</i>	32,711
5. Store	13,549
6. Media Gallery	12,924
7. Membership Discounts	6,978
8. Vehicle Rebate	6,911
9. Chapter Finder	5,473
10. Raffle	4,331



## **Regional Events Newsletters 2016 Schedule**

Below is the Regional Events Email Newsletter Schedule for 2016. Chapters are required to have all event dates, descriptions, and links submitted to the National Events Calendar one week prior to the actual email send date. Every region will have four of these email Newsletters per year. Events not entered into the National Calendar will not be included in the email.

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>

### **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	Jan. 21	April 21	June 30	Sept. 29
North Central	Jan. 28	April 28	July 7	Oct. 6
Pacific	Feb. 4	May 5	July 14	Oct. 13
South Atlantic	Feb. 11	May 12	July 21	Oct. 20
South Central	Feb. 18	May 19	July 28	Oct. 27

### **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	Jan. 28	April 28	July 7	Oct. 6
North Central	Feb. 4	May 5	July 14	Oct. 13
Pacific	Feb. 11	May 12	July 21	Oct. 20
South Atlantic	Feb. 18	May 19	July 28	Oct. 27
South Central	Feb. 25	May 26	Aug. 4	Nov. 3

Chris Henneey  
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: January 16, 2016 Board Meeting—Pittsburgh, PA

## IT Update

### Ombudsmen

The new Ombudsmen inquiry system launched on December 8, 2015. It includes an electronic form that replaces the current system where a member calls a telephone number and leaves a message. The system allows the Ombudsmen to collaborate on a recommended resolution via private comments. Members can upload supporting documentation such as photos and scanned documents.

The Ombudsmen have a page where they can see the inquiries in progress, inquiries pending assignment, and those that have been completed. Ombudsmen receive an email notification when a new inquiry has been submitted, and when an assigned inquiry has been edited by the member who submitted it. The member who submitted the inquiry receives an email once it has been assigned to an Ombudsman, and once the inquiry has been closed.

### Charity Matching Funds

Work is nearly complete on a new system to enter Charity Matching Funds on the website. This took longer than anticipated due to some technical issues we encountered during development. A chapter officer will create a new application, then they will be taken to a list of all applications they've created where they can add individual charitable activities. Once they've added all charitable activities to an application they must click "submit" to send the application to the CCA Accounting office.

### Membership Database

DelCor has narrowed down the list of AMS (Association Management Software) vendors to five: ACGI, Altai Systems, Blue Tahiti, Membersuite, and Weblink. Those vendors will visit the BMW CCA National Office to conduct demonstrations of their software to the staff beginning January 12, 2016. Weblink is the only vendor who will not present an on-site demonstration and will instead conduct a demo via web conference. Each demo will follow the same agenda that focuses on critical pieces of the software the staff need to see.

## Project Timeline

Target Completion	Milestone	Primary Responsibility
October 20 - October 22	Conduct Discovery Meetings	DelCor and BMW CCA Staff
October 22 - November 27	Identify Vendors to Receive Solicitation Document	DelCor
November 27	Deliver Draft Solicitation Document for Review	DelCor
November 27 - December 9	Review and Provide Feedback on Draft Solicitation Document	BMW CCA Staff
December 9 - December 14	Finalize Solicitation Document	DelCor
December 14	Prepare Demonstration Agenda	DelCor
December 9 - December 21	Contact Vendors to Coordinate Full Day Demonstrations	DelCor
January 11 - January 26	Conduct Demonstrations	DelCor and BMW CCA Staff
February 8	Vendors Submit Responses	Vendor
February 8 - February 15	Review Vendor Responses to Solicitation Document and Compile Comparison Document	DelCor and BMW CCA Staff
February 15 - February 19	Review Vendor Responses to Solicitation Document	DelCor and BMW CCA Staff
February 19 - February 26	Conduct Reference Checks	BMW CCA Staff
February 29 - March 11	Conduct Discussion(s) to Assist in Making Vendor Selection	DelCor
March 11 - April 1	Assist with Contract(s) Review	DelCor

## **Event Registration System**

The CCA staff has evaluated our options for registration and determined that Cvent is our best choice. They have a system that is flexible enough to handle the complexities of our Celebrate BMW events. Two integration projects will be necessary to make registration a seamless process for members:

### **1. HTTP Post**

This will be a button with a hidden form that will send a member's first name, last name, account number, and email address to Cvent for authentication. This is similar to a single sign on approach to make it easier on members.

### **2. API integration**

This integration will populate the list of contacts at Cvent with member information so they can register for Celebrate BMW. It works hand-in-hand with the HTTP Post to provide a seamless experience. The list of Cvent contacts will be updated every five minutes to minimize wait time after a new or reinstating member joins. Lapsed

members who have a registration will not be removed since they were a member when they paid for their registration. Lapsed members without a registration will be removed at the beginning of the month.

### Office 365

The old SBS has been decommissioned. I've asked Acumen to provide me with the list of clean up tasks so that this project can be marked as complete.


### Chapter Electronic Newsletters and MagnetMail

The following 22 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	Buckeye Chapter	Central California Chapter
E31 Chapter	Everglades Chapter	Florida Suncoast Chapter
Heart of Dixie Chapter	Inland Empire Chapter	Iowa Chapter
Kansas City Chapter	Lone Star Chapter	Mountain State Chapter
Nittany Bimmers Chapter	Northern Ohio Chapter	Oregon Chapter
Pocono Mountain Chapter	River City Bimmers	Sandlapper Chapter
Sunbelt Chapter	Sunshine Bimmers 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



Note: The following report contains confidential information intended for the use of BMW CCA board members in preparing for their meeting. It is not intended to be published or disseminated. A summary version for inclusion in the meeting minutes will be prepared if necessary.

**Satch Carlson, *Roundel* editor-in-chief**

**January 2016 Pre-Board-Meeting Report (but not all that pre!)**

Again, this report has come due during a critical deadline week. Add to that a printer’s screw-up with the election ballots—thus a search for new printers—and it looks like a tumultuous year has begun.

We are settling into our new production schedules, and although I remain the primary bottleneck, working on the final proofs of one month when I am scheduled to be editing the contents of the next edition, we are getting closer to finishing one issue before starting the next. For the February issue, which was uploaded to the printers this week, we were able to get through three rounds of proofing for the non-feature elements, and proof the features twice. As they almost always do, proofers caught significant errors during each round; this time they saved us from misspelling “February” in the portfolio text.

**Advertising:** Last year, I suggested that our advertisers would regain their confidence as the economy improves, and the numbers continue to bear me out. Here are the percentages of advertising in the 2015 issues:

ISSUE DATE	PAGES	AD PAGES	AD PERCENTAGE
January	132	34.41	26.07%
February	132	36.24	27.45%
March	132	44.91	34.02%
April	132	53.58	40.59%
May	132	52.66	39.89%
June	132	54.24	41.09%
July	132	54.33	41.16%
August	132	53.16	40.27%
September	132	52.41	39.70%
October	132	47.16	35.73%
November	132	48.99	37.11%
December	132	46.66	35.35%
January	132	36.91	27.96%
February	132	42.74	32.38%

After topping 40% for the April, June, July, and August issues—anything over 30% is good, and anything over 35% is great—we stayed above 35% through December. January, as usual, was our low point, but it held 2½ more ad pages than January 2015; February, when we are usually still in the doldrums, shows an even greater improvement than a year ago: more than five pages of ads and an ad percentage increase of 5%. I continue to be optimistic—and grateful for the efforts of Michael Slaff.

As always, I remain confident that we are continuing to fulfill our stated mission: to inform, entertain, and provide a sense of community for our members.





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640 South Main St, Ste 201  
Greenville, SC 29601-2564

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

January 11, 2016  
Report of the Creative Director

Since my last full report in August 2015, we've had the strategic planning meeting in California, adjusted to the new production/ mailing schedule, begun sales and delivery of the 2015 watches, rebranded Legends and Oktoberfest for 2016, and completed the initial research into archiving and digitization options for Roundel back issues.

### ***Roundel***

#### *Production Scheduling*

We have shifted the production schedule of the *Roundel* to allow us to take better advantage of mailing pool discounts offered via Quad. Everything has essentially moved forward about two weeks for submission deadlines by members, advertisers and vendors. This does impact when members can submit ads for Classifieds, moving it forward two weeks. We've posted notices at the beginning and end of the Classifieds section detailing when submitted materials will appear in print.

Upload date each month for 2016 will be the 11<sup>th</sup> of the month.

#### *Photography standards*

We will be issuing a list of photography standards to those hired to cover events for *Roundel* to help prevent the delivery of low resolution, over-filtered, or otherwise inappropriate or less-professional photography submissions for major feature stories.

#### *Election Issue*

We are working through the printer's error regarding the January ballot issue. Removable labels for members are meant to be placed on the insert card ballot for use on the return voting card, but regular non-removable labels were instead placed on the outer polybag, as they are on normal issues. The printer has acknowledged the error and is planning to perform a new and separate ballot mailing at their own cost for all members.

#### *Archiving project*

We've received the initial research report from Nick Parente, who we hired to research, gather proposals, and report on our options to preserve, effectively digitally archive, and make available online the entirety of the BMW CCA Roundel archive. High resolution, platform agnostic and open source solutions were the main focus of the research.

The primary goal is preservation, nondestructively using one of the few full collections of Roundels to create as "future proof" of a high resolution archive as possible – enough so that we could reprint issues if desired. The second goal is to convert that archive into a



searchable digital format that could both be an additional service for members and a new revenue stream.

We are currently reviewing the researched options to find the best solution.

### **Legends of the Autobahn**

I was tasked to develop new branding for the 2016 Legends of the Autobahn as we've used the same styles for several years. As nice as the logo and styling were, it was time to fully update Legends branding and materials styles. After dozens of designs and variants were created and reviewed, one was chosen that has an iconic element that should be easy to recognize and apply to various types of merchandise where the prior logo proved too complex.

The logo is currently displayed on the legendsoftheautobahn.org website and will be used in the development of all 2016 materials.

### **Oktoberfest**

We have created a logo based on the font styles from this year's Scott Sturdy event poster. This should keep all event materials and signage more easily recognizable.

The website and materials are being refreshed currently.

### **Equipment upgrades**

We are updating the creative director workstation with a replacement monitor (one has developed a fault), and an updated, faster hard drive. This should significantly increase the speed of the workstation and extend its usable life.

Thank You!  
W. Len Rayburn  
BMW CCA Creative Director

Official BMW Club

**To:** BMW Car Club of America National Board of Directors  
Frank Patek - Executive Director BMW CCA

**From:** Jack Joyner, National Driving Events Committee Chairman

**Date:** 1/9/2016

**Subject:** Quarterly Report – 1st Quarter 20165

**Travel:** Pittsburgh Board meeting Jan 15-17<sup>th</sup> 2016, Airfare \$319.98

**Planned Travel:** DEC Board Meeting Dallas TX, Feb. 19-21<sup>st</sup> 2016  
ITS Charrette in Newark NJ, Feb. 26-28<sup>th</sup> 2016  
NOLA Raceway visit and check for Oktoberfest 2017 travel date TBD

BMW Car Club  
of America



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bmwcca.org

### DEC Report

1. Planning is going well for the 2016 DEC Conference in Dallas April 29th-May 30<sup>th</sup> 2016. We are looking at a couple of guest speakers, possibly Ross Bentley and confirmed Scot Elkins from the Motorsport Safety Foundation.
2. ITS Charrette meeting is scheduled for Newark NJ for Feb 26<sup>th</sup>-28<sup>th</sup> 2016. We are working on a new curriculum that does not involve anything that is copyrighted. We are also looking at making this a nationally recognized program, with the possibility of setting up Minimum Standards for any ITS program.
3. We should have results on the new DEC North Atlantic representative sometime in February, and would like to fly out to our DEC meeting Feb 19<sup>th</sup>-21<sup>st</sup> if possible.
4. With the resignation of Dan Baker as the South Central Region Vice President, doe the DEC need a liaison to the National Board?

### Board Action Needed

The following proposals need Board action:

5. Approval needed to invite Ross Bentley and cover his expenses along with his speaking fee.
6. DEC budget approval from submission of December 11<sup>th</sup> 2015.
7. Any Board items that will need to be brought up and discussed during the DEC conference in April.
8. Approval to have the new North Atlantic Rep purchase their airfare ticket without meeting the less than 21 day policy, to join us in Dallas Feb 19-21<sup>th</sup> for our planning meeting.

Respectfully submitted,

Jack I. Joyner III  
National Driving Event Committee Chairman



Official BMW Club

BMW CCA Club Racing  
Gary Davis  
18159 Meridian Rd.  
Grosse Ile, MI 48138  
734-308-7299  
[chairman@bmwccaclubracing.com](mailto:chairman@bmwccaclubracing.com)



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[bmwcca.org](http://bmwcca.org)

January 8, 2016

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

Subject: Club Racing Chairman's Pre-meeting Report for the January 16, 2016 Board Meeting.

Travel: BMW CCA Board of Director's Meeting; Pittsburgh, PA; January 16, 2016.  
BMW CCA Club Racing Promotional Committee Meeting; Washington, DC;  
February 27, 2016.  
BMW CCA Club Racing Steward Workshop; Dallas, TX; May 1, 2016.

Appeals/Protests: None.

New Activity:

- Discussions with BMW NA re: introduction of M235i R to US racing scene.
- On line race sanctioning, licensing, and event registration via Motorsportreg.
- Promotional committee activity ( CRS marketing; Chapter assistance).
- RAC representative elections;
  - South Atlantic Region- Eric Nissen (newly-elected)
  - North Central Region- Ali Salih (newly-elected)
  - Pacific- Ralph Warren (re-elected)
  - Canada- Isi Papadopoulos
- Oktoberfest 2016; Mazda Laguna Seca Raceway; August 2016

Respectfully submitted,

Gary Davis  
National Chairman, BMW CCA Club Racing



# FirstCal

Let's build a better future.

CONFIDENTIAL

## First California Mortgage Company Affinity Mortgage Program

*A Partnership that delivers real benefits  
to your members and organization.*

BMW Car Club  
of America



BMW Car Club of America

November 30, 2015

# First Cal Affinity Mortgage

## Agenda

- ❖ Company Background
- ❖ Affinity Mortgage Partnership
- ❖ Product Information and Capabilities
- ❖ Program Benefits
- ❖ Next Steps & Contact Information



# FIRST CALIFORNIA MORTGAGE COMPANY

A focused and growing company

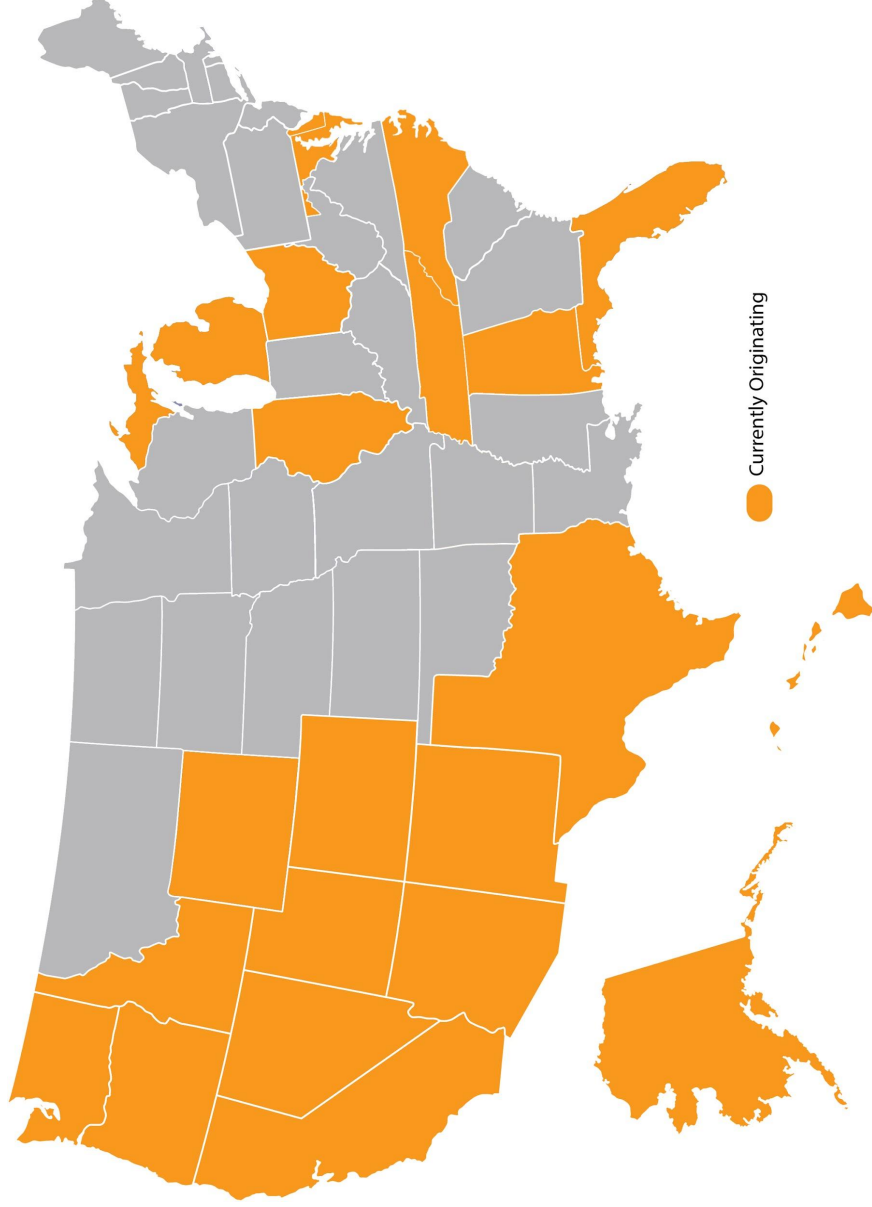
- ❖ First Cal is now entering its 30th year of operation.
- ❖ Didn't take TARP money during Great Recession/Not a part of the mortgage meltdown.
- ❖ Family owned; family values.
- ❖ Has funded nearly \$500 billion in residential loans.
- ❖ Is an FNMA, Freddie Mac and GNMA direct lender in the midst of massive cross country growth.
- ❖ Voted Top 100 Mortgage Company 3 years in a row (2012, 2013 & 2014) by Mortgage Executive Magazine.
- ❖ Specializes in conforming, jumbo and FHA/VA lending, and is a Fannie Mae direct lender and loan servicer.
- ❖ Pioneering affinity mortgages.
- ❖ Offices throughout the country.
- ❖ Headquartered in CA & privately owned.
- ❖ Currently operating to lend in 22 states, including Alabama, Alaska, Arizona, California, Colorado, Delaware, Florida, Hawaii, Idaho, Illinois, Maryland, Michigan, Nevada, New Mexico, North Carolina, Ohio, Oregon, Tennessee, Texas, Utah, Washington, Wyoming.
- ❖ Licensed in all remaining 28 states and will operate with BMW CCA signing or sooner



# FIRST CALIFORNIA MORTGAGE COMPANY

Lending Geography: We lend where your members live

First Cal currently lends in the following states:



- |            |                |
|------------|----------------|
| Alabama    | Michigan       |
| Alaska     | Nevada         |
| Arizona    | New Mexico     |
| California | North Carolina |
| Colorado   | Ohio           |
| Delaware   | Oregon         |
| Florida    | Tennessee      |
| Hawaii     | Texas          |
| Idaho      | Utah           |
| Illinois   | Washington     |
| Maryland   | Wyoming        |

Currently Originating

Licensed in all remaining 28 states & will operate with BMW CCA signing or sooner

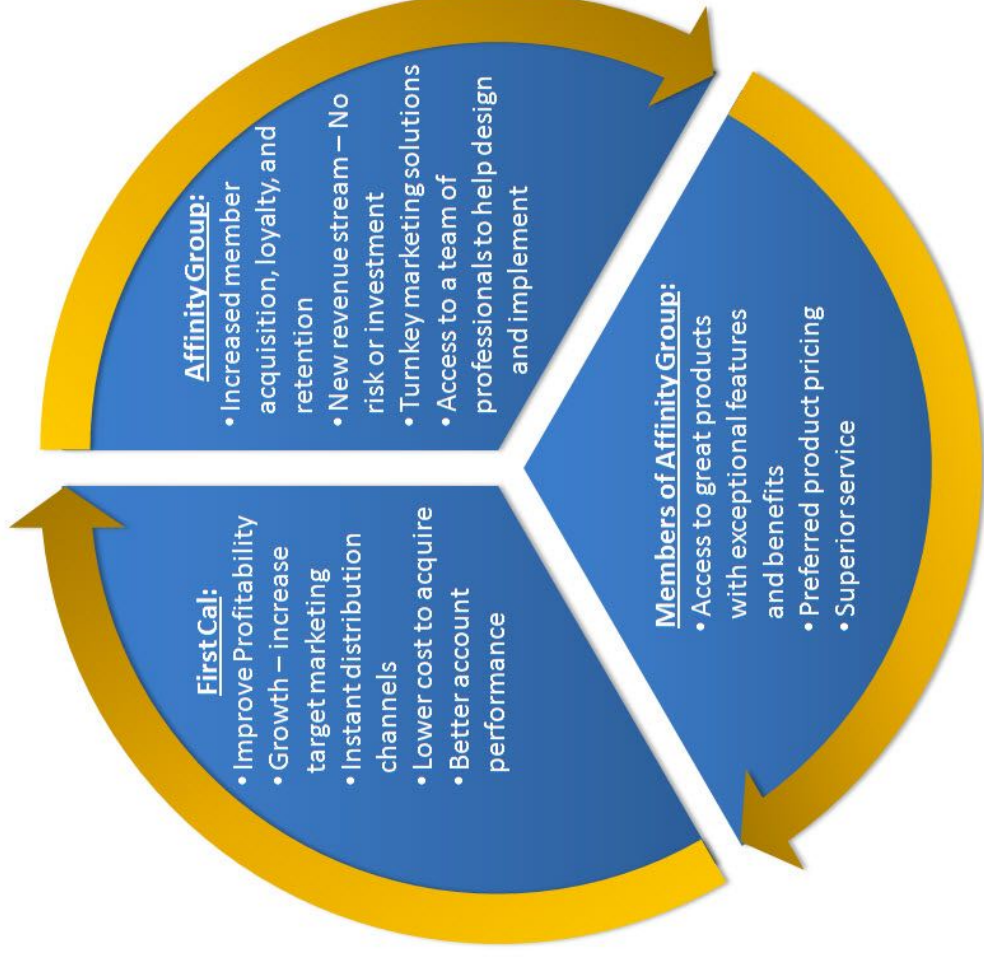
# FIRST CALIFORNIA MORTGAGE COMPANY

We deliver mortgage solutions to your members and revenue solutions to your organization

- We help **BMW CCA members** realize their dreams of homeownership by providing:
  - ❖ Preferred mortgage rates and fees with exceptional features & great products
  - ❖ Personalized service from a licensed mortgage professional
  - ❖ A quick, convenient and easy application process
- We help **BMW CCA** by providing:
  - ❖ A significant member benefit to increase **membership, loyalty & retention**
  - ❖ A new revenue stream with **no risk or investment**
  - ❖ Access to a team of professionals to help design and implement the program
  - ❖ Turnkey marketing solutions
  - ❖ Approval on all marketing

# FIRST CALIFORNIA MORTGAGE COMPANY

## Affinity Mortgage Process Flow



# Affinity Mortgage Testimonials

"The Affinity Mortgage product is fantastic! It's an amazing way to deliver significant value and savings to our supporters and wonderful benefits to our organization by increasing our member acquisition and retention as well as being a great revenue stream."

Liz Wilson  
National Manager Corporate Business Development,  
Ducks Unlimited Canada



"The Affinity Mortgage program has been a great benefit and incentive for our employees. It's also a natural fit for our Customers and can deliver significant value to our acquisition and retention efforts as well as our bottom line."

Frank Piluso  
Account Executive, Aon Risk Solutions



"Eliot and Michael are real marketing professionals - and a pleasure to work with. This affinity mortgage concept is a great way to provide value to our members. There is no cost to us - only benefits. I wish we had this program sooner."

Mike Stevenson  
Manager of Marketing and Member Services



# FIRST CALIFORNIA MORTGAGE COMPANY

## Affinity Mortgage Products, Features & Benefits

### Products

- ❖ Finance a home
- ❖ First time buyer
- ❖ Refinance
- ❖ Conventional, Jumbo or FHA/VA
- ❖ Move up buyer
- ❖ Non-owner occupied
- ❖ Vacation home purchase
- ❖ Investment property loans
- ❖ HARP II underwater refinancing



### Features

- ❖ Lower your monthly payments
- ❖ Pay off faster
- ❖ Low down payment
- ❖ Direct-lender rates
- ❖ The highest level of service
- ❖ *Diamond Lane 21 Day Closings!*
- ❖ Great rates - plus further discounts on points and fees
- ❖ Fast smooth closings
- ❖ Highly experienced agents with your best interests in mind- - not the bank's
- ❖ 2012 named a Scotsman's Guide Top Mortgage Lender
- ❖ Voted Top 100 Mortgage Company 3 years in a row<sup>1</sup>

### AFFINITY MORTGAGE BENEFITS

- ❖ Always competitive rates
- ❖ Always 0.25 point reduction
- ❖ Always \$250 fee reduction
- ❖ Support back to your affinity group



# FIRST CALIFORNIA MORTGAGE COMPANY

## Full account management & marketing support

### Account Management Team

- ❖ Dedicated account executive
- ❖ Strategize with you to increase performance
- ❖ Engage the group in marketing programs
- ❖ Manage portfolio

### Marketing

- ❖ First Cal designs and funds marketing efforts.
  - No cost to BMW CCA
- ❖ Inserts
- ❖ Banners ads and bricks
- ❖ Emails and direct mail
- ❖ The group simply communicates it to its members






# FIRST CALIFORNIA MORTGAGE COMPANY

## Marketing Support

Inserts & Brochures



[www.firstcal.net](http://www.firstcal.net)

Stay connected to your mortgage. Anytime. Anywhere


Dedicated Call Center



877.224.3262

[info@firstcal.net](mailto:info@firstcal.net)

Online Mortgage Application



Let's build a better future.

Applications can be sent via Email - [mortgagecapital@firstcal.net](mailto:mortgagecapital@firstcal.net) or Fax: 1-888-777

**MORTGAGE LOAN APPLICATION**

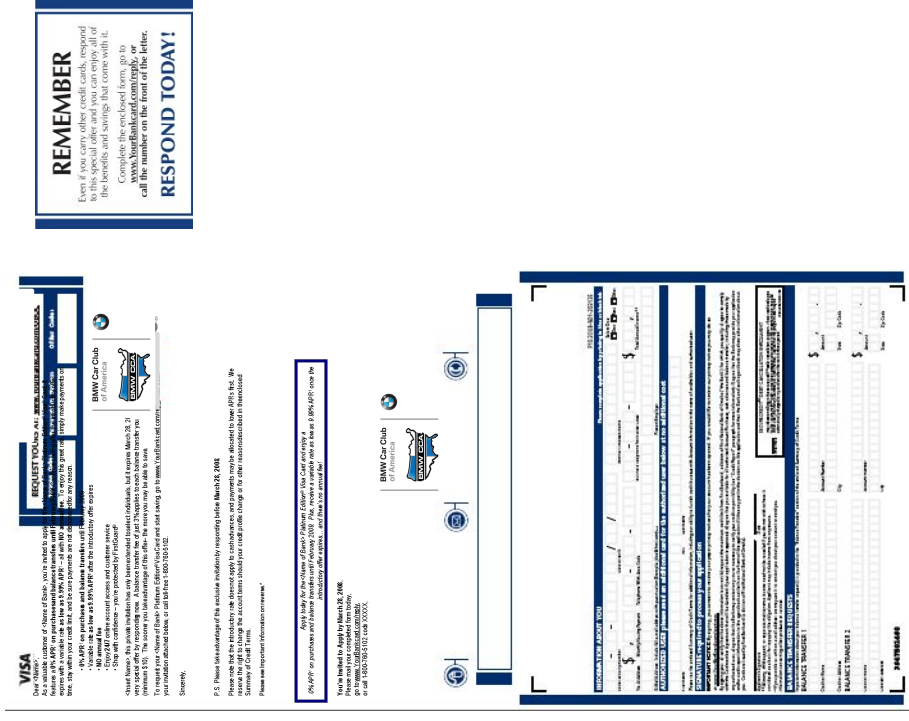
PURPOSE - CHECK ONE:  
 Refinance  
 Other (describe your request in page 2)

Subject Property Address: \_\_\_\_\_

APPLICANT INFORMATION:

<input type="checkbox"/> Mr.	<input type="checkbox"/> Mrs.	<input type="checkbox"/> Ms.	<input type="checkbox"/> Other	Given Name	Middle Initial	Social In
				Home Phone	No. Dependents	<input type="checkbox"/> Single
				Cell Phone	Province	<input type="checkbox"/> Married
				City	Postal Code	Monthly /
				Current Address		
				Date of Birth		
				DD   MM   YYYY		

Customized Direct Mail



**REMEMBER**  
 Even if you carry other credit cards, respond to this special offer and you can enjoy all of the benefits of a Visa Signature credit card. Consider these benefits from [www.firstcal.net](http://www.firstcal.net) call the number on the front of the letter. **RESPOND TODAY!**

**REQUEST YOUR A.I.** [www.firstcal.net](http://www.firstcal.net)  
 Discover the power of our new A.I. Mortgage Assistant. It can help you understand your mortgage options, track your payments and more. **REPLY TODAY!**

**REPLY TODAY!**  
 Apply today for the benefits of your new Visa Signature credit card every day. **REPLY TODAY!**

**MORTGAGE LOAN APPLICATION**

**FirstCal**  
 Let's build a better future.

# FIRST CALIFORNIA MORTGAGE COMPANY

## Customers are a priority

### Customer Service

- ❖ First California prides itself on providing an exceptional level of service from the moment an application is received to the day a customer becomes mortgage-free
- ❖ Always speak with a live representative



### Service for your members

#### Online capabilities to meet all needs

- ❖ Check your mortgage balance
- ❖ Review payment details
- ❖ Use the mortgage calculator tool
- ❖ Change payment frequency
- ❖ Increase regular payments
- ❖ Make a lump sum payment (if applicable)
- ❖ Update your personal information
- ❖ e-Statements



# FIRST CALIFORNIA MORTGAGE COMPANY

Partnership Mortgage Product - A great benefit for your members and an incremental revenue stream for you

## Economic Value Added

Member Savings	Per Member	Per Year	Per 5 Year Contract <sup>5</sup>
Reduced Points <sup>1</sup>	\$1,250	\$262,500	\$1,312,500
Reduced fees <sup>2</sup>	\$250	\$52,500	\$262,500
Potential Group compensation <sup>3</sup>	\$250	\$52,500	\$262,500
<b>Total value<sup>4,5</sup></b>	<b>\$1,750</b>	<b>\$367,500</b>	<b>\$1,837,500</b>

1. 0.25 Point reduction through the affinity mortgage program
2. \$250 in administration fee reduction
3. Group compensation is 0.05% of mortgage amount
4. Value calculations are based upon an average mortgage amount of \$500,000
5. Value calculations are based upon penetrating group members, (70,000), at 0.3% per year over a 5 year contract, or 210 loans per year, 1,050 loans over five years

# FIRST CALIFORNIA MORTGAGE COMPANY

## Top Five Reasons to Partner with First Cal!

<b>1</b>	<b>MEMBER BENEFITS</b> - Guaranteed, automatic, no hassle preferred mortgage rates & fees for group members that save them thousands of dollars with a superior product
<b>2</b>	<b>MEMBERSHIP GROWTH &amp; RETENTION</b> – A unique and powerful member acquisition and retention tool
<b>3</b>	<b>REVENUE</b> - Compensation to organizations that earns hundreds of thousands of dollars
<b>4</b>	<b>FOCUS &amp; EXPERTISE</b> - First Cal was voted Top 100 Mortgage Company 3 Years in a row (2012, 2013 & 2014) by <u>Mortgage Executive Magazine</u> .
<b>5</b>	<b>SUPPORT</b> - Easy turnkey marketing solutions supported by dedicated professionals

# Next Steps

- ❖ Questions
- ❖ Discussions
- ❖ Next Steps

## Contact Information:

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Affinity Relationship Director

(512) 730-1425

[myates@samuelemclemens.com](mailto:myates@samuelemclemens.com)

# FirstCal

Let's build a better future.



Thank You



