

**BMW Car Club of America**  
**Board Conference Call**  
**May 24, 2016**

Tuesday, May 24, 2016

**1. Call to Order**

The conference call was called to order by President Steve Johnson at 7:02 PM EST.

**2. Attendees**

**Board Members:** Steve Johnson, President; Eddy Funahashi, Executive Vice President; Darlene Doran, Secretary; Brian Thomason, Treasurer; Tim Beechuk, North Central RVP; Tim Jones, South Central RVP; Lou Ann Shirk, North Atlantic RVP; Dwayne Mosley, South Atlantic RVP and Jeff Cowan, Pacific RVP.

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

**3. Driving Events**

Tim Beechuk reports that Jack Joyner has requested expense approval for the North Central DEC Rep to observe two (2) chapters DEC events. The Board recommends we deny the request. The board felt the expense was unnecessary.

**4. The Vintage Event**

Frank Patek reports that the Friday turn out at the Foundation was good. The Vintage event was well attended. The event was completely vintage as we had no WiFi or cell signal. We sold over \$4,000.00 in merchandise, not sure how many new members we procured. The event was very busy and ran out of many items. We had a good showing of board members present: Eddy Funahashi, Dwayne Mosley and Tim and Jaynee Beechuk, as well as Staff.

**5. Relocation of CCA**

Steve Johnson reports that CCA will be moving forward with the purchase of the land at the Foundation site and break ground first of 2017. We will be putting together the offer for the land soon.

**6. Nomination Committee**

Frank Patek reports that we as a board should consider institution of a Nomination Committee and also we should re-double our efforts to appoint qualified individuals to committees. We don't want to lose good volunteers and would like to make a decision during the June board meeting. Steve Johnson feels we will receive a lot of push back from the membership with any committee we try to construct. We need to have consistency and this committee could be less reactive and more proactive. They could help procure individuals to run for board positions or take over a key volunteer position. We are slowly growing and should be doing better than we are.

**7. Adjourn at 7:44 PM EST**

**Motion:** Darlene Doran made a motion to adjourn the conference call. Tim Beechuk seconded the motion. Motion passes 9-0. Call adjourned 7:44 PM EST

**BMW Car Club of America  
Board Meeting  
San Jose, CA  
June 25–26, 2016**

Saturday / Sunday  
June 25–26, 2016

**1. Call to Order**

The meeting was called to order by President Steve Johnson at 8:02 AM PDT.

**2. Attendees**

**Board Members:** Steve Johnson, President; Eddy Funahashi, Executive Vice President; Darlene Doran, Secretary; Tim Beechuk, North Central RVP; Lou Ann Shirk, North Atlantic RVP; Dwayne Mosley, South Atlantic RVP and Jeff Cowan, Pacific RVP

**Absent:** Brian Thomason, Treasurer and Tim Jones, South Central RVP

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

**Guests:** Tom Plucinsky, BMW NA, Kelly Kirkland, San Diego; Delight Lucas, Central California Chapter and Roger Scilley, LA Chapter

**3. Minutes**

The minutes of the April Board meeting were approved by vote May 23, 2016. Reading of the minutes will be waived.

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

**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*

Brian Thomason had nothing to add to his pre-meeting report.

*4.5 South Atlantic RVP*

Dwayne Mosley had nothing to add to his pre-meeting report.

*4.6 North Atlantic RVP*

Lou Ann Shirk had nothing to add to his pre-meeting report.

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- 4.7 *Pacific RVP*  
Jeff Cowan had nothing to add to his pre-meeting report.
- 4.8 *South Central RVP*  
Tim Jones had nothing to add to his pre-meeting report.
- 4.9 *North Central RVP*  
Tim Beechuk had nothing to add to his pre-meeting report.
- 4.10 *Executive Director*  
Frank Patek had nothing to add to his pre-meeting report.
- 4.11 *Roundel*  
Satch Carlson had nothing to add to his pre-meeting report.
- 4.12 *Driving Events Committee*  
Jack Joyner had nothing to add to his pre-meeting report.
- 4.13 *Club Racing Committee*  
Gary Davis had nothing to add to his pre-meeting report.

**5. Review Action Items**

**6. Discussion Topics**

**6.1 *National Events***

**6.1.1 Oktoberfest 2016**

Frank Patek reports we have 868 registered thus far. Most events are either filled or very close to filled. The only event that has low attendance is Autocross.

**6.1.2 Oktoberfest 2017**

Frank Patek reports this event will be July 11 – 15, 2017 in New Orleans. We will be having two (2) days of Driving School and Autocrosses. We may have carting for half of a day. Concours venue is still up in the air. Our host hotel is the Hyatt at the Superdome. This event will be heavy on social events.

**6.1.3 Oktoberfest 2018**

Frank Patek reports this event will be in Pittsburgh, PA in July. The host hotel is the Sheraton Station Square. This event will be tied to PVGP, we will celebrate the 2002.

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6.1.4 Oktoberfest 2019

Frank Patek reports this is our 50<sup>th</sup> Anniversary of BMW CCA. We will have this event in Greenville, SC in the fall, September time frame. Hyatt downtown will be our host hotel. We are working on permitting to have a car show on Main Street in Greenville. There is a proposed change for a Wednesday to Saturday event, for which staff asked for feedback. Driving school will be optional for 2019, which is the reasoning for having the Concours at the end of the week.

6.1.5 Chapter Congress 2017

Frank Patek reports this event will be in Dallas, Texas at the Westin in March 2017. Focus will be on chapter leadership and introducing the new database system.

## 7. Regional Events

### 7.1 *Updates*

#### 7.1.1 The Vintage

Frank Patek reports the event had more cars than any other year. No communications available such as Wi-Fi and phone signals. CCA merchandise revenue was \$3,731.00, could've been higher if we didn't run out of sizes and 11 new memberships sold.

#### 7.1.2 Pittsburgh Vintage Grand Prix

Frank Patek reports this event will be held July 15-17, 2016.

#### 7.1.3 Monterey Legends / Festorics Weekend

Frank Patek reports we have 517 people are registered for Legends. There are 181 display vehicles, 66 judged and 2 motorcycles. Attendance is higher than in past years. We have 990 people registered for Festorics of which 518 have corral passes.

#### 7.1.4 Bimmerfest West

Frank Patek reports the event was held May 28<sup>th</sup> in Fontana, CA. CCA merchandise revenue was \$4,791.00 with 25 new memberships. The Autocross didn't fare as well as we had expected, we only had 45 participants. It would be great if we could get more volunteers/participation from the local chapters for this event.

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**8. National Programs and Services**

**8.1 *Updates***

**8.1.1 IT**

Frank Patek reports the new database project is moving forward with ACGI and a soft launch date the 2<sup>nd</sup> quarter of 2017, possibly beginning 3<sup>rd</sup> quarter. BMWlive.co will be up and running soon..

**8.1.2 Club Racing**

Frank Patek reports the \$5,000,000 NASA policy is in place. This will only run through the 2016 calendar year.

**8.1.3 Driving Events Committee**

Frank Patek reports the DEC is recommending changes to the Ops Manual regarding instructor behavior and hardtop convertibles at driver schools. Modifications will be suggested and returned to Jack Joyner.

**8.1.4 Charity Matching Funds – Nothing to report**

**8.1.5 Raffle**

Frank Patek reports since – launch at the beginning of June ticket sales are ahead of our 2013 record.. Drawing will take place the end of September 2016 in Georgia.

**8.1.6 SIG's – Nothing to report**

**8.1.7 Roundel**

Satch Carlson reports they have received several compliments on the three (3) issues of BMW history. Satch has the Across the Board schedule complete through the end of 2016.

**8.1.8 National Office**

**8.1.8.1 Relocation Campus**

Sherman Koo presented a strategic facility plan for our new CCA location at the BMW CCA Foundation site. Sherman's presentation compiled the following steps: Lot Line Adjustment, Programming, Architect Selection, Design Oversight, General Contractor Selection, Construction Administration, Move In and Post Occupancy.

**8.1.8.2 Regional Newsletters**

Frank Patek reports that we have two (2) proposals and awaiting a third to make a decision.

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8.1.9 Member Committees

- 8.1.9.1 Recognition Program Committee  
Delight Lucas reports that most of the awards have been given out or will be by the end of June. The committee will need to revise the forms for dealership and independent shops.
- 8.1.9.2 Technology Committee – Nothing to report
- 8.1.9.3 Leadership Committee  
Steve Johnson reports this will be discussed on a conference call in July and the board will notify the committee as to a decision.

**9. Policy and Administration**

- 9.1 Ombudsman – See attached report
- 9.2 Benefits Update – Nothing to report
- 9.3 BMW Clubs International  
Frank Patek reports the Council meeting will be held in South Africa in 2017. BMW CCA will host the Council meeting in 2019. Possible locations will be New York, New Jersey or California.
- 9.4 Operations Manual – Nothing to report

**10. Foundation**

- 10.1 Capital Campaign – Nothing to report

**11. Financial**

- 11.1 2016 Status  
Lindsey Branston reports the financials as presented are were not finalized month end reports. Currently we are cash heavy due to raffle and Monterey registrations. Billing for Monterey and payout on the raffle will not occur until October.

**12. Chapter Issues**

- 12.1 Conference Calls / Visitation  
Tim Beechuk, North Central RVP reports that he will be visiting the Iowa Chapter and North Star Chapter the end of July.

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Lou Ann Shirk, North Atlantic RVP reports that she had a Conference Call in early June and was pleased that 10 of the 14 chapters were present. Lou Ann

will be attending the event in Saratoga, PVGP and Lime Rock in the next few months.

Jeff Cowan has conference call set up for August 2, 2016

**12.2 Chapter Probation Report**

Green Mountain, Hawaii, St. Louis, Sunshine Bimmers, Kansas City, Sacramento, Sin City for Newsletter, Financial Statements and/or 990.

**12.3 North Atlantic Region**

Lou Ann Shirk reports that Green Mountain Chapter is in dire straits due to health issues with the president and vice president. They are non-compliant in all minimum standard requirements. Lou Ann request that the CCA send out a letter asking for volunteers for the chapter and would like assists in developing a timeline.

Genesee Valley Chapter for non-compliance on Ops Manual minimum standards.

**12.4 South Atlantic Region**

Dwayne Mosley reports April Curtis the DEC regional representative for the South Atlantic has tendered her resignation effective at the end of her current term.

**Florida Chapters**

Dwayne will be visiting the Florida Chapters in Tampa the weekend of July 15-17, 2016 in an attempt to organize a sharing of the Sebring Corral. These chapters indicate that the cost will be \$12,000, broken down as \$6,000 location, \$2,000 for food, \$2, 000 for tent, \$1,000 for television and \$1,000 for tables. How is sponsorship acquired? Lindsey Branston will provide all financial statements of the Florida Chapters.

**Pacific Region**

Jeff Cowan reports the below chapters all have newsletter delinquencies.

**Hawaii Chapter**

Jeff has had telephone calls with the chapter. Jeff will offer the chapter an opportunity to have a letter sent to the membership asking for volunteers.

**Sin City Chapter**

Jeff has had telephone calls with the chapter. Jeff has received a letter from a member only 15 miles away from Las Vegas requesting to start a new

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chapter. Jeff would like to encourage these enthusiastic members to work with Sin City to resolve their differences.

**Sacramento Chapter**

Jeff has an email exchange with the chapter president who expressed concerns about lack of volunteers. Jeff will offer the chapter an opportunity to have a letter sent to the membership asking for volunteers.

**Oregon Chapter**

Jeff is very impressed with this chapter. They have a great website and great team which he met during the Puget Sound Centennial. Puget Sound would like to have the BMW CCA board meeting there in 2017.

**13. Membership**

13.1 Membership Drive – Nothing to report

13.2 Marketing – See attached report

**14. BMW NA**

Tom Plucinsky reports the #19 art car will be running at the Rolex 2017 in Daytona. Tom also indicated that if you had to choose between Daytona and Sebring – Daytona should be the choice.

Tom Plucinsky reported on BMW NA's plans for Monterey. While things are going very well BMW NA is being pulled in many different directions during auto week.. Their main focus is the Rolex Reunion event at Laguna Seca Raceway. NA will have a big tent at the event, known as the The Living Legends Pavillion. Spectators will be able to walk through the structure on a raise platform to view the cars. This will be available during Oktoberfest as well. BMW Drivers present during auto week are going to be Brian Redman, Boris Said, Tom Milner and John Edwards. Boris Said and Tom Milner will be the guest speakers for the Ofest Motorsport dinner. The Elvis 507 will be at Pebble Beach and should remain for Oktoberfest. BMW is bringing 16 race cars and 10 street cars to Monterey.

**15. New Business**

Membership of Russell Rodriguez

Steve Johnson reports that unacceptable behavior was brought to our attention during the Centennial M Tour in Germany which was and is detrimental to BMW CCA.

**Motion:** Dwayne Mosley made a motion to revoke the membership of Russell Rodriguez. Tim Beechuk seconded the motion. Motion passes 7 yes, 2 absent.



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Nominations Committee

Frank Patek suggests that we might consider having a Nominations Committee for the Board in searching and vetting individuals for a board position replacement.

**16. Future Meetings**

- 16.1 Board Meeting Retreat  
November 4-6, 2016
  
- 16.2 Conference Calls  
July 20, 2016  
September 22, 2016  
October 13, 2016

**17. Adjourn**

**Motion:** Tim Beechuk made a motion to adjourn. Lou Ann Shirk seconded the motion. Adjourned at 11:19 AM PDT.

BMW CCA  
Board of Directors Meeting  
June 25, 2016

San Jose, CA

BMW Car Club  
of America





BMW Car Club of America  
Board Meeting  
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***Agenda***

**Saturday June 25th**

**08:00am Call to Order**

**Introduction:** Members, Guests.

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

**08:05am 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

**09:00am Reports & Presentations Continue Until Completed  
Discussion of Listed Topics**

**09:45am Break**

**10:00am Resume Discussion of Listed Topics  
New Business**

**Noon Working Lunch**

**Sunday June 26th**

**8:00am Continue Discussion & New Business  
Executive Session**

**Noon Adjourn**

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***Discussion Topics***

**1. Review Action Items**

**2. National Events**

Oktoberfest

- 2016

Presentation by Festorics Committee

- 2017
- 2018
- 2019

**3. National/Regional Events**

Updates:

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

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**5. Policy and Administration**

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

**6. Foundation**

Capital Campaign Update  
Services Agreement

**7. Financial**

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**

Damage done to our relationship with NA as result of actions of Russell Rodriguez

**11. New Business:**

Discuss efficacy of a Nominating Committee in the future for selection of candidates to National Board.  
Centennial M Tour  
Membership of Russell Rodriguez

**12. Future Meetings**

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





June 6, 2016

Steve Johnson  
President  
33 E. Hune One Ln #6-203  
Kihei, HI. 96753  
Telephone: (858) 705-0303  
Email: president@bmwcca.org

To: BMW CCA Board of Directors  
BMW CCA Executive Director

Subject: President's Pre-meeting Report

Planned Travel:

Board Meeting, San Jose, CA 6/23-6/26/16

Joint Meeting of Club and Foundation, Monterey CA 7/25-7/31

Monterey week, Monterey CA., 8/15-8/26

International Council meeting Munich, 9/7-9/18

Past Travel:

Board meeting, Dallas TX \$169.42

Foundation Meeting, Charlotte NC, \$1,164.99

Discussion:

Member issue re; M-Tour

Respectfully Submitted,

Steve Johnson  
President, BMW CCA





06/06/2016

**Pre meeting report**

April 2016 through current

**To:** All board members, Executive Director BMW CCA

**Subject:** EVP pre-meeting report

**Travel:**

**Future Travel:**

April 28<sup>th</sup> – May 1<sup>st</sup> > Meeting > Board/DEC Conference, Dallas TX.

May 19<sup>th</sup> - 22<sup>nd</sup> > Asheville, NC > The Vintage

May 27 - 29<sup>th</sup> > Fontana, Ca > Bimmerfest

**Future Travel:**

June 23<sup>rd</sup> - 26<sup>th</sup> > San Jose, Ca, Monterey, Ca > Board meeting and site plan review  
“Celebration”

July 14<sup>th</sup> – 16<sup>th</sup> > Pittsburgh Vintage Grand Prix

July 28<sup>th</sup> – July 31<sup>st</sup> > Joint meeting with Foundation Monterey, Ca.

August 18<sup>th</sup> – 19<sup>th</sup> > Legends of the Autobahn

August 20<sup>th</sup> – 21<sup>st</sup> > Festorics Monterey Ca.

August 22<sup>nd</sup> – 27<sup>th</sup> > Ofest Monterey, Ca

**Travel recap:**

The board meeting and conference in Dallas was attended by all.

I attended 2 major BMW events in May. Event 1, day 1 was an open house at the Foundation, the event was pre- registered only and was at capacity. Day 2 The Vintage held in the Asheville, NC vicinity was an event that featured vintage BMW's, pre-90 for the most part. The event was well attended. We setup our club tent and nearly sold out of club merchandise as well as signing up many members although most who attended this event were already CCA members.

At the end of the month Frank, office staff and I traveled to Fontana to represent BMW CCA at the 2 day Bimmerfest. The San Diego Chapter conducted the Auto-x, LA based members along with Central Ca members facilitated the Clean Car Contest. We also acted as sponsors for the event and once again set up our club tent with club merchandise. Again, we sold out the majority of our merchandise and signed up many members. Forums were posting that approximately 4500 BMW's and 10,000 people attended this event.

All in all the event appeared worthwhile for us and in my opinion important to show our presence.

**Future Travel:**

I've nothing to report at this time.

Respectfully,

Eddy

BMW Car Club  
of America



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



Official BMW Club

BMW Car Club  
of America



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

Date: June 13, 2016

Subject: Treasurer Pre-Meeting Report

BMW Car Club of America  
Brian Thomason  
Treasurer  
866 Linden Cir  
Thousand Oaks, CA 91360-5319  
Telephone: 805 267-9135  
Email: treasurer@bmwcca.org

Travel & Expenses:

- April Board Meeting and Annual BMW CCA Meeting, Dallas, TX  
April 28 – May 1, 2016: \$367.80

Planned Travel:

- Oktoberfest and Board Meeting, Monterey, CA  
August 25-29, 2016: \$903.68

Other Items:

Financial Reports as of April 30, 2016 to be provided by Lindsey Branston

Fraudulent check presented on account in amount of ~\$700. Staff have resolved situation, reported to FBI.

Respectfully submitted

Brian Thomason



**BMW Car Club of America, Inc.**  
**Balance Sheet**  
As of May 31, 2016

	<u>May 31, 16</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Bill.com Money Out Clearing	-676.24
<b>1000 - Cash</b>	
1022 - Southern First Bank	10.68
1024.01 - South State Bank	
1024SA - Tax Set Aside for Char. Purp.	28,457.13
1024.01 - South State Bank - Other	<u>1,538,917.64</u>
<b>Total 1024.01 - South State Bank</b>	<u>1,567,374.77</u>
1032 - TD Bank Checking	100.00
1033 - TD Bank MM	250,287.00
1050 - Petty Cash	<u>25.00</u>
<b>Total 1000 - Cash</b>	<u>1,817,797.45</u>
1030 - FSA (South State Bank)	<u>4,837.21</u>
<b>Total Checking/Savings</b>	<u>1,821,958.42</u>
<b>Accounts Receivable</b>	
1100.01 - Accounts Receivable	
1130.01 - A/R Foundation	2,901.04
1130.02 - A/R MOA	1,835.37
1140 - Club Racing	27,400.00
1195.01 - Reserve for Bad Debts-Roundel	1,491.20
1199.01 - Other	45,895.34
1100.01 - Accounts Receivable - Other	<u>46,401.93</u>
<b>Total 1100.01 - Accounts Receivable</b>	<u>125,924.88</u>
<b>Total Accounts Receivable</b>	125,924.88
<b>Other Current Assets</b>	
<b>1200 - Investments</b>	
1205 - Merrill Lynch	51,724.24
1210 - State Street Research Fund	<u>34,233.76</u>
<b>Total 1200 - Investments</b>	<u>85,958.00</u>
<b>1300.01 - Inventory</b>	
1305.01 - Club Logo Merchandise	
1305.05 - Oktoberfest Club Logo Merch	23,938.12
1305.96 - Club Racing Logo Merch	5,407.51
1305.01 - Club Logo Merchandise - Other	<u>155,786.69</u>
<b>Total 1305.01 - Club Logo Merchandise</b>	<u>185,132.32</u>
1300.01 - Inventory - Other	<u>921.56</u>
<b>Total 1300.01 - Inventory</b>	<u>186,053.88</u>
<b>1400.01 - Prepaid Expenses</b>	
1405 - Prepaid Insurance	188,433.33
1410 - Prepaid Federal Income Taxes	7,040.00
1411 - State Prepaid Taxes	14,020.38
1412 - Prepaid Event Expense	
1412.05 - Prepaid Ofest Event Exp	10,223.97
1412.96 - Prepaid Club Racing Event Exp	749.01
1412 - Prepaid Event Expense - Other	<u>19,579.17</u>
<b>Total 1412 - Prepaid Event Expense</b>	<u>30,552.15</u>
1415 - Other Prepaid Expenses	<u>16,149.90</u>
<b>Total 1400.01 - Prepaid Expenses</b>	<u>256,195.76</u>

**BMW Car Club of America, Inc.**  
**Balance Sheet**  
**As of May 31, 2016**

	<u>May 31, 16</u>
1800 - Other Investments	
1810 - Investment - BMW AG	41,838.74
<b>Total 1800 - Other Investments</b>	<u>41,838.74</u>
<b>Total Other Current Assets</b>	<u>570,046.38</u>
<b>Total Current Assets</b>	2,517,929.68
<b>Fixed Assets</b>	
1500 - Fixed Assets	
1505 - Building	332,736.79
1510 - Equipment	346,259.87
1515 - Furniture & Fixtures	93,822.11
<b>Total 1500 - Fixed Assets</b>	<u>772,818.77</u>
1550 - Accumulated Depreciation	
1555 - Accum. Depr. - Building	-160,206.93
1560 - Accum. Depr. - Equipment	-304,692.22
1565 - Accum. Depr. - Furn. & Fixt.	-88,724.59
<b>Total 1550 - Accumulated Depreciation</b>	<u>-553,623.74</u>
<b>Total Fixed Assets</b>	219,195.03
<b>Other Assets</b>	
1600.1 - Suspense	141,888.63
1700 - Certificates of Deposit	
1700.01 - Chelsea Financial Accr. Interest	71,002.16
1700.03 - CD - HSBC Bank	105,000.00
1700.05 - CD - Goldman Sachs Bank	200,000.00
1700.06 - CD - First Financial Bank-USA	250,000.00
1700.07 - CD - Sallie Mae Bank	150,000.00
1700.08 - CD - Benton State Bank	99,000.00
1700.09 - CD - XCEL FCU	239,069.46
1700.10 - CD - JP Morgan Chase Bank	250,000.00
1700.11 - CD - Wells Fargo Bank	250,074.22
1700.13 - CD - CIT Bank	136,000.00
1700.14 - CD - GE Capital Bank	225,000.00
1701 - CD-First Private Bank & Trust	251,098.81
1713 - CD - Southern First Bank	278,461.72
1714 - CD - Southern First H. Fisher	2,272.59
1743 - CD - Key Bank	100,000.00
<b>Total 1700 - Certificates of Deposit</b>	<u>2,606,978.96</u>
1999 - FSA funds held at Data Path	1,500.00
<b>Total Other Assets</b>	<u>2,750,367.59</u>
<b>TOTAL ASSETS</b>	<u><u>5,487,492.30</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
2000.01 - Accounts Payable	126,375.85
<b>Total Accounts Payable</b>	<u>126,375.85</u>
<b>Other Current Liabilities</b>	
2100.01 - Deferred Revenues	
2105.01 - Deferred Membership Dues	3,165,026.36

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**Balance Sheet**  
**As of May 31, 2016**

	<u>May 31, 16</u>
2110.01 · Deferred Mailing Fees	13,101.60
2165.01 · Deferred Premier Mbrshp Dues	-75.00
2170 · Deferred Revenues-Dealerships	
2170.01 · Def Rev-Dealerships-Northwest	2,898.00
2170.02 · BMW South County	32.00
2170.03 · Def Rev-IHG	582.00
2170.04 · Def Rev- Gebhardt BMW	-72.00
2170.05 · Def Rev - BMW El Cajon	914.00
2170.06 · Def-Rev Jake Sweeney BMW	4,842.00
2170.07 · Def-Rev Tom Bush BMW	2,322.00
2170.08 · Def-Rev BMW of Mobile	6,570.00
<b>Total 2170 · Deferred Revenues-Dealerships</b>	<u>18,088.00</u>
 Total 2100.01 · Deferred Revenues	 3,196,140.96
 2101 · Payroll Liabilities	
2102 · Accrued Vacation and Comp Time	35,539.72
<b>Total 2101 · Payroll Liabilities</b>	<u>35,539.72</u>
 2200 · Payroll Tax Liabilities	
2205 · Withheld Income Taxes	20.71
<b>Total 2200 · Payroll Tax Liabilities</b>	<u>20.71</u>
 2201.01 · Sales Tax Payable	30.10
2280 · Payroll Benefits Withheld	110.75
2300.01 · Deposits	
2398 · BMW NA Corral Deposits	19,000.00
2500.01 · Foundation Donations	561.50
<b>Total 2300.01 · Deposits</b>	<u>19,561.50</u>
 2400 · Accrued Expenses	
2405 · Accrued Payroll	
2405-K · Accrued 401(k) Expense	0.01
<b>Total 2405 · Accrued Payroll</b>	<u>0.01</u>
 2410 · Accrued Income Taxes	6,312.00
2415 · Misc. Accrued Expenses	345.00
2420.01 · Accrued Membership Bucks Pay.	9,135.00
2430 · Accrued Set-Aside	8,457.13
<b>Total 2400 · Accrued Expenses</b>	<u>24,249.14</u>
 2601 · FSA Funds Held for Employees	1,824.96
<b>Total Other Current Liabilities</b>	<u>3,277,477.84</u>
 Total Current Liabilities	 <u>3,403,853.69</u>
 Total Liabilities	 3,403,853.69
 Equity	
3001 · Opening Bal Equity	1,164,528.76
3900 · Retained Earnings	307,247.30
Net Income	611,862.55
<b>Total Equity</b>	<u>2,083,638.61</u>
 TOTAL LIABILITIES & EQUITY	 <u>5,487,492.30</u>



**BMW Car Club of America, Inc.**  
**Profit & Loss**  
January through May 2016

	<u>Jan - May 16</u>
Ordinary Income/Expense	
Income	
4000 · Revenues	
4005 · Membership Dues	
4005.00 · Membership Dues	1,232,504.42
4005.01 · Promotion Discounts	-4,454.73
4005.95 · E30 M3 SIG	0.00
4005.96 · Club Race License	11,440.00
4005.98 · CR Digest SIG	0.00
4005.99 · Discounts (Staff Adjmts)	<u>-954.00</u>
Total 4005 · Membership Dues	1,238,535.69
4010.07 · First Class & Air Mail Revenue	2,032.47
4015.07 · Classified Advertising Revenue	7,040.00
4020.07 · Commercial Advertising Revenue	353,150.55
4021.07 · Digital Roundel Advertising Rev	27,488.00
4022.07 · Web-site Advert. Revenue	18,950.00
4025.07 · Reprints Revenue	1,154.00
4030.01 · Merchandise Sales	
4030.05 · Oktoberfest Logo Merch Revenue	1,342.00
4030.96 · Club Racing Merch Sales	1,591.80
4030.01 · Merchandise Sales - Other	<u>46,094.52</u>
Total 4030.01 · Merchandise Sales	49,028.32
4035 · Royalty Income	
4035.02 · Medjet Assistance Royalty	312.44
4035.03 · Lockton Risk Svcs, Inc Royalty	2,602.98
4036.01 · Bentley Books	<u>30.29</u>
Total 4035 · Royalty Income	2,945.71
4045.01 · Registrations	
4045.05 · Oktoberfest Registration	315,011.50
4045.06 · Festorics Registration Income	137,186.40
4045.07 · Legends of Autobahn Registration	24,723.50
4045.96 · Club Racing Registration	62,340.00
4045.01 · Registrations - Other	<u>5,327.00</u>
Total 4045.01 · Registrations	544,588.40
4050.01 · Sponsorship	
4050.05 · Oktoberfest Sponsorships	162,500.00
4050.06 · Festorics Sponsorship	23,500.00
4050.07 · Legends Sponsorship	48,250.00
4050.96 · Club Racing Sponsorship	74,368.00
4050.01 · Sponsorship - Other	<u>78,980.00</u>
Total 4050.01 · Sponsorship	387,598.00
4055.01 · List Rentals	19,100.00
4076.01 · Other Event Revenues	
4076.05 · Oktoberfest Other Event Revenue	4,800.00
4076.01 · Other Event Revenues - Other	<u>3,000.00</u>
Total 4076.01 · Other Event Revenues	7,800.00
4078.01 · Advertising Revenue	
4078.05 · Oktoberfest Advertising Rev	<u>650.00</u>
Total 4078.01 · Advertising Revenue	650.00
4090.01 · Other Revenues	
4092 · Administration Services Income	75,000.00
4090.01 · Other Revenues - Other	<u>210.90</u>
Total 4090.01 · Other Revenues	75,210.90
4095 · SC Sales Tax Income	
4095.00 · SC Sales & Use Tax Discount	<u>-0.17</u>
Total 4095 · SC Sales Tax Income	-0.17

**BMW Car Club of America, Inc.**  
**Profit & Loss**  
January through May 2016

	<u>Jan - May 16</u>
4099.01 · Default Income	433.60
<b>Total 4000 · Revenues</b>	<u>2,735,705.47</u>
<b>Total Income</b>	2,735,705.47
<b>Cost of Goods Sold</b>	
5000.01 · Direct Costs	
5005.00 · Chapter Dues Rebates	389,995.34
5010.01 · Cost of Merchandise Sold	
5010.05 · Ofest Logo Cost of Goods Sold	1,059.67
5010.96 · Club Racing Cost of Goods Sold	252.84
5010.01 · Cost of Merchandise Sold - Other	<u>22,427.60</u>
<b>Total 5010.01 · Cost of Merchandise Sold</b>	23,740.11
5016.07 · Roundel Advertising Rep	64,699.45
5020.01 · Credit Card Fees	36,430.76
5030.01 · Roadside Assistance Fees	9,319.56
5000.01 · Direct Costs - Other	<u>12,235.16</u>
<b>Total 5000.01 · Direct Costs</b>	<u>536,420.38</u>
<b>Total COGS</b>	<u>536,420.38</u>
<b>Gross Profit</b>	2,199,285.09
<b>Expense</b>	
6005 · Salaries & Wages	269,324.05
6006 · Payroll Taxes	24,779.23
6007 · Employee Fringe Benefits	49,460.01
6008 · 401(k) Match	10,161.31
6010 · Outside Contractors	
6010.00 · Outside Contractors Set-aside	1,140.00
6014.07 · Roundel Staff	
6011.07 · Roundel Editor-in-Chief	50,000.00
6013.07 · Roundel Design	<u>43,607.76</u>
<b>Total 6014.07 · Roundel Staff</b>	93,607.76
6015 · Writers	75,600.00
6017 · Computer Services	72,253.05
6018.11 · Web Page Services	4,083.30
6010 · Outside Contractors - Other	<u>23,417.41</u>
<b>Total 6010 · Outside Contractors</b>	270,101.52
6025 · Printing	
6025.98 · Elections Printing	-2,480.97
6025E · Electronic Roundel Publishing	6,144.00
6025 · Printing - Other	<u>338,032.06</u>
<b>Total 6025 · Printing</b>	341,695.09
6026 · Postage	
6026.01 · Postage-General	-23,389.90
6026.96 · Club Racing Postage	1,756.79
6026 · Postage - Other	<u>206,189.44</u>
<b>Total 6026 · Postage</b>	184,556.33
6030 · Telephone/Internet	8,924.37
6035 · Utilities	2,032.80
6040 · Travel & Entertainment	
6040ME · Travel (Meals & Entertainment)	6,829.36
6041 · Meetings	
6041ME · Meetings (Meals & Ent.)	7,387.98
6041 · Meetings - Other	<u>31,827.99</u>
<b>Total 6041 · Meetings</b>	39,215.97

**BMW Car Club of America, Inc.**  
**Profit & Loss**  
January through May 2016

	<u>Jan - May 16</u>
6042.09 · Congresses	
6042ME · Congress (Meals & Ent)	62.96
6042.09 · Congresses - Other	<u>22,284.62</u>
Total 6042.09 · Congresses	22,347.58
6043.01 · RVP Travel	
6043ME · RVP Travel (Meals & Ent.)	67.68
6043.01 · RVP Travel - Other	<u>1,400.50</u>
Total 6043.01 · RVP Travel	1,468.18
6046.01 · Employee/Member Goodwill	
6046ME · Empl/Mbr Goodwill (Meals & Ent)	0.00
6046.01 · Employee/Member Goodwill - Other	<u>20,665.70</u>
Total 6046.01 · Employee/Member Goodwill	20,665.70
6048.00 · Chapter Goodwill	7,572.78
6049.96 · Tech Steward	
6049ME · Tech Steward (Meals & Ent.)	132.09
6049.96 · Tech Steward - Other	<u>2,916.17</u>
Total 6049.96 · Tech Steward	3,048.26
6052.96 · T&S Steward	1,632.52
6057.96 · Comp Steward	2,660.06
6061.96 · CR Instructor	368.28
6061ME · CR Instructor Meals	26.00
6040 · Travel & Entertainment - Other	<u>24,469.40</u>
Total 6040 · Travel & Entertainment	130,304.09
6050 · Office Supplies and Expenses	28,382.27
6051 · Printed Business Supplies	30.95
6055 · Insurance	
6055.01 · Insurance Chapter Checks	-109,001.00
6055.02 · Chapter D&O Ins Payments	13,600.00
6055.00 · Insurance Rebates	9,805.00
6055 · Insurance - Other	<u>4,585.51</u>
Total 6055 · Insurance	-81,010.49
6059 · Marketing	
6059E · Marketing Events	6,533.97
6059 · Marketing - Other	<u>18,666.42</u>
Total 6059 · Marketing	25,200.39
6060 · Computer Software	12,720.00
6065 · Training & Education	
6065ME · Training & Education Meals	29.31
6065 · Training & Education - Other	<u>4,349.72</u>
Total 6065 · Training & Education	4,379.03
6070 · Dues & Subscriptions	849.00
6075 · Legal Expenses	7,092.46
6076.01 · Accounting Expenses	2,625.00
6080 · Service Contracts	150.00
6085 · Occupancy Expenses	
6087 · Building Regime Expenses	3,736.00
6085 · Occupancy Expenses - Other	<u>2,475.00</u>
Total 6085 · Occupancy Expenses	6,211.00
6090.01 · Bank Charges	1,098.00
6095 · Equipment Leases	7,657.01
6100.01 · RVP Discretionary Funds	500.00
6105 · Event Expense	
6105.05 · Event Expense O'Fest	122,575.67
6105.06 · Festorics Event Expense	16,538.44

**BMW Car Club of America, Inc.**  
**Profit & Loss**  
January through May 2016

	<u>Jan - May 16</u>
6105ME · Event Expense Meals	17,416.96
6106.06 · Legends of the Auto. Event Exp.	
6106.10 · Leg of Auto Volunteer Evt Exp	-320.00
6106.06 · Legends of the Auto. Event Exp. - Other	<u>30,404.95</u>
Total 6106.06 · Legends of the Auto. Event Exp.	30,084.95
6106ME · Event Exp-Leg of Autobahn Meals	215.30
6105 · Event Expense - Other	<u>37,876.39</u>
Total 6105 · Event Expense	224,707.71
6110 · Awards	
6110.96 · CR Trophies	3,133.19
6115.96 · CR Sunoco Fuel Certs	250.00
6110 · Awards - Other	<u>2,000.00</u>
Total 6110 · Awards	5,383.19
6205 · Other Expenses	3,244.36
6500 · Chapter Incentives & Rebates	
6515.00 · Dealer Drive Program	<u>449.00</u>
Total 6500 · Chapter Incentives & Rebates	449.00
6700 · Charitable Contributions	
6700.00 · Charitable Contr Set-aside	19,688.07
6702 · Foundation Contribution in kind	<u>11,016.00</u>
Total 6700 · Charitable Contributions	30,704.07
6805 · Depreciation Expense	<u>15,685.50</u>
Total Expense	<u>1,587,397.25</u>
Net Ordinary Income	611,887.84
Other Income/Expense	
Other Income	
7000 · Other Income	
7005 · Interest Income	21,685.30
7010 · Dividend Income	1,191.47
7030 · Unrealized Gain on Investment	<u>-9,945.40</u>
Total 7000 · Other Income	<u>12,931.37</u>
Total Other Income	12,931.37
Other Expense	
8000 · Other Expense	
8050 · Federal Income Taxes	8,850.00
8060 · State Income Taxes	1,775.00
8070 · Licenses and Fees	<u>2,331.66</u>
Total 8000 · Other Expense	<u>12,956.66</u>
Total Other Expense	<u>12,956.66</u>
Net Other Income	<u>-25.29</u>
Net Income	<u><u>611,862.55</u></u>





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

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

**Date:** June 7, 2016

**Subject:** Secretary Pre-Meeting Report

**Past Travel & Expenses:**

- April Board Meeting & Annual BMW CCA Meeting, Dallas, TX  
April 28- May 1, 2016 - \$258.20

**Planned Travel:**

- June Board Meeting & Annual BMW CCA Meeting, San Jose, CA  
June 24 - 26, 2016 - \$432.20
- New Campus Meeting, Monterey, CA  
July 28-31, 2016
- Monterey Week, Monterey, CA  
August 16 - 28, 2016 - \$451.20

**Drafts & Finalize Board Minutes:**

April 28 - May 1, 2016 - Dallas, TX  
Gather all 67 CCA Chapter's Corporate Status Info  
May 24, 2016 Conference Call Minutes

**Discussion Topics:**

Bylaws

Respectfully submitted

Darlene Doran



**Official BMW Club**

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

**Date:** June 8, 2016

**Subject:** North Atlantic RVP Pre-Meeting Report  
June, 2016 BOD Meeting San Jose, CA

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



BMW Car Club of America  
Lou Ann Shirk  
North Atlantic  
Regional Vice President  
39 Woodsedge Dr  
Elizabethtown, PA 17022-8524  
717 308-8527

**Travel & Expenses:**

- April Board Meeting & Annual BMW CCA Meeting, Dallas, TX April 28- May 1, 2016 - \$494

**Planned Travel:**

- BOD Meeting San Jose June 24-27 2016
- Vintage at Saratoga July 8-10 2016
- PVGP July 14-17 2016
- Lime Rock IMSA Race July 22-24 2016
- Monterey Legends, Festorics, Ofest Aug 15-28 2016

**RVP Discretionary Funds:**

- None disbursed

**Newsletter Delinquencies:**

- Green Mountain

**Chapter on Probation:**

- None

**Relevant Notes:**

Conducted Phone conference with North Atlantic Region Chapters  
Gathered several outstanding Chapter Certificates

Respectfully submitted,

Lou Ann Shirk







**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 3rd quarter 2016 Pre-meeting Report

**Travel:**

Completed Travel:

BMW CCA Board meeting/Congress – Dallas 4/29 – 5/1	\$413.34
BMW CCA Foundation Open House – Greer 5/19	(with Vintage)
Vintage – Asheville 5/21	\$969.34

Planned Travel:

- CCA Board mtg. – San Jose 6/24-5
- Gilmore German show w/Michiana & Motor City
- Iowa ITS/DE
- Autolieben

**Other:**

Nothing new with Michiana Chapter possible merge with Motor City.

**Regional Events:**

- Regional Chapter Presidents' conference calls: 6/9
- Various TRSS / DE's to wave the flag

Respectfully,  
Tim Beechuk





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

Date: June 15, 2016

Subject: Pacific Region 3<sup>rd</sup> Quarter Pre-Meeting Report

BMW Car Club of America  
Jeff Cowan  
Pacific Regional Vice President  
425 Concord Dr.  
Menlo Park, CA 94025  
650.918.4938  
pacificrvp@bmwcca.org

Travel Completed:

- DEC Conference, Dallas, 4/29-5/1, \$444.14
- Puget Sound Centennial Celebration, 5/14-15, \$697.46

Planned Travel:

- San Jose/Monterey, CA Board Meeting, June 24-25
- Monterey, CA BMW CCA Centennial Celebration, August 19-28

Discretionary Funds Requested/Dispersed:

- None

Regional Call Update:

- May 17 call complete. 7 chapters attended. Good dialog between everyone sharing successful events in each of the chapters.
- Next call August 2 (Pre-O'fest)

Chapter Compliance Issues:

- Hawaii Chapter Newsletter delinquent
  - o May Phone call with President John Bigay, offered suggestions and encouragement. Have some observations to share in person.
- Sin City Chapter Newsletter delinquent
  - o May Phone call with President Chris Willet, offered suggestions and encouragement. Have some observations to share in person.
- Sacramento Chapter Newsletter delinquent
  - o May email exchange with President Jay Bortolotto, offered suggestions and encouragement. Have some observations to share in person.

Other Business

- Received request from member Eddy Long in Henderson, NV to start a new chapter. See email attached with my response. I'm encouraging him to work with Sin City first. Will share any developments during the meeting.
- Puget Sound Centennial event was amazing. 400+ cars on display in spite of the rain. It was pointed out that the National board has not held a meeting in the area in over 15 years. Suggest we consider this for 2017 timed around June to coincide with the also amazing annual E30 Picnic event which draws 200+ cars from all over the west coast.





Jeff Cowan <jeffcowanm3@gmail.com>

## Henderson BMW CCA

2 messages

**eddy long** <eddylng@yahoo.com>

To: pacificrvp@bmwcca.org

Mon, Jun 13, 2016 at 3:26 PM

To whom it may concern,

My name is Eddie Long, the reason for my email is to inquire about opening a new BMW CCA chapter. I am located in Henderson Nevada which is a suburb of Las Vegas.

I have acquired everything that I believe is necessary to start a new chapter. I know that a Sin City BMW CCA chapter exist but have heard from other enthusiast in my community that the lack of effort within this chapter has driven many away. I have gathered around 20-25 signatures (including new and existing) members that are in favor of a new chapter that is in Henderson. We have found that most of the community resides here and is ready for an enthusiast driven CCA chapter.

Provided is a list of everything that I have gathered to open the BMW CCA. I have yet to open a bank account for the simple reason of wanting to know if this request will be at all possible.

1. Petition for a chapter signature 20-25
2. Bylaws
3. Proper leadership for all positions

Is there anything further I will need to do before submitting the paper work and getting the ball rolling? We have the support of many including a well known local race team and our local BMW dealership. I am very excited about this new opportunity and hope that the request is granted. Thank you so much for your time and I look forward to hearing back shortly.

Thank You,  
William Long

**Jeff Cowan** <jeffcowanm3@gmail.com>

To: eddy long <eddylng@yahoo.com>

Cc: Jeff Cowan <pacificrvp@bmwcca.org>, S John <president@bmwcca.org>

Tue, Jun 14, 2016 at 9:48 PM

Hi Eddy,

I am the whom it concerns :) I fully appreciate all the steps you've taken to organize and comply with the new chapter request guidelines. It is my obligation to present your request to the National board of BMW CCA which I will do however, I would hope you might consider a different option that could serve your local BMW enthusiast community well.

27  
Have you spoken to Sin City? Have you attempted to volunteer for the chapter in any capacity? Have the people who have signed your petition attempted to volunteer with Sin City in any capacity? I am confident the National board will ask that you first reach out to Sin City and see if you can find common ground due to your proximity. I know that the chapter has not been very active but I don't believe that they would turn away enthusiastic volunteers willing to invigorate chapter activities.

6/14/2016

Gmail - Henderson BMW CCA

Please let me know your thoughts and/or additional motivations for this request.

Regards, Jeff Cowan  
Pacific Region RVP  
BMW CCA

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[Quoted text hidden]

-----  
My email address has changed! Please update your contacts.  
[jeffcowanM3@gmail.com](mailto:jeffcowanM3@gmail.com)



**Pre meeting report**

**Date:** June 08, 2016

**To:** All board members, Executive Director BMW CCA

**From:** Tim Jones

**Subject:** SCRVP pre-meeting report

**Past Travel & Expenses:**

- April Board Meeting & Annual BMW CCA Meeting, Dallas, TX  
April 28- May 1, 2016

**Planned Travel:**

- Will not be able to make the June meeting in San Jose.

**Future Travel:**

Nothing at this time.

Respectfully,

Tim Jones

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







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: June 10, 2016

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

Travel & Expenses:

Completed Travel:

2nd Qtr BMW CCA BOD Meeting – Dallas, TX–April 28 – May 1, 2016 \$437.70  
The Vintage – Asheville & Hot Springs, NC – May 20 & 21, 2016 - \$99.46  
Highlands Motoring Festival – June 11, 2016 - \$0

Planned Travel:

Board of Directors Mtg – San Jose, CA – June 24 - 27  
Pittsburgh Vintage Grand Prix – July 15 – 17, 2016  
Sebring Corral Mtg – All Florida Chapters – Tampa – July date TBD  
Monterey Legends, Festorics, O’fest – August 16-28, 2016

RVP Discretionary Funds: \$500

- NCC & Tarheel “Oak Tree Grand Prix Corral”, August 19-21, 2016

Newsletter Delinquencies: 5 chapters – I’m working on them.

Relevant Notes

- 5/24/16 – May Monthly BOD Conference Call
- 5/25/16 – SA Quarterly Conference Call - Discussed - Submit events to Regional Calendar, Dealer engagement pgm, newsletters, incorporation renewal, O’fest locations, Promote 2016 Raffle, Griot's Garage discount, Bricks for Foundation, Encourage bylaw changes to have the President & Secretary, VP & Treasurer elected every second year on 2 year terms. Past President - member at large. Shared April Curtis’ 2016 DEC mtg info,
- I’m attempting to organize the Florida Chapters to share a Sebring effort in 2017
- Discussions with Florida Suncoast Pres regarding Sebring, bylaw changes, & officer elections. They will ratify election using National’s Electronic voting.
- Discussions with Gulf Coast Chapter regarding member discomfort with communications and event planning
- April Curtis tendered resignation of SA DEC position at end of current term – recommends Scott Meyer

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: June 25, 2016 San Jose, CA

**DATABASE/WEBSITE/OPERATIONS**

As of now the database project will move forward with ACGI, pending their final proposal and timetable. Work is progressing on [www.BWMLive.co](http://www.BWMLive.co)

See report from Director of IT for more detail.

**ROUNDEL**

Ad placement and billings continue to look good for 2016.

**COMMUNICATIONS and MARKETING**

Marketing is on track to have its best year ever, exceeding last year's record breaking numbers in respect to sponsorship and raffle. Development of BWMLive.co is on track to launch prior to Monterey. Hitting Redline will drive across America along with many of our club members in order to document our celebration of BMW at 100.

**RAFFLE**

The 2016 Grand Prize will be the new M4 GTS. The First Prize will be an M2 fully optioned with all available M Performance parts. Main prizes will be the M235i. Raffle will begin early in June 2016 and will end mid-September. The drawing will take place near the end of September.

**OKTOBERFEST 2016**

Current registrations are:

517 Individuals – 181 Display and 66 Judged Cars and 2 Motorcycles – Legends

990 Individuals – 518 Corral Passes - Festorics

868 Individuals - Oktoberfest

290/500 Festorics Kickoff Dinner at Nicklaus Club

453/550 Ofest Welcome Dinner

433/450 Holman Ranch Dinner

410/500 Lunch at Laguna Seca

137 Wine Tasting at Hyatt

409/550 Beach Party

443/550 BMW Banquet

42/120 Concours Registered

48/50 Car Control Clinic

131/132 Thursday Driving School

132/132 Friday Driving School

66/66 Saturday Driving School

38/66 Sunday Driving School

67/150 Friday Autocross

55/150 Saturday Autocross

80 Tire Rack Club Race

**OKTOBERFEST 2017**

Booked.

**OKTOBERFEST 2018**

Approved and Booked

**LEADERSHIP 2017**

The 2017 Conference will again focus on chapter leadership and will be used to introduce the new database system. The host hotel will be the DFW Westin and will be held in March.

**REGIONAL EVENTS**

The Vintage occurred the weekend of May 21<sup>st</sup> in Hot Springs, NC following a very well attended open house at the BMW CCA Foundation. Chris Hennecey, Eddy Funahashi and I traveled up the mountain for the day and had good results.

Vintage-\$3731.00 in gross merchandise sales

Memberships	1YR	11
	2YR	3
	3YR	2
	Total	16

Bimmerfest West occurred the weekend of May 28<sup>th</sup> at AutoClub Speedway in Fontana, Ca. The event was attended by Chris Hennecey, Steven Schlossman and myself from the staff side. Eddy Funahashi, Wayne Wundram, Louis Goldsman and Steve Stepanian manned the booth on Friday and Saturday while representatives of our San Diego Chapter hosted an autox on site.

Gross merchandise revenue was \$4791.00 at the booth we picked up 25 memberships. 20 – 1yr and 5- 3yr. The AutoX did not fare as well as expected, and only saw 45 participants.

**AFFINITY/MEMBER BENEFIT PROGRAMS**

First Cal relationship should begin in August once their program has fully vested in all 50 states. Kick-off will begin with their sponsorship of Festorics.

**HPDE INSURANCE 2015**

**Affinity program:**

Our IT team has completed the development of our new website. We expect to complete testing and officially launch the new locktonmotorsports.com website on 6/28. The website will be clean, modern, and make buying insurance as easy and painless as possible. A few new options will become available as a part of this launch:

- Time Trial insurance
- Autocross insurance (one policy to cover tools/equipment, parts/spares, and a full season of autocross)

Participation in the program appears to be on pace with 2016 (see attached). We continue to receive feedback from members that they appreciate our service and the discounts that are available as a member of BMW CCA.

**Event Liability/Participant Accident Program:**

The new Excess policy was implemented on 5/13/16; this policy provides an additional \$5M in coverage for Chapters hosting Club Races with a group that has a \$5M limit (i.e. NASA). The end result is that these partnership/co-sanction events are now in compliance with the BMW CCA Minimum Standards. To gain access to the policy, Chapters must contact Tricia Williams.

While we continue to see incident reports from Chapters on a regular basis, none of the recent activity seems likely to result in claims.

If you have any questions, or if I can help in any way, please let me know.

Regards,

2

**Ryan Staub**  
**VP - Motorsports Practice Leader**

<b>2014</b>			<b>2015</b>			<b>2016</b>		
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-14	1	3.26	Jan-15	0	0	Jan-16	6	27.04
Feb-14	6	29.36	Feb-15	2	6.02	Feb-16	7	38.42
Mar-14	103	438.1	Mar-15	99	494.4	Mar-16	50	237.34
Apr-14	77	273.88	Apr-15	83	391.62	Apr-16	123	508.76
May-14	117	521.38	May-15	158	687.04	May-16	128	602.34
Jun-14	106	425.64	Jun-15	132	541.28	Jun-16	69	333.12
Jul-14	38	166.04	Jul-15	64	306.3	Jul-16		
Aug-14	51	206.96	Aug-15	73	289.08	Aug-16		
Sep-14	121	499.82	Sep-15	148	704.7	Sep-16		
Oct-14	95	362.04	Oct-15	87	346.62	Oct-16		
Nov-14	62	272.28	Nov-15	43	203.02	Nov-16		
Dec-14			Dec-15	8	54.24	Dec-16		
Annual / multi-event policies	123	3,496.50	Annual / multi-event policies	103	3,234.84	Annual / multi-event policies	83	2,065.02
<b>Total</b>	<b>900</b>	<b>6,695.26</b>	<b>Total</b>	<b>1000</b>	<b>7,259.16</b>	<b>Total</b>	<b>466</b>	<b>3,812.04</b>

Member Source as of 06-07-2016

Source	Total	Current	Lapsed	2013	2014	2015	2016
Dealership	801	299	502	281	120	106	119
	1	0	1	1	0	0	0
Email	139	90	49	5	14	59	14
FAX	17	17	0	1	0	10	6
Gift	1,529	694	835	384	363	397	78
Mail	722	604	118	39	27	513	94
Phone	488	319	169	103	98	175	58
Renewal	7	5	2	0	0	6	0
Street Survival	5,522	1,491	4,031	1,255	1,419	1,040	587
Walkin	157	79	78	64	42	45	1
Web-Bimmer Magazine	1,666	937	729	347	275	278	127
Web-BMW CCA Website	5,511	2,966	2,545	976	936	976	492
Web-BMW Center	3,039	1,812	1,227	768	753	631	361
Web-BMW Performance Center	986	637	349	252	261	318	155
Web-BMWBlog.com	238	180	58	44	44	94	53
Web-BMWCAR Mag UK by Unity Media	39	19	20	16	2	1	0
Web-Car and Driver Magazine	418	243	175	70	80	64	35
Web-Classic MotorSports	44	25	19	8	15	13	5
Web-CPO Sample Roundel	178	97	81	28	76	15	4
Web-Facebook	431	290	141	61	105	178	85
Web-GrassRoots Magazine	188	117	71	42	34	47	28
Web-Independent Shop/Dealer	1,016	563	453	280	231	221	119
Web-Link from Another Website	1,434	810	624	299	273	294	143
Web-National Aftersales Conference	7	5	2	1	2	2	2
Web-Performance BMW Mag UK Unity	8	2	6	6	1	1	0
Web-Radio Ad	10	4	6	4	1	2	2
Web-Referred by BMW CCA Member	4,542	2,879	1,663	1,302	1,233	1,270	639
Web-Search Engine	1,803	1,067	736	361	399	479	223
Web-Sports Car Market Magazine	94	53	41	15	14	13	4
Web-Television Ad	11	5	6	4	3	2	0
Web-Word of Mouth	14,697	7,508	7,189	2,449	2,227	2,362	1,210
<b>Totals</b>	<b>45,743</b>	<b>23,817</b>	<b>21,926</b>	<b>9,466</b>	<b>9,048</b>	<b>9,612</b>	<b>4,644</b>

### Membership Renewal Promotions 2015

Since the start of the year 127 members have opted for a 3, 4 or 5 year membership in exchange for a promotional BMW CCA grille badge.

1<sup>st</sup> Quarter Lapsed Membership Offer pulled back 226 members.

Source	Member Count
Bimmer Magazine	958
BMW CCA Website	3004
BMW Center	1832
BMW Performance Center	645
BMWBlog.com	181
BMWCar Mag UK by Unity Media	19
Car and Driver Magazine	246
Classic MotorSports	27
CPO Sample Roundel	98
Facebook	289
GrassRoots Magazine	119
Independent Shop/Dealer	565
Link from Another Website	814
National Aftersales Conference	5
Performance BMW Mag UK Unity	2
Radio Ad	4
Referred by BMW CCA Member	2914
Search Engine	1074
Sports Car Market Magazine	53
Television Ad	5
Word of Mouth	7550

### REGIONAL NEWSLETTERS

We are now awaiting a proposal from a third provider.





EMAILS from Russel Rodriguez to BMW M. Please read from the bottom up for context.

**From:** <[Joerg.Bartels@bmw-m.com](mailto:Joerg.Bartels@bmw-m.com)>  
**Date:** May 18, 2016 at 7:21:35 AM PDT  
**To:** <[russellarod@gmail.com](mailto:russellarod@gmail.com)>  
**Cc:** <[BMWEuropeanDelivery@bmwna.com](mailto:BMWEuropeanDelivery@bmwna.com)>, <[dan.tackett@gmail.com](mailto:dan.tackett@gmail.com)>, <[Peter.Rossa@bmw.de](mailto:Peter.Rossa@bmw.de)>, <[Simon.Moessnang@bmw-m.com](mailto:Simon.Moessnang@bmw-m.com)>  
**Subject: AW: USA BMW CCA / 13 M2 Delivery 13.05.16**  
 Dear Russell,

I have good news concerning the car; the BMW Niederlassung München just called me. It will be repaired until tomorrow and I can ask Simon to bring you the car to Stuttgart on Friday at a time you decide. He'll take back the 7 series and bring it to the BMW Welt to Mr. Rossa.

The service advisor said that fortunately there was no major damage although it looked like from below. The oil of your transmission has partly left due to a leaky filter and was sprayed over a bigger part of the car underside due to the airstream. But there was still enough oil in the transmission that no damage occurred inside. They replaced the filter and the screws and made an extensive test drive to confirm that the shifting is ok (as I requested). Next they will clean everything below.

If it's ok from your side please let Simon and me know when you will be where. I propose to meet at the Niederlassung Stuttgart.

Mit freundlichen Grüßen / Yours sincerely  
 Jörg Bartels

---

**BMW Group**

Jörg Bartels  
 BMW M  
 Sales Management Regions, Marketing (ZS-V-2)  
 Area Manager B2 – North and South America  
 Daimlerstr. 19, 85748 Garching-Hochbrück  
 Tel: +49 89 32903-2160  
 Mobile: +49 151 6052-2160  
 mailto: [Joerg.Bartels@bmw-m.com](mailto:Joerg.Bartels@bmw-m.com)  
 Url: <http://www.bmw.com/m-automobile>  
 Url: <http://www.bmw.com/bmw-individual>  
 Url: <http://www.bmw-drivingexperience.com>

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BMW M GmbH - Gesellschaft für individuelle Automobile  
 Geschäftsführung: Franciscus van Meel (Vors.), Anita Tonini  
 Sitz und Registergericht: München HRB 44621

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**Von:** Russell Rodriguez [<mailto:russellarod@gmail.com>]  
**Gesendet:** Mittwoch, 18. Mai 2016 13:47  
**An:** Bartels Joerg, ZS-V-2 <[Joerg.Bartels@bmw-m.com](mailto:Joerg.Bartels@bmw-m.com)>  
**Cc:** Rossa Peter, BB-412 <[Peter.Rossa@bmw.de](mailto:Peter.Rossa@bmw.de)>  
**Betreff:** Re: USA BMW CCA / 13 M2 Delivery 13.05.16

Hello, Yes Jörg,

We are all now very concerned you will not take care of me? You may have received email from others in our group too to help me?

Please confirm the three items below you will do for me, I am in tears and as you can imagine so very very upset.

Thank you,

Russell

On Wednesday, May 18, 2016, Russell Rodriguez <[russellarod@gmail.com](mailto:russellarod@gmail.com)> wrote:  
Photo of catastrophic M2 saturation of oil, fluids, etc. attached.

Thank you,

Russell

On Wednesday, May 18, 2016, Russell Rodriguez <[russellarod@gmail.com](mailto:russellarod@gmail.com)> wrote:  
Good morning Jörg:

Thank you for your response this morning.

I am still in shock that my M2 almost caught fire and smoking a lot within five hours of ownership and 50 miles of driving.

I appreciate our communication Jörg. Please confirm/ answer these 3 outstanding questions:

- 1) It seems my M2 will not be delivered and ready for me at Stuttgart Friday morning. Please confirm a BMW M loan car will be there waiting for me.
- 2) Please confirm a new M2 will be built for me as obviously the one delivered to me is unacceptable.
- 3) For all of my lost money, time and horrible experience Jörg... I, my Father, and the entire tour group and media hope you will be able to offer me something to make up for this...please confirm Full M Performance exhaust, steering wheel, winglets, stripes, caps, etc on my new build M2 would make me satisfied.

This is really difficult for me and all of the group and I'm with my 81 year old father.

Please Jörg. Very emotional here.

Thanks Russell

On Wednesday, May 18, 2016, <[Joerg.Bartels@bmw-m.com](mailto:Joerg.Bartels@bmw-m.com)> wrote:

Dear Russell,

yes. I'm in contact with the NL. They talk to BMW M engineering. It's not yet decided what can be done with the car. Hope to get more news this evening.

I also informed BMW USA. Probably they will get in contact with you.

Herzlichen Gruß / best regards

Jörg Bartels, BMW M

Mobile: +49 151 6052-2160

Am 17.05.2016 um 17:11 schrieb Russell Rodriguez <[russellarod@gmail.com](mailto:russellarod@gmail.com)>:

Jörg,

Did you receive the below images?

Russell

On Tuesday, May 17, 2016, Russell Rodriguez <[russellarod@gmail.com](mailto:russellarod@gmail.com)> wrote:

Jörg,

Attached are m2 contact information images.

Russell

On Tuesday, May 17, 2016, Russell Rodriguez <[russellarod@gmail.com](mailto:russellarod@gmail.com)> wrote:

Hi. Peter Rossa of The Welt has all of the BMW neiderlaussen munich (near welt) of my m2 info. License:

M 3135 Z

Thanks,

Russell

On Tuesday, May 17, 2016, <[Joerg.Bartels@bmw-m.com](mailto:Joerg.Bartels@bmw-m.com)> wrote:

Dear Russell,

Can you tell me where you put the car? The Niederlassung has several addresses in Munich and I could not find your car yet to get information.

Do you maybe know the license plate number?

Mit freundlichen Grüßen / Yours sincerely

Jörg Bartels

---

**BMW Group**

Jörg Bartels

BMW M

Sales Management Regions, Marketing (ZS-V-2)

Area Manager B2 – North and South America

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Tel: +49 89 32903-2160

Mobile: +49 151 6052-2160

mailto: [Joerg.Bartels@bmw-m.com](mailto:Joerg.Bartels@bmw-m.com)Url: <http://www.bmw.com/m-automobile>Url: <http://www.bmw.com/bmw-individual>Url: <http://www.bmw-drivingexperience.com>

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BMW M GmbH - Gesellschaft für individuelle Automobile

Geschäftsführung: Franciscus van Meel (Vors.), Anita Tonini

Sitz und Registergericht: München HRB 44621

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**Von:** Russell Rodriguez [<mailto:russellarod@gmail.com>]**Gesendet:** Samstag, 14. Mai 2016 17:13**An:** Rossa Peter, BB-412 <[Peter.Rossa@bmw.de](mailto:Peter.Rossa@bmw.de)>; Bartels Joerg, ZS-V-2 <[Joerg.Bartels@bmw-m.com](mailto:Joerg.Bartels@bmw-m.com)>; Schuenemann Nikolas, ZS-V-2 <[Nikolas.Schuenemann@bmw-m.com](mailto:Nikolas.Schuenemann@bmw-m.com)>**Cc:** Russell Rodriguez <[russellarod@gmail.com](mailto:russellarod@gmail.com)>**Betreff:** Re: USA BMW CCA / 13 M2 Delivery 13.05.16

Peter, et al.,

After speaking with all of the M2 buyers that took delivery on our USA BMW CCA day yesterday, all agree that I should not not accept the M2 that broke after 80kms. Even if the repair is completed, fluids have contaminated the entire engine compartment, floor panels, exhaust, drivetrain, etc.

Thus, and per the below, please build a new M2 for me with all the M Performance Parts as an apology for the \$10k I've spent on this european delivery trip.

I am heartbroken and sad. Please confirm the above with an email reply ASAP (phone calls are difficult to receive in Europe).

Russell A. Rodriguez

On Saturday, May 14, 2016, Russell Rodriguez <[russellarod@gmail.com](mailto:russellarod@gmail.com)> wrote:

Peter. FYI below sent to Joerg & Nikolas. Since the M2 broke and full of smoke and oil at 80kms, I really go want the car. You should build a new one for me with M Performance Parts per below as an apology. All media is hopeful you will make this horrible tragedy right. Sincerely, Russell A. Rodriguez

----- Forwarded message -----

From: **Russell Rodriguez** <[russellarod@gmail.com](mailto:russellarod@gmail.com)>

Date: Saturday, May 14, 2016

Subject: USA BMW CCA / 13 M2 Delivery 13.05.16

To: [Joerg.bartels@bmw-m.com](mailto:Joerg.bartels@bmw-m.com)

Cc: Russell Rodriguez <[russellarod@gmail.com](mailto:russellarod@gmail.com)>

USA BMW CCA / 13 M2 Delivery 13.05.16

Mr. Jörg Bartels,  
Mr. Bernd Guthmann  
Mr. Frank

I have unfortunate, sad and very upsetting news to share with you. After taking USA group flag photos and leaving The Welt yesterday and following you to the M studio...my brand new M2 with 80kms on the odometer started heavily smoking and spewing fluids all over my the motor compartment, engine, turbo, under panels, transmission, exhaust, rear diffuser, trunk and trunk lid!

My M2 is now on a lift in service at BMW Niederlassung München and I am unable to go to Italy, Belgium, Netherlands, etc. in my M2 that I waited 6 months for. The media, BMWCCA was still with was writing the stories and I hope you can make this up to me as I have spent \$10k for my father and I to do european delivery.

Please replace / repair my M2 ASAP! As an apology PLEASE add M Performance parts stripes, pro steering wheel, exhaust, rear diffuser, winglets and carbon caps upon redelivery / pickup. I am heartbroken and upset. Please make this right...

Sincerely,

Russell A. Rodriguez  
Mobile: (858)449.3137  
Email: [russellarod@gmail.com](mailto:russellarod@gmail.com)

Text Messages as supplied by Dan Tackett

Russell:

"Thank you for your penning of an email on my behalf Dan.

My concern: oil saturation of the entire underside, premature wear of bushings, wear items, and also the fire life safety concerns of combustibles.

What is your position on this?

Can't believe my car is in that situation and their non offer of any good will (aside from someone else driving my broken new car more miles than I)...

I'm frustrated Dan. Really frustrated. My apologies.

Thoughts?"

=====

Dan:

"No need to apologize for your very real feelings.

It doesn't take much oil loss to make smoke, so I don't think there's any risk of transmission damage. I'd ask how they cleaned the underside. If thorough, I don't see a fire risk.

If it was me, I'd be glad to have my impossible-to-get car back in time for the track days. I'd want my service history noted for the oil loss and maybe request an extended warranty on the transmission."

=====

Russell:

"Thanks for the clarity. Will do."

## Frank Patek

---

**Subject:** FW: M2 issues

-----Original Message-----

From: Russell Rodriguez [mailto:rrodriguez@americanassets.com]  
Sent: Monday, June 13, 2016 12:37 PM  
To: sjohnson102@gmail.com  
Cc: evp@bmwcca.org; Frank Patek <fpatek@bmwcca.org>  
Subject: RE: M2 issues

Hi Steve and Eddy,

Per your request, I took the weekend to reflect on our Friday morning call. Both of you gentlemen are so very well spoken with the interest of the BMWCCA first and foremost. I appreciate that in professionals such as yourselves.

You made me aware of the dialogue between AG, NA & the CCA that I have not been included in. I was truly anticipating a further apology and recompense when you reached out to me last week. Then, the suggestion of the entity with the shallowest pockets (me) make the greatest concession was unfair and left me sad and disheartened. Especially considering the stress of what myself and my family went through because of a catastrophic transmission failure. I then asked myself, who is looking out for my interest?

As of this morning, I continue leaving dollar value and experience value on the table:

- \*The loss in maintenance value of the MY2016 vs MY2017 plans going from 4 years down to 3 years.
- \*The cost of an additional vehicle to drive, insure and maintain while the replacement vehicle is being built.
- \*Not being offered a vehicle to drive during this time from BMW.
- \*The time value of money having to wait for the replacement vehicle to arrive.
- \*No European license plates from the delivery experience.
- \*The anxiety of wondering if I will have a car in time for our M Tour Reunion.
- \*Many other intangibles...

With the MY2017 M2 pricing (no 2017 increase) and BMW's greatest ever group sales released on Friday, I have to make the most fiduciary responsible decision for me and my young family now more than ever. Thus, I will continue to accept what BMWAG & NA have already offered and my Dealer has already confirmed to me with a:

- \*2017 M2 replacement vehicle.
- \*All M performance parts on the replacement vehicle as goodwill.
- \*And no out of pocket expense.

In all deals / resolutions there is an element in which all sides feel that they left something on the table in the spirit of making the deal or resolution happen. As you said Steve, time will eventually heal this situation and any remaining sentiments. I am hopeful of your support as a decade long BMWCCA member and instructor volunteer. As my expenses because of this failure continue to add up, I just hope the replacement vehicle is produced and shipped as quickly as possible and in time for the 47th annual BMW CCA Oktoberfest presented by Michelin. Please BMWCCA, assist with this wherever and however you can.

Respectfully submitted,



Russell

Russell A. Rodriguez  
Vice President | Multifamily  
BRE Broker #01498505 | NYSE: AAT  
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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

June 22, 2016

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

## Chapters

**Chapter rebates withheld** for the following reasons

Green Mountain	Newsletter	Financial Statement	990
Hawaii	Newsletter	Financial Statement	
Kansas City	Newsletter		
Sacramento	Newsletter		
Sin City	Newsletter		990
St Louis		Financial Statement	
Sunshine Bimmer		Financial Statement	

## 2017 Chapter Congress

Our new membership database should be available to demonstrate new anticipated features to be utilized by chapter committee members prior to our public launch. The plan is to make chapter reporting and chapter administration as self-service as possible. Suggest one person from each chapter who normally is the one that accesses chapter forms and reports to attend.

## Newsletter Status

See next page

Steven Schlossman

<b>North Atlantic</b>	Last Issue	Days
Allegheny	5/6/2016	47
Boston	5/26/2016	27
CT Valley	4/5/2016	78
Delaware Valley	4/26/2016	57
Genesee	3/31/2016	83
Green Mountain	2/9/2016	134
Mountain State	5/17/2016	36
New Jersey	6/2/2016	20
New York	5/5/2016	48
Nittany Bimmers	6/7/2016	15
Patroon	3/26/2016	88
Pinetree	6/21/2016	1
Pocono Mountain	4/12/2016	71
White Mountain	4/15/2016	68
today	6/22/2016	

<b>North Central</b>	Last Issue	Days
Badger		
Bimmers	5/26/2016	26
Bluegrass	3/14/2016	99
Buckeye	5/31/2016	21
Hoosier	5/26/2016	26
Illini	2/28/2016	114
Iowa	4/29/2016	53
Michiana	3/12/2016	101
Motor City	5/8/2016	44
North Star	4/14/2016	68
Northern Ohio	5/31/2016	21
Old Hickory	4/8/2016	75
River City	3/8/2016	105
St. Louis	5/13/2016	39
Windy City	6/6/2016	15
today	6/22/2016	

<b>Pacific</b>	Last Issue	Days
Central CA	4/27/2016	56
Golden Gate	5/2/2016	51
Hawaii	4/30/2015	419
Inland Empire	5/19/2016	34
Los Angeles	4/21/2016	62
Oregon	4/28/2016	55
Puget Sound	6/22/2016	0
0	-	-
Roadrunner	3/21/2016	93
Sacramento	1/7/2016	167
San Diego	6/7/2016	15
Sierra	5/16/2016	37
Sin City	12/8/2014	562
Sonora	3/16/2016	98
today	6/22/2016	

<b>South Atlantic</b>	Last Issue	Days
Bayou	6/13/2016	9
Blue Ridge	6/15/2016	7
Choo-Choo	6/11/2016	11
Everglades	5/20/2016	33
First Coast	6/13/2016	9
Gulf Coast	4/26/2016	57
Heart of Dixie	3/11/2016	103
National Capital	5/1/2016	52
Peachtree	5/19/2016	34
Puerto Rico	2/18/2016	125
Sandlapper	5/3/2016	50
Smoky Mountain	6/11/2016	11
Suncoast	4/4/2016	79
Sunshine	5/20/2016	33
Tarheel	6/1/2016	21
Tidewater	5/9/2016	44
today	6/22/2016	

<b>South Central</b>	Last Issue	Days
Houston	5/5/2016	48
Kansas City	2/4/2016	138
Lone Star	3/10/2016	104
Great Plains	4/12/2016	71
New Mexico	6/15/2016	7
Rocky Mountain	5/5/2016	48
Sunbelt	6/15/2016	7
Tejas	6/13/2016	9
Wasatch	3/24/2016	89
today	6/22/2016	

<b>Non-Geo</b>	Last Issue	Days
E31	5/4/2016	49

## **BMW CCA Ombudsman Report - 4/1/2016 to 6/15/2016**

### **Second Quarter 2016**

#### **Summary:**

During the reporting period the Ombudsman staff was John Gamel, Barry Kleckner, and David Levin.

We handled twelve inquiries during the period.

Followup reporting from members regarding resolution continued to be lax. In all cases we asked for members to report back to us regarding outcomes and in rare cases we received followup information.

Generally, we observed that members who have strong, friendly and supportive relationships with their BMW Center, the Service Manager at that Center, and a lengthy service history at that Center or other BMW Centers have the most positive ownership experience. Also generally, those who have purchased a BMW from a used car dealer, service their BMW themselves, and only appear at a BMW Center for hoped-for warranty repairs have a more problematic experience. There are exceptions, but loyalty to the BMW brand and support of the BMW Center network seems to be a positive thing. However, we can't change human behavior.

The online inquiry system continues to be very helpful to us. In practice, we generally communicate with members via email and telephone. In most cases we have tended to make summary emails toward the end of these sometimes-lengthy streams of emails, and have then placed that summary as the concluding comment regarding the inquiry. David Levin began this practice, and we now do it universally.

As before, we've had substantial assistance from BMW Center Service Managers and from BMW CCA's Mike Miller. In addition, David Levin established a new path of communication with the Customer Service staff at BMW of North America.

#### **Details:**

Here is some anecdotal information about a few of the inquiries we had during the period:

- 1) A member from Colorado made two separate inquiries regarding two vehicles he owns. After consulting together with other ombudsmen we provided suggested courses of action for both vehicles. One involved a cosmetic defect on an X3 and the second involved a hoped-for buyback of an M3 under the Takata Airbag recall.
- 2) A member from Florida sold his BMW to another person (non-member) and was misinformed by someone at his BMW Center that his CPO warranty would automatically transfer to the new owner. After researching this issue, and after noting that the new owners had accumulated 12,000 additional miles, we had to advise this member that there was no recourse regarding the CPO warranty. Fortunately, the new owners have found that the care is fault free so far.
- 3) A member from Massachusetts had an engine failure on an older 3-series BMW with about 63K miles on the odometer. Review of service orders from the dealer indicated that perhaps oil

service had been neglected by the owner. Ombudsman communication with the Service Manager resulted in the SM attempting to find a suitable used replacement engine for this member at a reduced cost.

4) A member from Oklahoma had an issue with a dealer regarding extended warranty on his 535xi with turbo wastegates. Upon review of the situation, David Levin found that the member had purchased the car from a private party and had performed all his repair work. David suggested a face-to-face meeting with the SM and GM at the BMW Center to attempt to resolve the issue and perhaps establish a positive working relationship. The member's car was nearly 7-thousand miles beyond even the extended warranty (for the wastegates) offered by BMW.

**Conclusions:**

In this reporting period we had a number of issues presented by members which could have been resolved by their reading the terms of warranties and agreements. We also found that in some cases, members didn't initially supply complete documentation which could aid our analysis and efforts.

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



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

## Marketing Report

### *Celebrate BMW Sponsorship Update*

Below is the current list of sponsors for each of the three events in Monterey. Once again, we have secured a record number of sponsorship dollars and have many exciting sponsor activations for members to enjoy including the Dinan Open House and Michelin Hot Laps. Plus, there will be a full slate of tech talks on Tuesday and Wednesday at the Hyatt.

#### Legends Of The Autobahn Presented By Michelin, August 19

Michelin presenting sponsor

Shell V-Power NiTRO+ "Official Fuel of Legends of the Autobahn"

BMW NA

Griot's Garage

Bridgestone

Liberty Mutual

XPEL

Hagerty

La Jolla Independent

Sports Car Market

Via Corsa Magazine

Vorsteiner

Roger's Tii

2002 AD

The Werk Shop

SoCal Vintage BMW

Ireland Engineering

Bavarian Workshop

LA, San Diego, Central Cal, and Golden Gate Chapters of BMW CCA

#### Festorics Corral And Hospitality Presented By Michelin, August 19-21

Michelin presenting sponsor

BMW NA

Liberty Mutual

BMW Performance Driving School

Bridgestone

Performance Technic

Cool Carbon

47<sup>th</sup> Annual BMW CCA Oktoberfest Presented By Michelin, August 23-28

Michelin Presenting Sponsorship, Drive and Compare, Hot Lap Rides, and Tech Talk  
Shell V-Power NiTRO+ “Official Fuel of O’Fest,” Tuesday Vendor Hall Reception, Wednesday Night Dinner sponsor, and Tech Talk  
BMW NA Saturday Night Banquet and Test Drives  
Pirelli Concours d’Elegance and Friday Night Beach Party/ Dinner  
Bridgestone Autocross, Club Race/HPDE Tire Service Support, and Tech Talk  
Dinan Welcome Dinner and Open House Tour  
Griot’s Garage Car Wash Area and Car Care Clinics  
Liberty Mutual Trackside Lunch  
KW Suspension Driving School Shirt Sponsor  
HRE Wheels Wine Tasting  
Akrapovič Vendor Hall Reception  
Hagerty Gymkhana, Vendor Hall Reception, and Valuation Seminar  
Odometer Gears TSD Rally  
La Jolla Independent Hydration Sponsor  
IHG Rewards Club Photo Contest  
BMW Performance Driving School Two-Day M School Giveaway  
Atturo Tire Fun Rally  
Forgeline Numbers  
The Werk Shop Concours Trophy Sponsor  
Quad Graphics and Enthusiast Media Group Program Sponsorship  
Remus (Vendor only)  
BMW CCA Foundation (Vendor only)  
Bentley Publishers (Vendor only)

***Current and Upcoming Promotions with our Partners***

We have partnered with our friends at Michelin and IHG Rewards Club to offer two exciting promotions for our members during the month of June. Michelin is providing an all-expense-paid trip to Circuit of the Americas as part of a special membership promotion. Anyone joining, renewing, or reinstating their memberships between June 20 and June 24 will be entered to win the trip.

IHG Rewards Club is running a unique photo contest via our social media channels that ties in BMW Motorsport stars Will Turner, Bill Auberlen, and Ashley Freiberg. Members will have the chance to see their photos posted to our communication channels and win great prizes from IHG.

Win a Trip to COTA in Austin, Texas—Courtesy of Michelin

Join, renew, or reinstate your BMW CCA membership for an additional one, two, three, four, or five years between Monday, June 20 and Friday, June 24 at 11:59 p.m. EDT, and you'll be automatically entered into a drawing for a chance to win a trip for 2 to Circuit of the Americas for Lone Star Le Mans!

You will receive one entry to win the trip for each year of membership added: one chance with a one-year membership, two with a two-year, and so on. Lifetime members are eligible when purchasing a gift membership.

About the trip: Hosted by Michelin, this trip to the modern Circuit of the Americas track in Austin, Texas will take place on September 16-17. Lone Star Le Mans is where two of the world's premier sports car series—the global FIA World Endurance Championship (WEC) and the North American-based IMSA WeatherTech SportsCar Championship—compete on the same day and well into the night.

The prize includes paid roundtrip travel to Austin, Texas, meals, hotel room, track access on Friday for qualifying, and for the WeatherTech and World Endurance Championship races on Saturday!

Login to the My Account page or call (800) 878-9292 to extend your membership today.

### IHG Rewards Club Photo Contest

The BMW CCA, together with the IHG® Rewards Club, wants to showcase all things BMW—and your travels with your pride and joy. We want to see you and your beautiful cars in all their glory in the lead-up to Oktoberfest at Monterey!

In June, you'll have three chances to win 50,000 IHG® Rewards Club points in our Joy Of Travel Instagram photo competition! Pick one of the following three categories, or enter in all three, to be entered in a chance to win. The categories are: #PerformanceRoadTrip, #ClassicRoadTrip, and #ChicAndShiny.

Just so you know, we've got people looking on who want to see your best shot—Will Turner is going to keep an eye on #PerformanceRoadTrip, Bill Auberlen will be wanting to see your #ClassicRoadTrip, and Ashley Freiberg wants to see how you turn out for a celebration or a great day or night out in #ChicAndShiny!

To enter, post your picture on Instagram, tag @ihgrewardsclub, and use the hashtags #TravelInspiration plus the category which you are entering: #PerformanceRoadTrip OR #ClassicRoadTrip OR #ChicAndShiny. We'd love an inspirational caption for your entry that let's us know how you feel about your travel experience, and because it's about people not just points, we want to see a companion to your BMW.

If you don't use Instagram—don't panic, use all of the hashtags above, and we can find your post on Facebook or Twitter when posted publicly.

The top five in each category will be available for voting from Friday, July 1, for five days and the winners will be announced on July 12, 2016 in Roundel Weekly and via social media.

### Prizes

One overall winner per category:

Performance Road Trip – 50,000 IHG Rewards Club points

Classic Road Trip – 50,000 IHG Rewards Club points



Chic & Shiny Outing – 50,000 IHG Rewards Club points  
One Celebrity Choice winner per category:

Performance Road Trip – BMW Motorsport Rucksack, IHG Rewards Club Travel Mug and 5,000 points  
Classic Road Trip – Brian Redman signed t-shirt, IHG Rewards Club Travel Mug and 5,000 points  
Chic & Shiny Outing – BMW Motorsport Messenger Bag, IHG Rewards Club Travel Mug and 5,000 points  
The Overall Winners and the Celebrity Choice Winners will be announced in *Roundel Weekly* and on all social media channels.

## ***Bridgestone High-Performance Driver Education Tour Events***

The next stop for the Bridgestone Potenza BMW CCA HPDE Tour is the 47th Annual BMW CCA Oktoberfest HPDE at Laguna Seca on August 25-28. Bridgestone will provide free onsite tire service for Bridgestone customers, give technical advice and tech talks, and showcase their latest performance tire—the Potenza RE-71R.

### Official Bridgestone Potenza RE-71R BMW CCA HPDE Tour 2016 Schedule

May 7-8 | Heart of Dixie Chapter HPDE at Barber Motorsports  
May 21-22 | Windy City Chapter HPDE at Autobahn Country Club  
June 10-12 | Genesee Valley Chapter HPDE at Watkins Glen  
June 17-19 | Texas Trifecta HPDE at Circuit of the Americas  
August 25-28 | 47th Annual BMW CCA Oktoberfest HPDE at Laguna Seca  
Sept. 30 - Oct. 2 | Tarheel Chapter HPDE at Virginia International Raceway  
October 15-16 | CVC/Patruon Chapter HPDE at Palmer Motorsports Park

## ***Raffle Update***

BMW CCA Car Of Your Dreams Raffle ticket sales began on June 1. Tickets can be purchased by BMW CCA members at [bmwcca.org/raffle](http://bmwcca.org/raffle) for \$25 each, which provide a 1 in 5,000 chance of winning a prize. The grand prize will be the 2016 M4 GTS, valued at \$134,200; first prize will be a 2016 BMW M2, with an MSRP of \$65,318 and the main prizes will be the M235i, valued at \$45,145. For every 5,000 tickets sold, another car is added to the raffle. In 2015, the Club gave away nine cars! This year, raffle ticket sales will conclude on September 15, 2016 and the drawing will take place in Georgia two weeks later. The drawing will be filmed and posted to [bmwcca.org](http://bmwcca.org).

## ***Roundel Weekly And Email Communications Update***

We have introduced a new *My Turn* feature column in *Roundel Weekly*. We are picking up where *Roundel* left off and are offering members the chance to see their stories, photos, and videos published front and center in the weekly e-newsletter. Members who have a story to share about a Club or BMW-related experience can submit them for consideration to Nate Risch, *Roundel Weekly* editor, at [nrisch@bmwcca.org](mailto:nrisch@bmwcca.org).

## Email Marketing Stats

We continue to maintain great open and click-through rates for our regular email communications. Below, I have included a sampling of recent statistics for our email messages.

<u>Message Name</u>	<u>Date Sent</u>	<u>Open Rate</u>	<u>Click-Through Rate</u>
<i>Roundel Weekly</i>	06/07/2016	32%	10.4%
Raffle 2016 Launch	06/01/2016	40.6%	5.5%
<i>Roundel Weekly</i>	05/31/2016	28%	8.5%
<i>Roundel Weekly</i>	05/24/2016	32.5%	9.3%
South Central Events Newsletter	05/26/2016	35.4%	2.3%
Father's Day Gift Ideas	05/26/2016	33.1%	2.2%
South Atlantic Events Newsletter	05/19/2016	37.4%	2.9%
<i>Roundel Weekly</i>	05/17/2016	33.3%	9.8%
Pacific Events Newsletter	05/12/2016	34.2%	3.3%
<i>Roundel Weekly</i>	05/10/2016	33.1%	10.6%
North Central Events Newsletter	05/05/2016	32.1%	3%
<i>Roundel Weekly</i>	05/03/2016	33.3%	10.9%
North Atlantic Events Newsletter	04/28/2016	38.5%	3.1%

## ***New Member Benefit: Quicken Loans***

The Mortgage Insiders Team at Quicken Loans is comprised of the most experienced and dedicated Home Loan Experts in the mortgage industry. As a BMW Car Club member, you get exclusive access to this team to ensure you're in the best place with your mortgage. We are offering you \$500 cash back\* after closing plus an additional new benefit monthly!

Through the Month of June, you receive \$500 Cash Back after Closing\* and a \$500 Closing Cost Credit\*. BMW CCA members like you receive exclusive benefits because of our partnership with the BMW Car Club!

On top of the great savings, you will also receive VIP experience you cannot find anywhere else! Every month the Mortgage Insiders are offering BMW CCA members amazing deals; to start your VIP experience you can reach a dedicated BMW CCA Home Loan Expert at [VIP.QuickenLoans.com/BMW](http://VIP.QuickenLoans.com/BMW) or call (800) 769-8344.

## ***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	<del>Jan. 21</del>	<del>April 21</del>	June 30	Sept. 29
North Central	<del>Jan. 28</del>	<del>April 28</del>	July 7	Oct. 6
Pacific	<del>Feb. 4</del>	<del>May 5</del>	July 14	Oct. 13
South Atlantic	<del>Feb. 11</del>	<del>May 12</del>	July 21	Oct. 20
South Central	<del>Feb. 18</del>	<del>May 19</del>	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	<del>Jan. 28</del>	<del>April 28</del>	July 7	Oct. 6
North Central	<del>Feb. 4</del>	<del>May 5</del>	July 14	Oct. 13
Pacific	<del>Feb. 11</del>	<del>May 12</del>	July 21	Oct. 20
South Atlantic	<del>Feb. 18</del>	<del>May 19</del>	July 28	Oct. 27
South Central	<del>Feb. 25</del>	<del>May 26</del>	Aug. 4	Nov. 3

Chris Henneey  
Director of Marketing & Communications  
BMW CCA



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Re: June 26, 2016 Board Meeting—San Jose, CA

## IT Update

### [bmwlive.co](http://bmwlive.co)

The development server is up and running. Len, Chris and I are creating the look and feel and adding appropriate plug-ins to make the site functional. When the site is ready for launch we'll work with Cascadeo to set up processes to move the development site to a live, production environment. Then we'll move into a paid managed services agreement in which Cascadeo will keep the servers running and perform maintenance such as software updates.

We will provide the Board with a link to the development site once styling has progressed enough to present a draft.

### Charity Matching Funds

Work is still underway on a new system to enter Charity Matching Funds (CMF) on the website. Once complete, 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. This application will be much easier to work with than paper because charities will be saved and presented in a dropdown, and locations for charitable events will be the same ones that have been previously entered from events added to the calendar. So, if a chapter adds a charitable event to the calendar, it will be even faster to add it to the CMF application.

### Membership Database

The BMW CCA staff, with the assistance of DelCor, has made a final selection to replace our membership database with AssociationAnywhere by ACGI. Heather, Steven and I attended the bi-annual conference held by ACGI in Baltimore, MD. We learned a lot about the system, but more importantly we learned about the company and their relationship with their customers. We spoke to a lot of different customers and they all expressed that ACGI delivers on their promises and strives to be more of a partner and not just a vendor. We introduced ourselves to these customers during the networking and social events without an ACGI chaperone, so I am confident that these testimonials are genuine.

One of my goals at the conference was to learn how flexible AssociationAnywhere is and determine whether or not it would sustain us in the future. During the very last technical session of the weekend I saw that flexibility.

Given the feedback we received of ACGI's relationship with its customers, and given the flexibility to implement current and future initiatives by the club, I fully endorse AssociationAnywhere as the final selection.

**Project Timeline**

<b>Target Completion</b>	<b>Milestone</b>	<b>Primary Responsibility</b>
June 1 - June 30	Review Scope of Work Agreement	ACGI, DelCor, and BMW CCA Staff
July 25 - July 27	ACGI conducts Scope of Work interviews with BMW CCA staff to learn our business practices and identify integrations with external systems.	ACGI and BMW CCA Staff
August	Review Implementation Agreement	ACGI, DelCor, BMW CCA Staff
September	Begin implementation	ACGI and BMW CCA Staff
Q2 2017	Go live	ACGI and BMW CCA Staff

**Raffle Performance Dashboard**

I completed work on a dashboard that includes metrics to indicate the performance of raffle ticket sales. I've included a sample of the page as an attachment after my report. The gauge in the center just tells us how close we are to the end of the raffle sales period for this year. When a staff member hovers their mouse over a data point in the chart they will get the day, year, and quantity of tickets sold.

The historical ticket sales data in the dashboard is based on the Excel reports used to print the tickets for the drum. This approach is completely accurate and can be used with confidence for comparison.

## Chapter Electronic Newsletters and MagnetMail

The following 23 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.

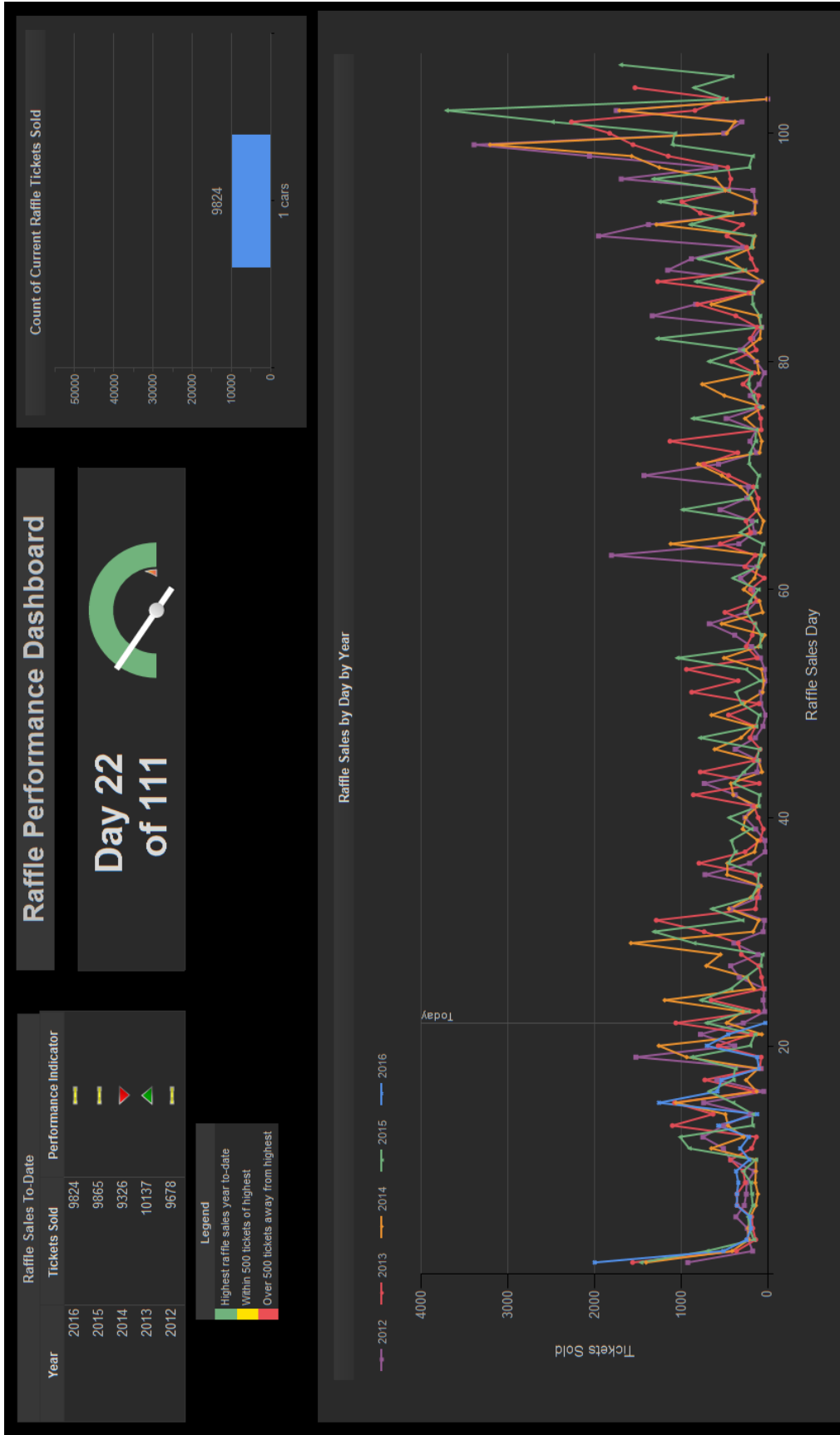
Bayou Chapter	Buckeye Chapter	Central California Chapter
E31 Chapter	Everglades Chapter	Florida Suncoast Chapter
Heart of Dixie Chapter	Inland Empire Chapter	Iowa Chapter
Kansas City Chapter	Lone Star Chapter	Mountain State Chapter
Nittany Bimmers Chapter	North Star Chapter	Northern Ohio Chapter
Oregon 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



**Legend**

- Highest raffle sales year to-date
- ▲ Within 500 tickets of highest
- Over 500 tickets away from highest

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

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

**June 2016 Pre-Board-Meeting Report**

Again, I'm sorry to be so brief, but we have several projects needing my attention at the moment.

**Advertising:** Here are the percentages of advertising in all 2015 issues as well as what we've done so far this year. Note that even though we had to expand the may issue, it still had an ad ratio of over 35%.

ISSUE DATE	PAGES	AD PAGES	AD PERCENTAGE
January 2015	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 2016	132	36.91	27.96%
February	132	42.74	32.38%
March	132	43.58	33.02%
April	132	52.99	40.14%
May	140	51.88	36.84%
June	132	55.33	41.92%
July	132	48.83	36.99%

I had intended to include a budget comparison of projected and actual costs to this point, but alas, the accounting department is in the middle of major drama, so I'll wait for our next meeting for that one. Since this is the first year we have tried to project realistic numbers, it may be the first year that our actual expenditures exceed our projections. But at least that will give us some realistic basis for 2017.

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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June 2016

## Report of the Creative Director

Since my last full report in April 2016, we've created a special version of the Roundel for Pacific Region dealers, produced awards for the Recognition Committee, developed materials and advertisements for the upcoming Celebrate BMW events in Monterey, and started development on the new BMW Live website.

### **Roundel**

#### *Special Cover Edition*

To promote membership, attendance at Celebrate BMW events, raffle, and dealer relationships, we created a special wrap-around cover edition for the May issue of *Roundel*. We produced 2000 of these issues, with 1,480 of them being distributed to the 74 Pacific dealerships for display in their showrooms. The cover wrap featured special membership discount, benefits list, raffle ad and Celebrate BMW appeals designed to supplement the multi-page promotion feature in the magazine.

### **Awards**

I've worked closely with the Recognition Committee and our vendor, Cowart Awards, to produce the new award plaques for recipients. We are also finalizing designs for the perpetual plaques and the Friend of the Club official pin, for which we are getting quotes on different production options.

### **Celebrate BMW**

We continue to spend considerable time developing materials, advertisements and other projects in support of the Celebrate BMW events both individually and as a group.

We are developing a printable, variable data, QR coded attendance card that will be printed on single sheets, but contain virtually all of the needed ID, meal card information, event choice information and more. This should significantly speed up and streamline the registration process for attendees and staff.

We are also developing a second Club Racing medallion, including reference to BMW 100 Years.

### **BMW Live**

We are developing the new concept BMW news website and social media efforts. We are building it on the easy-to-use WordPress platform, utilizing a powerful and very customizable theme that will allow us to incrementally expand the website's capabilities. The development site is working and customization of the template has begun in earnest. We plan to launch the site in mid-July.

**Raffle**

We completed the design for this year's raffle promotion and have adapted it for print advertisements, web promotions, and email and other promotions.

Thank You!

W. Len Rayburn

BMW CCA Creative Director

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



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

**Date:** 6/14/2016

**Subject:** Quarterly Report – 3rd Quarter 2016

BMW Car Club of America  
640 South Main St, Ste 201  
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bmwcca.org

**Travel:** None

**Report Items**

1. I have had insurance discussions with Lockton and have approval to add Hardtop Convertibles to our policy. From my previous discussions the underwriter has not seen anything to that regard that would increase our premiums or cause an issue. I can get a formal written account to this affect upon request.

2. I have also attached a letter regarding a violation of proper edicate and laws from the Pacific Region DEC Steve Stepanian for an instructor. This showcases the need for item 2 on the Board Action Needed.

**Board Action Needed**

The following proposals need Board action:

1. Vote and approval to add Hardtop Convertibles to the Minimum Standards for Driver Schools. The DEC would like to allow factory hardtop convertibles to be run at Driver Schools under the following guidelines. Changing the guidelines listed under 1.2.9.7 in the Driving Events Manual.
  - At the discretion of the chapter, cars with factory retracting hard tops may be allowed under the following provisions. Any factory hardtop convertible must run with the top in the up/fixe/dlocked position with front windows down. It must also meet the Helmet Reference Plane described in figure 1 section 1.4 for both the driver and passenger.
2. Vote on and approve an addition to the minimum standards for instructor behavior. The DEC would like to add an addendum to the Driving Events Manual for disciplining bad instructor behavior. We would like something similar to BMW CCA Club Racing rule of 13/13. We have had some issues with instructors not following basic rules of conduct and in some cases breaking laws while at driving events. These instructors are volunteers, but also the faces of those events to many students. The DEC would like something written in to the minimum standards to give the DEC the ability to suspend instructors from BMW CCA Events, for a reasonable amount of time based on his or her actions. We would like something similar to the verbiage below to be voted on and added to the Minimum Standards, similar to section 2.2.2
  - Instructor Compliance Enforcement
  - When a possible violation by an Instructor, of the Driving Event Minimum Standards is identified, the applicable Regional DEC representative will contact the Chapter President and the applicable Chief Instructor of the event, that a possible violation of the Minimum Standards or law has been brought to the attention of the DEC.

A DEC review panel comprised of the elected or appointed Regional DEC members will investigate and reach a conclusion as to whether or not the Instructor failed to comply with the Minimum Standards or applicable laws. To conclude there was a failure to comply, at least four (4) Regional DEC representatives must vote in the affirmative.

If the DEC review panel concludes there was a failure to comply with the Minimum Standards, the DEC will recommend corrective action in accordance with Section 2.2.3 A

“Preliminary Determination of Noncompliance and Recommended Corrective Action” will be presented to the event host chapter and the violating instructor who will have fourteen (14) calendar days to respond in writing to the DEC. Upon receipt of the Chapter response or expiration of the 14-day response period, the DEC panel will issue a “Final Determination” to the Chapter that: (i) confirms the preliminary determination and corrective action; or (ii) adjusts the recommended corrective action; or (iii) rescinds the preliminary determination. If the DEC panel confirms the recommended corrective action or determines a lesser corrective action is appropriate, the corrective action will be implemented. If the DEC panel, after receiving the Chapter’s and Instructors response, determines a more severe corrective action is appropriate, the DEC will provide a new fourteen (14) calendar day period for the Chapter to respond.

### **Corrective Actions for Noncompliance**

Any corrective action recommended or implemented shall be commensurate with the importance of the Minimum Standards from a safety and risk perspective, and the severity of the noncompliance. The Instructors probation status and prior noncompliance history will be considered by the DEC. The recommended corrective action is at the discretion of the DEC.

For a failure to comply, which the DEC panel concludes is minor and of no immediate consequence, the DEC shall send a letter to host chapter and instructor pointing out the failure and with a request that the instructor take steps to avoid a future Failure to Comply.

The DEC may place the instructor on probation. The probationary period is at the discretion of the DEC, but may not exceed one (1) year.

### **Appeals**

If a chapter or instructor disagrees with either the final determination of noncompliance with the Driving Event Minimum Standards or the corrective action imposed within ten (10) calendar days of receipt of the Final Determination of Noncompliance and Corrective Action issued under Section 2.2.2.3 above the chapter shall inform the DEC that it wishes to appeal the decision.

An appeal will be based upon a written submission from the chapter. Within twenty-eight (28) calendar days of receipt of the Notice of Noncompliance the chapter shall submit, in writing, all facts, circumstances, information and evidence that the chapter or instructor wishes an appeal committee to consider. This will be referred to as the Chapter Appeal Package. The DEC will provide to the DEC Appeal Committee all information it considered in reaching its decision.

Upon receipt of the chapter's appeal package, a DEC Appeal Committee shall be formed. The DEC Appeal Committee will be comprised of the BMW CCA Board Liaison to the DEC, if one has been appointed under Ops Manual Section 2.18.4 otherwise the BMW CCA Executive Vice President, the Chairman of the DEC, if the Chairman is not an elected or appointed Regional DEC representative, any other members of the DEC appointed by the BMW CCA Board of Directors, and two (2) chapter driving event chairs (by whatever title the chapter uses). One (1) of the chapter driving event chairs will be selected by the DEC and one (1) will be selected by the appealing chapter. No member of the chapter involved or anyone previously involved in the driving event or the DEC decision may be a member of the DEC Appeal Committee.

The DEC Appeal Committee will review all information submitted to determine the following:

Was there a failure to comply with the specified Driving Event Minimum Standards?  
If "Yes," was the corrective action commensurate with the noncompliance?

A "NO" answer to either question requires a unanimous vote by the DEC Appeals Committee. If the DEC Appeal Committee, by unanimous vote, determines that the corrective action is not commensurate with the noncompliance it shall recommend to the DEC what it believes would be appropriate corrective action. The DEC shall take into consideration the DEC Appeal Committee recommendation and either confirm or modify its prior imposed corrective action. The DEC shall document the basis for its conclusion.

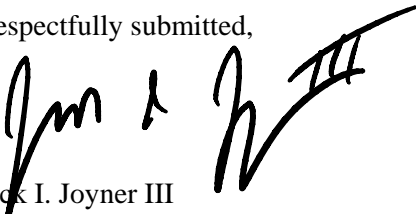
#### **National DEC Appeals Committee**

The purpose of the National Appeals Committee is to address issues brought to the Board of Director's attention that are unresolved after due process within the Driving Events Committee and DEC Appeals procedures.

The National DEC Appeals Committee is comprised of the BMW CCA President, another officer of the BMW CCA Board of Directors other than a Regional Vice President, selected by the President, and a Regional Vice President selected by the President. A National Board member connected with the chapter involved, or otherwise previously involved with the alleged noncompliance, may not serve on the National DEC Appeals Committee.

Decisions of the National DEC Appeal Committee are final and binding.

Respectfully submitted,



Jack I. Joyner III  
National Driving Event Committee Chairman



Zeke,

Thank you for your email Dated March 22, 2016 wherein you offered your view of the events that transpired at the Chuckwalla Valley Raceway during the BMW CCA event you were instructing at.

As you know, I did not reply to your email right away and I felt you should know that it was done on purpose. I wanted to take in your reply, get more accounts of the events that transpired and then weigh what appears to be fact and what appears to be fiction. As you can imagine, there are a host of people who I had the opportunity to both speak with and re-interview. I believe that I now am in a position to respond to your email and address your request for reconsideration of what has been handed down as result of your actions.

I feel it is important to share with you that I have looked at this from all perspectives and put myself in the shoes of all parties involved. I have done so trying my best to remove myself from all personal relationships with both yourself, and those who spoke with me, as I am familiar with all of the parties involved. In turn, I have also asked anyone who spoke with me to be both candid and completely honest with me as to what they personally witnessed.

As your reply both states, and openly admits, you did circumvent the gate that Chuckwalla has at their facility. It is also clear that you knowingly did so without authorization from either an authorized track representative or anyone from the BMW CCA; which was considered willful trespassing. While not a criminal act, what happened was also perceived as a blatant disregard for the facility owner's rights, as well as total disregard for their ability to institute their method(s) of liability control.

The other issue that concerned me was the fact that it came down from the track that they would only allow the day to go forward if you were to pack up and leave. While you offered that you "...packed up as quickly as possible," I could not find one person to corroborate the validity of that statement. Where if it was something I had done, I would have asked anyone who was around to help simply toss everything in the trailer and get myself out of the facility so the others were not penalized for my "juvenile act." I would then take my own time to repack the trailer once I left the grounds.

The remainder of your email seemed to focus on the tracks reaction, as well as their temperament in the aftermath of what had already taken place. I will not comment on that portion of what took place simply because they are responsible for their own actions and the BMW CCA has no control of them. While you may not agree with what Aimee did or feel that what she said was appropriate, remember that she was speaking as a person who felt her property had just been violated by someone whom she has had negative dealings with in the past. She also stated that she felt there was no remorse for what took place, which only infuriated her more.

Due to the wanton and willful nature of what took place, coupled with what was perceived by most as a non-remorseful attitude in the aftermath, I am not inclined to reverse the decision that was made as both of acts carried a sense of arrogance, disregard for property and disrespect for the rules set forth. Most importantly, this was all done under the color of being a BMW CCA instructor. I found that your actions are not consistent with the standards of the BMW CCA instructor cadre and far below that of



which we expect from our personnel. While you welcome to take this matter over my head and discuss this with the National Driving Events Committee Chairman, you should know that I have already forwarded my findings to the Chairman and both consulted with him regarding the proposed action to be taken, as well as obtained his approval prior to forwarding you the email informing you of how we have chosen to handle the matter.

I thank you for your time regarding this matter and consider the issue now closed. I trust you will do the gentlemanly thing and abide by the requests made in the prior email and will do so within the prescribed time frame(s). Should you have any difficulties doing so, please reach out to your membership Chapter leadership for assistance.

Regards,

Steve Stepanian  
BMW CCA, Pacific Region DEC



