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Summer is in full swing and there are a lot of exciting things happening at the National Office. Most notably, the Charity Matching Funds Program totals are in, and chapters raised over \$120,000 for charity in 2011! In addition, many new features have been added to the website, and the Car of Your Dreams Raffle officially launched this month.

****The operations manual has been recently updated to reflect a change to the chapter newsletter format policy. Please refer to the lower portion of this e-mail for more info.***

Upcoming Events



Vintage at Saratoga
July 13-15, 2012
[More Info](#)



Pittsburgh Vintage Grand Prix
July 14-22, 2012
[More Info](#)



BMW CCA Monterey Weekend
August 17-19, 2012

Legends of the Autobahn

Car of Your Dreams Raffle Underway

The annual Car of Your Dreams Raffle launched on June 1, and the club is off to an excellent start! This year for every 10 tickets purchased, members will receive a US Flag BMW CCA Grille Badge. This grille badge is not for sale, so members can show their support for the club in a unique way with this limited edition item! Each raffle ticket is \$25 and ensures a 1 in 5000 chance of winning in the Car of Your Dreams Raffle. To purchase tickets you must be a member—or associate member—in good standing of the BMW CCA as of 5:00 p.m. ET Friday, September 7, 2012. As usual, the actual prize drawing will take place at Oktoberfest 2012. BMW CCA members are encouraged to attend Oktoberfest to witness the drawing, but attendance is not mandatory. Members can purchase raffle tickets via the website or by mail. [Click here](#) for more info.

National Capital Member Wins Trip to Oktoberfest!



National Capital Chapter member Joseph Meaney Jr. was drawn as the winner of the all expense paid trip to Oktoberfest. Joseph and a guest will be departing on September 21st for the 179th Oktoberfest in Munich, Germany. Joseph will be treated to four-star accommodations at Hotel Preysing. The trip will include multiple guided tours, including one to the famous Spaten

Brewery, fine dining and entertainment, VIP treatment at Oktoberfest, and even a float trip down the River Donau. The lucky winner was drawn by Executive Director, Frank Patek and Staff Accountant, Peggy Helmke at the BMW CCA National Office. [Watch the video.](#)

Charity Matching Funds

The tallies are in for the 2011 BMW CCA Charity Matching Funds Program and the results speak volumes about each chapter's dedication to giving back.

[Register](#)

**Corral at Rolex
Monterey Motorsports
Reunion**
[More Info](#)



Oktoberfest 2012 at Mid-Ohio
September 17–23, 2012
[More info](#)

Congratulations are in order for the Tarheel Chapter which raised the most money at \$34,500 for the Michael J Fox Foundation! Coming in second was the Allegheny Chapter with \$28,695 going to the PVGP Association and third went to Delaware Valley with \$16,000 raised for the Susan G. Komen Foundation for the Cure. All three chapters did an exceptional job of raising money for their respective charities.

In an effort to promote these types of activities, the National Office has matched each chapter's charitable contributions with a portion of the \$20,000 dedicated by the club to matching chapter donations. The funds will be distributed based on a prorated match. [Click here](#) to read full story.

New Addition to National Office Staff

I would like to introduce you to the newest member of our staff Chris Hennecy. Chris takes over as Director of Marketing and Communications from John Haverland. His first "official" day was June 20th, by now you have likely seen some of his creative work on our Facebook page, Twitter feeds and marketing e-mails. Chris comes to us from Performance Friction Brakes and also manages his own firm, Creative Media Charlotte. Many of you will be interested to know that Chris has an extensive background in motorsports and is an SCCA racer. He says he joined SCCA to gain the requisite skills and training necessary to move up to BMW CCA Club Racing! ;-)

Enhancements Made to the Website

Development has been completed for the following enhancements to the website:

Events Submission Form

We have enhanced the event submission form used by Chapters. It now allows a person to choose from a list of locations or enter a new one. The approval process has been streamlined: now the events go directly into the database instead of requiring the Director of National Events to manually enter them.

Preferred Partners

This module will allow members to see a map of the US and find discounts offered by dealers. The partner list will provide a unique benefit to our club members and help promote partnering businesses. The module is not active on the website yet, as it needs to be populated with data. Please [download this simple spreadsheet](#) and submit it to Chris Hennecy at chennecey@bmwcca.org for publication.

Membership Reward Rebate Status

The module is not live yet, but we will be making it available soon. The Rebate Status module allows a member to see a live status of their rebate request. If the request has been received, then it will show whether the rebate is pending, has been paid, or has been denied. The status also displays the notes from our system; so, if the Rebates Administrator needs additional information it will be displayed on the website. Also, a denial reason will be displayed if a rebate request has been denied. Only rebates submitted after May 1, 2012 will be displayed.

Printable Membership Cards

Members can now choose from six designs and print their own membership card. [Link to Printable Membership.](#)

My Garage

The My Garage module allows members to update their car information. At this time only five cars may be stored in the database, but we are planning to expand the feature to include an unlimited number of vehicles. [Link to My Garage](#).

Upcoming Regional Events

July 13-15: Vintage at Saratoga

The third installment of Vintage at Saratoga will be convened at the Saratoga Automobile Museum on the weekend of July 13, 14, and 15, 2012. This year's event will prove to be bigger and better starting with dinner on Friday night and concluding with breakfast on Sunday morning. For 2012 we are also extending invitations to BMWs from the earliest built all the way up to the E 36 generation of cars. Hosted by the Patroon Chapter of BMW CCA.

For online registration or more information visit www.vintageatsaratoga.com.

July 14–22: Pittsburgh Vintage Grand Prix

The Allegheny Chapter has laid out a host of activities across two weekends. Activities begin on July 14–15 at Pittsburgh International Race Complex (PIRC). There will be a multi-marque German car corral overlooking the front straight at PIRC with catered lunch, beverages, and corral parking. The featured races include a BMW Club race and vintage racing sanctioned by VRG.

The 30th Anniversary of the Vintage Races at Schenley Park (July 20–22) will feature “Sharks in the Park” at exciting turn 13 of the circuit. The Schenley Park weekend of events kicks off on Friday, July 20, with a scenic driving tour and welcome reception. On Saturday and Sunday, in addition to our “Sharks in the Park”, there will be over 2000 cars in an international car show plus a catered lunch and all-day hospitality tent courtesy of BMW CCA's Social Partner Spaten beer.

For online registration or more information visit www.pvgp.org or www.alleghenybmwcca.org.

August 17–19: BMW CCA Monterey Weekend

LEGENDS OF THE AUTOBAHN

Sponsored by BMW NA, the BMW Performance Center, Liberty Mutual Insurance, Sonax, Spaten and BMW CCA, Legends of the Autobahn plays host to beautiful BMWs of all ages, as well as entrants from the Porsche, Mercedes-Benz, (and for the first time) Audi clubs who will share this event. The concours will be held on Friday, August 17, at the Rancho Cañada Golf Course—located on Carmel Valley road just east of California Highway 1.

This event is limited to marque-club members only, and will include a parking corral area for those registered but not participating in the judging activity. Special thanks to our host chapter—Central Cal. Online registrations for this event are now open.

Update - BMW will be launching the 2013 M6 at the event. Don't miss the opportunity to see the M6 up close for the first time.

[Register now!](#)

THE BMW CCA CORRAL AT ROLEX MONTEREY MOTORSPORTS

REUNION AT LAGUNA SECA

The annual Rolex Monterey Motorsports Reunion celebrates the mystique of BMW and our appreciation for the marque. Set for August 18–19, the weekend features a two-day parking corral with hospitality tents overlooking Laguna Seca's Turn Five. Packages include the opportunity to buy corral tickets, lunch tickets, a special BMW banquet ticket, and event tickets to the Reunion races themselves—all from one convenient source!

For additional information visit www.festorics.org.

Operations Manual Update - Chapter Newsletters

The operations manual has been recently updated to reflect a change to the chapter newsletter format policy. Previously all newsletters were to be printed and mailed unless a member proactively notified their chapter that they would accept an electronic copy. As of now the default method of newsletter delivery is electronic, however if a member requests a hard copy his/her chapter must deliver it in that format.

What does this mean to you? If your chapter would prefer to deliver its newsletter via e mail you may now do so.

What if my chapter prefers to deliver our newsletter via US Mail? You absolutely may continue to do so. In fact we believe that is the best method and will result in greater member satisfaction and retention.

What if my chapter prefers to deliver both an electronic and printed newsletter? You may absolutely deliver your newsletter in both formats.

What if a member does not have an e mail address? Then you must deliver to them a printed newsletter.

What if a member requests a printed newsletter vs. an electronic one? Then you must send them a printed newsletter.

How are we going to know who wants a printed vs. electronic newsletter? Within the database each member profile has been set to show their newsletter preference as "printed". At any time a member may change that preference to "electronic". To do so the member must log into the National Website, visit the Manage Account area and click "Email Preferences". The monthly Chapter Export and Mailing Label reports will both have a new field named "Newsletter Preference" and will contain either "EMAIL" or "USMAIL", depending upon the member's preference.

If electronic delivery is now the default, why not default everyone's delivery status to electronic? 1. More than 10,000 BMW CCA Members have chosen not to provide us with an e mail address. 2. Because not every chapter will elect to deliver their newsletters electronically. A wholesale change of preferences within the CCA database would cause havoc for those chapters. If and when your chapter decides to move to electronic delivery we will work with you individually to roll your preferences over on a date specific that is tied to a communication from you to your local members notifying them of their option to request a printed newsletter.

What is our next step? If your chapter decides, moving forward, that its preferred method of newsletter delivery is electronic it must pick a date specific on which it will begin electronic delivery. Inform the national office of that decision. At that time chapter members with e mail addresses will have their delivery "preferences" shifted to "EMAIL". You must then announce your decision to your chapter members and explain to them that at their option they can request a printed newsletter. NOTE – Those members who do not have e

mail addresses will NOT be moved to electronic delivery. You MUST deliver a printed newsletter to those members.

What if I am a member of more than one chapter? If you elect electronic delivery for one chapter newsletter you are electing electronic delivery from every chapter you are a member of.

Ops Manual Section 6.4

At the option of any regular Chapter newsletter recipients, the newsletter shall be furnished to those requesting it in printed form rather than electronic.

Chapters are required to provide one (1) copy of their newsletter to the National Office, the preferred format is in PDF or as a Word document. Chapters that are unable to submit a PDF or Word document may elect to send a hardcopy via U.S. mail at their own expense. Chapters are requested to distribute copies of their newsletters to every other BMW CCA Chapter.

Sincerely,



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