

## **NEWS FROM NATIONAL**

FROM: Wynne Smith, Executive Director  
TO: BMW CCA National and Service Officers, Chapter Presidents,  
Newsletter Editors  
DATE: May 30, 2001

### **MEMBERSHIP STATS**

	<b>Full</b>	<b>Associate</b>	<b>Total</b>
Current Membership	<b>54334</b>	<b>4709</b>	<b>59043</b>
Last Month's Membership	53836	4714	58550
Monthly Net Gain (Loss)	498	-5	493
Monthly % Change	.925%	-.106%	.842%
Last Year's Membership	50127	4334	54461
Annual Net Gain (Loss)	4207	375	4582
Annual % Change	8.39%	8.65%	8.41%
New Members, 05/01	1258		
Renewals, 05/01	64.4%		
Roundels Mailed	55,540		

### **CHAPTER CONGRESS, October 6 and 7, 2001 in Minneapolis, MN**

A packet of information including a registration form will go into the mail to Presidents and Treasurers in the next week. Please make every effort to join us, and mark the date on your calendars. We recognize the hard work that goes into running a chapter and we'd like to provide you with as much information and as many options as possible to help ease the burden.

Kathy Lyle has offered to handle a segment of the Treasurer's Program for the upcoming Congress concerning Tax/Legal Issues and some Accounting Issues. The handful of chapter representatives that have responded to the surveys have requested that a segment on the topic of accounting software be provided. SueAnn Meskell, who has done a great job of recruiting and welcoming new members into the Blue Ridge Chapter, will be handling a segment directed towards the Presidents concerning how to motivate members to become involved and willing to volunteer. We are planning a segment on liability.

We are arranging for speakers on the topics of new members recruitment and retention. We will be handing out updated Operations Manuals and going through chapter forms, and requests for information as well as explaining the process here at the National Office so that (hopefully) the information will dovetail for everyone attending and any mysteries will be solved. There is time scheduled for a Club Racing presentation and we hope that there will also be a Driving Events presentation and/or K&K Insurance presentation, as well.

### **RAFFLE 2001**

Don't know if anyone else has seen one, but I was really pleased to find a leaf green M3 convertible parked next to the Mom-mobile Saturday afternoon when I came out of Kmart. The mailing is being processed this

last week of May by the staff at the National Office and anyone whose membership was current as of May 24 should receive the solicitation.

A ride-along marketing piece regarding Oktoberfest 2001, aptly crafted by our Oktoberfest Coordinator, will be included in the raffle solicitation this year. We expect this will help boost registration for the event.

**DATABASE CONVERSION**

The National Office went live with the new database program, iMIS, on April 25<sup>th</sup> as scheduled...unfortunately, our rep firm overseeing the product implementation evidently wasn't quite ready for us, because we are still struggling with changes that must be made to the configuration so that the program can accommodate the way we conduct business. This first monthly close has been a challenge, the close in June should go more smoothly, I remain hopeful that we will get the bugs worked out in short order, but will examine switching our affiliation to another more, settled and proactive firm that has more experience with our type of business.

For instance, it has been agony getting them to truly understand that the close of the month is driven by the magazine, rather than simply assigning a renewal date of June 1 or May 31 to members' records. They completely misunderstood our need for archival data such as join dates. It's been a much slower, uphill battle than anticipated.

Your patience during this transition is very much appreciated. We knew it was going to be difficult...but at this point the move went more smoothly!

**FRIENDS OF BMW**

We are woefully behind on this project in part due to exporting the info from *iMIS* into MS Word, and have a temp coming in Tuesday of next week to pickup where I left off cleaning the file in MS Word and then getting it to Roundel's Art Director, Suzin Koehler, for the cover and printing. The printer is the same one we used two years ago, they will print, then package and ship the booklets out for the club. If we're successful in getting the document to Suzin next week we should see Friends in our mailboxes at the end of June.

**CHARITY MATCHING FUNDS**

This year we had a splendid turnout with 13 chapters participating and several chapters submitting for two or three separate events. Our chapters raised \$37,792.14 in charitable funds and we ended up matching 27-cents to the dollar.

**Z3 HOMECOMING**

Z3 Homecoming is an officially sponsored BMW event. This is the 5th anniversary of the gathering of Z3 owners at the plant. The host hotel remains the Greenville-Spartanburg Airport Marriott 864-297-0300. Special rates are arranged so be sure and tell them you are with the Z3 Homecoming. This event runs from Aug. 30 and ends on Sunday, Sept. 2, 2001 and is limited to 500 cars. Hope to see all you BMW CCA Z3 owners there!

**ROUNDEL PROTECTIVE SLEEVES**

We have 250 of the much coveted protective binders from Jesse Jones Corporation to maintain your Roundel collections. They are Navy blue and clearly indicate ROUNDEL on the spine. Each cover can accommodate one year's-worth of Roundel. We are ready to begin selling them to members for \$12.00 each (that includes shipping). Members can call with a Mastercard or Visa, or send a check to the National Office to order the covers.

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Best regards,