

NEWS FROM NATIONAL

FROM: Wynne Smith, Executive Director
TO: BMW CCA National and Service Officers,
Chapter Presidents, Newsletter Editors
DATE: December 21, 2001

MEMBERSHIP STATS as of 12/18/2001

	<u>Full</u>	<u>Associate</u>	<u>Total</u>
Current Membership	58741	6535	65276
Last Month's Membership	57901	6477	64378
Monthly Net Gain (Loss)	840	58	898
Monthly % Change	1.45%	.89%	1.39%
Last Year's Membership	52311	4440	56751
Annual Net Gain (Loss)	6430	2095	8525
Annual % Change	12.29%	47.18%	15.02%
New Members, 12/01	1565		
Renewals, 12/01	74.8%		
Roundels Mailed	59,200		

ELECTION 2002

The web site will go live December 28th, ballots will mail to you the same day, and information and candidacy statements will appear in the January Roundel, which should be going into the mail to you on December 28th as well. Voting closes at 12 Noon, February 15th. If you have not received a ballot by January 25th – call 866-720 HELP (4357) and election.com will send you a replacement.

CHAPTER FORMS – DIGESTS

Enclosed in this package are all the chapter forms for your form-filling enjoyment. You will now be able to fill the forms out on the bmwcca.org web site if you would prefer. The forms also reside in the *Files* section of both the President's Digest (<http://groups.yahoo.com/group/BMWCCA-Presidents/>) and Treasurer's Digest (<http://groups.yahoo.com/group/BMWCCA-Treasurers/>) at Yahoo. Invitations to join these groups have been sent to all Chapter Presidents and Treasurers for whom I have a current email addresses. If you would like me to invite future Chapter Presidents and/or Treasurers to the lists, please provide me with their email addresses and I will be pleased to do so.

MEMBERSHIP REWARD PROGRAM

The membership reward program has been extended through December 31, 2002! We haven't received the official documentation from BMW NA yet, but do know that the same primary guidelines remain: You have to be a member for a minimum of one year continuously immediately prior to purchase; and you have to file your paperwork within 60-days of purchase. As soon as we receive the updated brochure we will post it to the bmwcca.org website and to the all the BMW CCA Yahoo Groups.

OKTOBERFEST 2002



The Rocky Mountain Chapter and BMW CCA invite you to return to Summit County, Colorado July 14 – 19, for Oktoberfest 2002. BMW CCA's 32nd Oktoberfest is also the 4th in Colorado: come see why so many attendees make Colorado their "don't-miss" event. Expect bright blue skies, clear and cool starry nights and great BMW CCA camaraderie. but Customer Service representatives are standing by at Keystone Resorts to take your housing reservations! Call **800 258-0437** and be sure to use this group code: **CSØCBMW**.

I am sorry to report that Heather Scheerer, who has been working remotely from North Carolina as a part-time employee, has tendered her resignation. Heather indicated that she hopes to be able to help out at future national events as a volunteer, but for now she needs to take a different route. Heather's boundless energy and enthusiasm will be sorely missed, as will the countless hours of volunteer support her family provided to help make the event such a success last year.

Tammy Dye, who joined us November 1, brings strong customer-service skills to her position here at national and has immersed herself into the club culture with remarkable enthusiasm, will pick up where Heather left off. Anyone attending Oktoberfest will all have an opportunity to meet her, since she will be planted cheerfully behind the registration desk at Keystone for the week of the event.

NEWSLETTER/WEBMEISTER CONGRESS

In accordance with the requests of many chapters at the Chapter Congress in October, the date for the conference next year has been set in the spring rather than fall; and based on Leslie Jenkins, our Newsletter Editor Liaison's schedule we're set for Memorial Day weekend, May 25-26. Based on the results of a poll of the Newsletter Editors the event will be held in Tucson, Arizona.

Registration packets will be launching the second week of January and will include detailed information about the site, transportation, and a survey we're asking be returned to national. Please have the persons in your chapter responsible for these tasks make every effort to join us, and mark the date on your calendars. Although the Operations Manual indicates reimbursement for one attendee per chapter only, when traveling to Conferences, the Board of Directors has budgeted to accommodate two attendees for this event – specifically, the Chapter Newsletter Editor and Chapter Webmaster. Because the program will be tailored to your tasks in those positions, please do not send another individual in lieu, if Newsletter Editor and/or Chapter Webmaster is unable to attend. If you have questions regarding attendance, please give me a call.

This will be a great way for the editors and Webmasters to network with their peers, swap information, and possibly gain perspectives that will help streamline some of the tasks related to their positions.

NEWSLETTER FREQUENCY

Forgive me for restating what is obvious to many of you, but as chapter officers change and Newsletter Editors retire, this information may be useful to a number of you. To meet Minimum Standards of Chapter performance as outlined in the Ops Manual, a newsletter must be distributed at least once every 90 days. This language was developed specifically to state 90 days rather than once each quarter. Both will require the minimum of four newsletters per year, but if we request the newsletters quarterly, it allows for a five-month gap between mailings. For example, if a member joins your chapter in January, just after you mailed your first quarter issue, they may not hear anything from you until late June and you could still be in compliance. I hope you can see the problem with this and now recognize why the 90-day requirement makes sense.

Because of the move earlier this year, the database conversion, and staff changes, we have been giving everyone the benefit of the doubt. We will return to Standard Operating Procedures with the new year, so be forewarned, if we begin missing Newsletters you'll be receiving calls and emails from us, (and likely from your regional VP as well) asking "Where's the Beef?" Or in this instance, "Where's the Newsletter?"

GATEWAY TECH 2002

Mark your calendars! Gateway Tech 2002 - Make plans now to join fellow BMW enthusiasts at the all new Gateway Tech 2002 at the Hilton St. Louis Frontenac. Call Mark Woolley: 636 278-1504 and see <http://www.stlBMWclub.com> for details.

RAFFLE 2002

Think good thoughts about M3 Coupes! Due to Oktoberfest being held July 14-19, let your chapter members know to look for the raffle mailing sometime in early April.



National will close at Noon on News Year's Eve and will remain closed New Year's Day. The national office will be closed January 21 in observance of Martin Luther King Day

As always, best regards

Wynne

BMW CCA Chapter Membership Standings for December 2001

<u>Rank</u>	<u>Chapter Name</u>	<u># Members This Month</u>	<u># Members Last Quarter</u>	<u>Percent Change</u>
1	GOLDEN GATE CHAPTER	4,839	4640	4%
2	NATIONAL CAPITAL CHAPTER	4,208	3938	7%
3	BOSTON CHAPTER	3,149	2971	6%
4	LOS ANGELES CHAPTER	2,981	2803	6%
5	PUGET SOUND CHAPTER	2,503	2399	4%
6	NEW JERSEY CHAPTER	2,264	2148	5%
7	NEW YORK CHAPTER	2,252	2107	7%
8	WINDY CITY CHAPTER	2,158	2047	5%
9	TARHEEL CHAPTER	1,874	1725	9%
10	PEACHTREE CHAPTER	1,727	1582	9%
11	CONNECTICUT VALLEY CHAPTER	1,628	1516	7%
12	DELAWARE VALLEY CHAPTER	1,523	1440	6%
13	ROCKY MOUNTAIN CHAPTER	1,228	1093	12%
14	EVERGLADES CHAPTER	1,169	1081	8%
15	BUCKEYE CHAPTER	1,112	1068	4%
16	SAN DIEGO CHAPTER	1,085	971	12%
17	LONE STAR CHAPTER	1,040	962	8%
18	TIDEWATER CHAPTER	955	824	16%
19	FLORIDA SUNCOAST CHAPTER	873	801	9%
20	HOUSTON CHAPTER	873	735	19%
21	NORTHERN OHIO CHAPTER	784	688	14%
22	MOTOR CITY CHAPTER	762	733	4%
23	BADGER BIMMERS CHAPTER	749	681	10%
24	NORTH STAR CHAPTER	740	679	9%
25	ROADRUNNER CHAPTER	718	675	6%
26	GENESEE VALLEY CHAPTER	695	646	8%
27	TEJAS CHAPTER	658	614	7%
28	HOOSIER CHAPTER	635	611	4%
29	BLUE RIDGE CHAPTER	605	493	23%
30	SACRAMENTO VALLEY CHAPTER	594	555	7%
31	SANGLAPPER CHAPTER	594	539	10%
32	WHITE MOUNTAIN CHAPTER	591	540	9%
33	SUNSHINE BIMMERS CHAPTER	553	513	8%
34	MICHIANA CHAPTER	541	535	1%
35	BAYOU CHAPTER	533	820	-35%
36	NITTANY BIMMERS CHAPTER	511	514	-1%
37	ST LOUIS BMW CLUB	485	474	2%
38	IOWA CHAPTER	475	382	24%
39	ALLEGHENY CHAPTER	469	464	1%
40	KANSAS CITY CHAPTER	461	439	5%
41	PATROON CHAPTER	424	424	0%
42	BLUEGRASS BIMMERS CHAPTER	396	388	2%
43	MISSOURI VALLEY CHAPTER	358	296	21%
44	INLAND EMPIRE CHAPTER	338	308	10%
45	HEART OF DIXIE	307	323	-5%
46	HAWAII CHAPTER	307	310	-1%
47	SUNBELT CHAPTER	287	281	2%
48	OLD HICKORY CHAPTER	286	277	3%
49	FIRST COAST CHAPTER	271	249	9%
50	SONORA CHAPTER	262	265	-1%
51	RIVER CITY BIMMERS	262	258	2%
52	NEW MEXICO CHAPTER	254	263	-3%
53	PUERTO RICO CHAPTER	248	235	6%
54	CENTRAL CALIFORNIA CHPTR	239	216	11%
55	GULF COAST CHAPTER	206	201	2%
56	PINE TREE CHAPTER	201	184	9%
57	WASATCH CHAPTER	200	169	18%
58	ILLINI BMW CHAPTER	197	184	7%
59	SMOKY MOUNTAIN CHAPTER	192	181	6%
60	SIN CITY CHAPTER	182	177	3%
61	POCONO MOUNTAIN CHAPTER	171	175	-2%
62	MOUNTAIN STATE CHAPTER	120	110	9%
63	CHOO CHOO CHAPTER	110	107	3%