

NEWS FROM NATIONAL

FROM: Wynne Smith, Executive Director
TO: BMW CCA National and Service Officers,
Chapter Presidents, Newsletter Editors
DATE: June 19, 2002

MEMBERSHIP STATS as of 06/19/2002

| | <u>Full</u> | <u>Associate</u> | <u>Total</u> |
|-------------------------|--------------|------------------|--------------|
| Current Membership | 61183 | 6992 | 68175 |
| Last Month's Membership | 62109 | 7062 | 69171 |
| Monthly Net Gain (Loss) | -926 | -70 | -996 |
| Monthly % Change | -1.49% | -1.0% | -1.44% |
| Last Year's Membership | 55845 | 5904 | 61749 |
| Annual Net Gain (Loss) | 5338 | 1088 | 6426 |
| Annual % Change | 9.56% | 18.43% | 10.41% |
| New Members, 06/02 | 552 | | |
| Renewals 06/02 | 73% | | |
| Roundels Mailed | 62760 | | |

INSURANCE REBATES

At the meeting of the BMW CCA Board of Directors held in Salt Lake City, UT it was decided that the Insurance Rebate Program will cease on June 17, 2002. Events held prior to June 16 will be covered under the current program, but there will be no rebates after June 17. I've heard from quite a few of you and would like to provide a little more detail while we await the approval of the minutes of that meeting for posting to the web site.

First of all, this was not an arbitrary decision but was based on the club's finances. Last year the club paid \$62,000+ for motorsports liability coverage, that **is** including the amounts rebated to the chapters. This year the club is going to pay \$149,850 or possibly more – that's **not** including amounts rebated to chapters for events held prior to June 17th. Understanding that motorsports liability claims in 2001 and the events of September 11th have seriously compromised the insurance reserves, the budget committee budgeted \$125,000 for coverage thinking that would be more than enough to pay for coverage and insurance rebates to the chapters. Then the club received its first quote, and it was for \$252,000! It's not just motorsports liability coverage the is escalating wildly; the Media Publications coverage (for Roundel) has doubled since last year as well.

Because the club is a not-for-profit we traditionally budget for a loss. For the past five or six years, despite budgeting for sizeable losses, we've taken a very small loss, broken even or made a fairly decent profit. When we make a profit, it is absolutely incumbent upon us to find ways to turn that back into benefits to the membership, such as more pages and better materials for Roundel, a higher amount attributed for charity matching funds, and insurance rebates to the chapters. This year it is starkly apparent that we will indeed take a loss. The decision was made to discontinue the rebates to chapters until an assessment can be made at the end of the year as to whether or not 2003 will be a bit brighter financially. It is everyone's hope that most chapter treasuries could bear the additional expense for the balance of the year until we all see how this is all going to shake out.

Having seen the numbers, eliminating the rebates struck the Board as the only fiscally prudent approach. Yes, it is unpleasant, but it is hoped that it will not impose a severe hardship on the individual chapters, many of whom are faring better financially than the club itself at this point. Please do keep in mind that the Board has

every intention of revisiting this entire matter at year end to see if it is possible to restore the rebates for next year. It will be a topic of discussion at the August Board Meeting in Pasadena. If you have questions or observations regarding this or any other matter for the Board – please be sure to contact your regional VP to make certain your questions/concerns get placed on the agenda for discussion.

MORE INSURANCE - WISENBERG INFO

Included in this packet are the official Wisenberg forms. Please now toss out any and all K&K forms you may still have and proceed to use the enclosed. Presidents – *please* – it is vitally important that these forms reach your Driving Events Coordinators. It is also imperative that they be given Wisenberg's 24-hours claims pager number - it is 800-364-9476. Claims that should be called into the pager number include serious participant bodily injury, serious property damage and ANY significant spectator/third party bodily injury.

Wisenberg has also requested that we make every effort to apply for coverage a minimum of two weeks prior to any given event. We've had a number of last-minute requests and in one notable case a request **after** the event (Harrumph) and it places an undue burden on their operations.

NEWSLETTER EDITOR/WEBMASTER CONFERENCE

We had a remarkably good turnout and it certainly seems as though the attendees not only had a good time, but learned a few things to help them in their respective volunteer positions.
(Photos by Justin Ray of the Choo-Choo Bimmers Chapter)



Roundel Advertising representative, Michael Slaff shares How-To Tips on finding and connecting with advertisers



National Newsletter Liaison, Leslie Jenkins, offers a visual aid to the Newsletter Editors.

Materials from the meeting will be sent to those of you who were unable to attend. If you are not already a member of the BMW CCA-Editors Yahoo digest – please visit: <http://groups.yahoo.com/group/BMWCCA-editors/join> and join. You will find a lively exchange of information and ideas; articles that may be downloaded and used in your Newsletter, crosswords, .jpegs all provided to make your job, as the volunteer Newsletter Editor of your chapter, easier.

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See if your chapter will consider subscribing to the *Editorial Eye* for you. The *Eye* is a resource for writers, editors, designers, project managers, communications specialists, and everyone else who cares about contemporary publishing practices. Any aspect of effective printed, electronic, visual, or spoken communication is likely to appear as a topic in the *Eye*.

<http://www.eecomunications.com/press/eye/eye.htm>

Consider signing up for the 'Excess Voice' is a bi-weekly newsletter on the subject of copywriting online...
http://www.nickusborne.com/excess_voice.htm

Don't forget the club's 10% discount with Sir Speedy locations throughout the U.S. To find the Sir Speedy closest to you, visit: <http://www.sirspeedy.com>

Have a question concerning postage? Newsletter size restrictions? Bulk rate? Visit:
<http://www.usps.com/>

Once again – National really wants to help rather than hinder the process for you, so if we are not providing the materials and data in the fashion you specified – let me know. Karen Hill Robinson is on leave of absence for the next few weeks, so I will be handling the monthly close. If I've overlooked, forgotten, or simply fouled up your request – let me know ASAP Wynne_Smith@roundel.org.

Please be aware that we can export data not only as excel or simple text files – but as .dif, .csv, .wks, OBDC-dBase files, .rtf or tab-separated files. If you would like to change your chapter's specifications for materials please have your chapter President send us an updated form or a simple email outlining what it is you need and how you need it.

OKTOBERFEST 2002

Don't miss this year's premier event at Keystone Resorts! A limited number of a special grill badges will be given to the early registrants that bring their favorite '02 to Keystone. There will be a separate parking corral for 2002's at the Keystone Lodge. There will be participation in the driving events including the Driving School and Autocross geared towards these marvelous and resilient BMW's produced between 1962 and 1976 including the 1500/02, 1600/02, 1800/02 and 2000/02. A spectacular poster has been created specifically to be given to each registrant. BMW NA has some splendid surprises in store, and the Rocky Mountain chapter, known for pulling out all the stops when hosting previous Oktoberfests, has outdone itself once again.

Registrations forms are available at: <http://bmwofest2002.com/Registration%20Form%2002.qk.pdf>

Those of you driving to Oktoberfest can find up-to-date information regarding the various caravans by visiting: <http://bmwofest2002.com/caravan.htm>

Even if you're unable to attend, you can still obtain the very nice Oktoberfest merchandise by visiting: <http://bmwofest2002.com/merchandise.htm>

RAFFLE 2002

As of today we have sold 11+ cars. The deadline is *July 10*. We have not had any significant volume of requests for replacement flyers this year – however if you know of anyone in your chapter that has complained about not receiving their solicitation, please have them call the national office 864 250-0022 or email us at BMWCCCLUB@aol.com for a replacement. For all of you participating, I wish you the very best of luck and hope to be speaking to you Monday, July 22.

* * * * *

best regards,



The National Office will be closed in observance of Independence Day July 4, 2002.