



NEWS FROM NATIONAL

FROM: Wynne Smith, Executive Director
 TO: BMW CCA National and Service Officers,
 Chapter Presidents, Newsletter Editors
 DATE: November 22, 2005

MEMBERSHIP STATS as 11/25/2005

	Full	Associate	Total
Current Membership	65,853	9,225	75078
Last Month's Membership	65,936	9,151	75087
Monthly Net Gain (Loss)	-83	74	-9
Monthly % Change	-0.13%	0.81%	-0.01%
Last Year's Membership	66,646	8,660	75306
Annual Net Gain (Loss)	-793	565	-228
Annual % Change	-1.19%	6.52%	-0.30%
New Members, 11/05	912		
Renewals, 11/05	50.5%		
Roundels Mailed	66,500		

M5 ADDED TO MEMBERSHIP REWARD – UPDATED FORMS ON THE WEBSITE

It's true! BMW NA has included the new M5 in our Membership Reward Program. The materials are now updated and can be downloaded from www.bmwcca.org to claim the \$1,000 rebate!

BMW CCA MEMBERSHIP DRIVE

So far **256** members have signed up **353** new members! When we last conducted a Membership Drive (1996) we signed up a total of less than 500 new members during the entire course of the drive so you are *really* doing a great job ...

But, there's little point in signing up new members if the club can't provide the benefits and services necessary to hold on to them when renewal time rolls around. So, we will be hiring a marketing firm to conduct surveys of members, dealerships and independent shops to determine what it is the club does well, what we could be doing better, and what folks want to see for the future – the firm will then translate that into a marketing campaign to pump up membership and help the staff to determine what more can be provided in terms of services and benefits to our members.

DEC CONGRESS – DALLAS - JANUARY 20 –22, 2006

The Driving Events Committee have developed an outstanding agenda and have lined up a number of excellent speakers including Rich Brekus of BMW North America, Dr. John Melvin of Tandelta, Inc., Pete Lyon of Wisenberg/Acordia and Tom Strahs of TWSTraining.com

Kudos to the Pacific Region for ensuring that just about every chapter is sending representatives to this conference! Following is the list of attendees registered so far, c'mon everyone else – let's get going!

National Board

Scott Carlos	Blazey Diaz-Estrada	President BMW CCA South Atlantic Regional V.P. <i>and</i> Board Liaison to the DEC
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First Sheldon	Last Nelson	Chapter DEC- North Central
John	Morgan	Badger Bimmers
Darice	Yench	Badger Bimmers

Dana	Shrader	Iowa Chapter
Doug	Wittkowski	Iowa Chapter

Ned	Smith	Kansas City
Kirk	Kiloh	Kansas City

Robyn	McNutt	DEC – Pacific Region
Terry	Edison	Central California
Peter	Kwan	Central California

Bob	Goebel	Golden Gate
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Owen	Farrior	Hawaii
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Dave	Nesbit	Los Angeles
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Steve	Nowaczek	New Mexico Chapter
Henry	Marquez	New Mexico Chapter

Tom	Olsson	Puget Sound
Walt	Conley	Puget Sound

Bernhard	Burchert	Roadrunner
Rick	Touton	Roadrunner

Ken	Robb	San Diego
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Bill	Bentzen	Sonora
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Jeff	Blonder	Wasatch
Bob	Read	Wasatch

North Atlantic Region

Alex	Duff	Delaware Valley
Michael	Dion	Delaware Valley
Jeff	Corson	Delaware Valley

South Atlantic Region

Joseph Barry	Greenwell Miller	Florida Suncoast Florida Suncoast
Steve	Lowry	National Capital
Cyrus M.	Smith	Smoky Mountain

South Central

Vern	Anderson	Sunbelt Chapter
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You can now register for the conference online by visiting:

<http://imisw.bmwcca.org/congress/>

BMW CCA 2006 ELECTIONS

Candidates:	President	-	Scott Blazey
	Executive Vice President	-	Mark Jon Calabrese Michael W. Mills
	North Atlantic Regional V.P.	-	Howard Kohn John Sullivan
	South Central Regional V.P.	-	J.R. Schneider Fred Iacino

Watch the January issue of Roundel for your ballots – **your mailing label to affix to the ballots** and the detailed information on the proposed bylaws change.

When the January issue arrives – **PLEASE DO NOT THROW YOUR LABEL AWAY – you will need it to vote.**

CRISIS COMMUNICATIONS WORKBOOK

Last month we sent all of you the club's Crisis Communications Workbook for your chapter. Sadly, crisis communications were put to the test Friday, October 28 when we lost one of our club racers, Dave McPherson of Danville, VA in a single car, single driver incident at NHIS. The Club Racing and Chapter teams on site at NHIS handled this saddest of situations with the utmost care, sensitivity and professionalism. Joe Marko, who was appointed spokesperson on site and handled all communications during that weekend, will be presenting a segment on Crisis Communications at the upcoming DEC Congress.

If you have not already done so -- please run through this workbook at your next chapter meeting and conduct some of the exercises. If you have questions or would like additional copies, please let me

know. Those chapters who have already provided us with their chapter contacts have received their crisis communication cards along with this workbook. I cannot stress how important it is that all chapter officers and committee members have a working understanding of the plan, and have contact and spokespersons appointed.

We have been tasked by the National Board to provide crisis contact cards to every chapter, so please be sure to provide the necessary information to us as soon as possible.

FORMS

Enclosed are the forms for 2006. These are available as .pdfs on the www.bmwcca.org website and will be available interactively on the site no later than November 30th.

The day we receive your Chapter Officer Questionnaire we will ship a brand new Operations Manual including insurance information, updated forms, the Crisis Communications Plan and Workbook and related materials right out to you. Extras are available and may be requested by emailing Jennifer.Skatzes@bmwcca.org

ZF Award documentation will be sent shortly.

BMW CCA Club Racing Chair Search

Since the resignation of the previous BMW CCA Club Racing Chairperson on September 24, 2005, the BMW CCA Board of Directors has been conducting a search for a qualified individual to serve as Club Racing Chairperson for the 2006 season, and possibly beyond. Those wishing to be considered for the position submitted explanations of what they can bring to the position and resumes to the BMW CCA National Office.

The candidates are: **Michael Akard** of Smoky Mountain Chapter
Tamara Hull of Golden Gate Chapter
James Goughenour of Tarheel Chapter
Dave McIntyre of New Jersey Chapter
Mike Mills of Golden Gate Chapter
David Scott of the Tejas Chapter

The National Board is reviewing each of the candidates' statements and resumes and will conduct interviews via conference call either next week or the week after.

The job of Club Racing Chair involves a significant amount of volunteer time, a lot of work, and the potential for controversy. However, for the individual able to take control, build an effective team, maintain high standards of professionalism, and work well with all of the various stakeholders, it can be tremendously rewarding.

Special thanks go to all of the individuals listed above for their willingness to step in, roll their sleeves up and get the program back on track – (pun intended).

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**The National Office will be closed Monday,
December 26th for the Christmas Holiday –
and Monday, January 2nd for New Year's.
Please have a safe and happy holiday season!**

best regards,
Wynne