



NEWS FROM NATIONAL

FROM: Wynne Smith, Executive Director
 TO: BMW CCA National and Service Officers,
 Chapter Presidents, Newsletter Editors
 DATE: September 21, 2006

MEMBERSHIP STATS as of 9/21/2006

	Full	Associate	Total
Current Membership	66,167	9,735	75,902
Last Month's Membership	66,277	9,693	75,970
Monthly Net Gain (Loss)	-110	42	-68
Monthly % Change	-0,17%	0.43%	-0.09%
Last Year's Membership	65,792	9,151	74,943
Annual Net Gain (Loss)	375	584	959
Annual % Change	0.57%	6.38%	1.28%
2004's Membership	67,641	8,950	76,591
Net Gain (Loss) for 2 years	-1,474	785	-689
% Change for 2 years	-2.18%	8.77%	-0.90%
New Members, 09/06	1,089		
Renewals, 09/06	51.2%		
Roundels Mailed	67,200		

ELECTIONS

Positions open are: **Treasurer, Secretary, South Atlantic Regional Vice President, North Central Regional Vice President and Pacific Regional V.P.**

As of this writing we have received nothing from anyone, incumbent or challenger, for any of the open positions.

Candidates must be nominated by a member who has been a member in good standing for at least six months prior (the nomination must include the BMW CCA membership number of the nominating person) and the candidate's acceptance of the nomination should be countersigned on the same page (including the candidate's own membership number). Nominees for Regional Offices, and those nominating them, must reside and be a chapter member in the specific region.

If you're not afraid of more responsibility and plenty of challenge – roll your sleeves up and get your nomination, photo and statement in to us. Nominations should include a candidacy statement of **no more than 300 words** and an appropriate photograph of the candidate. Those wishing to help in refining the CCA's strategic framework: its values, vision, mission and broad goals; those wishing to help formulate and refine policies that govern our practices should send their nominations, acceptances, candidacy statements and photographs to be received at the National Office **before 5 PM EST October 31, 2006.**

CHAPTER CONGRESS, April, 2007 Valley Forge, Pennsylvania

A packet of information including a registration form will go into the mail to Presidents, Treasurers and Membership Chairs at the beginning of next month and registration will be available online. 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.

The pre-conference surveys have revealed that one of the greatest challenges facing our chapters is volunteer recruitment, of course we knew that. We are negotiating with several resources – Tom McKee, the author of *Seven Deadly Sins of Volunteer Recruitment* (and other related articles) has committed to a keynote presentation for the entire group on Saturday; and Helen Little, author of *12 Basic Needs of Every Volunteer*; and Barb Gemmell who provides group exercises and worksheets on the five key meeting elements – **M**nutes, **A**gendas, **G**roundrules, **I**nvolvement and **C**onsensus – so that our chapters can add MAGIC to their meetings may also be joining us. We have a choice: we can scare our chapters into compliance with the changes we foresee, or we can offer them a picture of a brighter future. One is push, the other is pull. We're choosing pull.

We're developing a Volunteer Manager handbook – with job descriptions - recruitment tips, as well as Web tools for chapter officers – our goal is to set up simple, efficient systems that can be standardized. We should have the updated membership applications and materials available at that time.

For our Treasurers, we have an interesting presentation - What every chapter can do to avoid fraud. We'll hope to once again prevail upon Louis to go over the various forms and filing requirements each chapter must comply with.

Brenda Sarvis will be presenting a segment on National Events to further outline the division of responsibilities and pump up interest in partnering with National on Oktoberfest, TechFest and the Z-Reunion.

Gavin Hoffman and our new Web Editor will be joining us to discuss website upgrades, development, integration with iMIS and how we can better serve the chapters via the www.bmwcca.org site, with emphasis on featuring chapter events in real-time on the home page.

We'll hope to have Pete Lyon, the club's Risk Manager at Wisenberg/Acordia present a brief overview of the Motorsports Liability coverage and our D & O Coverage – most of the volunteers are up to speed, but I think it is important to reiterate the information for no other reason that consistency of the message.

I plan to hammer home the importance of the Crisis Communications program we have developed. It still seems as though most chapters are ignoring the importance.

The other side of the equation, and targeted primarily at our Membership Coordinators, is an afternoon on Membership Recruitment. I have also contacted two outstanding chapter volunteers to do a presentation on welcome letters and chapter marketing and promotional tools.

www.bmwcca.org WEBSITE CHANGES AND IMPROVEMENTS

One place we can *still* really use your help is on the forums – we're seeing posts at the site that seem to be answerable by anyone with research skills and BMW knowledge, not just someone who rebuilds BMW transmissions for a living. We're also ready to take questions and suggestions for the site and site improvements – gavin.hoffman@bmwcca.org

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The National Office will be closed Monday, October 9, 2006 for Columbus Day



As always, best regards-

Wynne