

BMW CCA News From National



TO: BMW CCA National and Service Officers, Chapter Presidents, Newsletter Editors

FROM: Frank C. Patek II, Executive Director

April 2009

National Capital takes Grand Prize in BMW CCA Rewards Card contest!

Congratulations are in order for the top three contestants in the BMW CCA Rewards Visa Card contest. It was a close race, but National Capital Chapter took the \$500 grand prize for putting on the most new card accounts, followed closely by two California groups, the Los Angeles and Golden Gate Chapters. Congratulations to the Gulf Coast Chapter as the winner of \$250 in the random drawing!

We are thrilled about the early success of the program, and we extend special thanks to ALL the 63 chapters who participated in their early efforts to build it. This affinity card brings great benefits to our members and helps bring in valuable revenue for the Club—so be sure to apply right now if you don't already have the "official" card of the BMW CCA.

Apply now: <http://tinyurl.com/BMWCCARewardsCard>

This really is the ultimate Rewards card program—the one and only card that delivers true performance to BMW CCA members. Here are some of the key highlights:

- You can customize your card with a photo of your prized BMW!
- You will earn 1 point for every dollar that you spend; you can use your points for:
 - Free annual membership
 - 1% cash back with no limit on the amount you can earn
 - Travel on any airline with no blackout dates.
 - Performance Center experiences
 - Great name brand merchandise & gift cards
- Save money with 0% fixed APR for 6 months on balance transfers!
- Best of all: there are no late fees or over-limit fees—and *no annual fee!*

Look for more news about the BMW CCA Rewards Card program, including a photo contest for those who have uploaded a photo of their Bimmer on their card!

BMW CCA recruiters return to California's BimmerFest

May 2, 2009 will find BMW CCA volunteers and staff at the annual BimmerFest event in beautiful Santa Barbara, California. Central California, Los Angeles, and San Diego Chapters will be represented—alongside members of the National Board and staff—recruiting new blood for the Club. If you are in the area, please come out and help us recruit!

If you can't make it to BimmerFest, you can still help us out by recruiting a new member this week. Recruiting members to the Club is no more difficult than making a new friend; the cars we drive are fantastic, but the friendships we form within the CCA are what keep us all coming back. Let's share the CCA experience with as many BMW enthusiasts as we can—so our Club will remain the largest single-marque club in the world.

Remember to use the referral system in the **2009 Membership Drive** and earn **BMW CCA Bucks** to pay for your membership and other CCA-related items. Participating members will also qualify for valuable prizes.

BMW CCA membership decline may be slowing

While the current economic conditions probably guarantee a chilling effect on the growth of the BMW CCA, this month's statistics do seem to indicate less of an impact. "If you look at the March numbers," notes BMW CCA executive director Frank Patek, "you see that we had a net loss of over 500 members from the month before. In April, however, we lost just 150."

While any loss is cause for concern, Patek believes that efforts by the chapters to recruit new members are paying dividends. "We know that the real benefits of

camaraderie and good fellowship occur on the chapter level," he says. "It's great that so many members are actively recruiting new members—their BMW-driving friends and associates—but the real reward comes in creating new friendships. It's the people who feel welcomed into the BMW CCA family who stick with us—more important, with their chapter friends—so I'm pleased that the renewal percentage is beginning to go back up, too."

One Lap of America serves to recruit new members

M School session to go to one lucky member

Not only will the BMW Performance Driving School field a 2009 M3 in One Lap of America in May, there will be a live camera feed and a blog documenting the journey available through the BMW CCA website. And at the end of the event, there will be a live prize drawing for BMW CCA members for a free two-day M school! Registration for the prize will take place at each One Lap track and online through the BMW CCA website, where the camera feed, blog, and other data will be linked.

In order to encourage CCA members to come to the various race-track venues of One Lap—including the Tire Rack and the BMW Performance Center—online registration for the two-day M school will be limited to the first ten members who register each day. In the past, BMW CCA members have showed up in the hundreds to cheer on their favorite marque.

Drivers of the Performance Center M3 will be Mike Renner, former Peachtree Chapter president Steve Maguire, and Sandlapper Chapter president Dwayne Mosley. "Jim Byrd, who ran in 2008 and was scheduled to drive again this year, had to withdraw from the team after finding out he has multiple myeloma, a cancer of the plasma cells," says Mosley. "We're running One Lap in his honor, in the hopes of his speedy recovery."

MEMBERSHIP STATS as of 4/17/2009			
	Full	Associate	Total
Current Membership	64,027	9,398	73,425
Last Month's Membership	64,177	9,471	73,648
Monthly Net Gain (Loss)	-150	-73	-223
Monthly % Change	-0.23%	-0.77%	-0.30%
Last Year's Membership	66,304	9,685	75,989
Annual Net Gain (Loss)	-2,277	-287	-2,564
Annual % Change	-3.43%	-2.96%	-3.37%
2006 Membership	66,250	9,844	76,094
Net Gain (Loss) for 2 years	-2,223	-446	-2,669
% Change for 2 years	-3.36%	-4.53%	-3.51%
New Members: 924 Renewals: 51.61% Roundels mailed: 63,281			

Besides saluting an ailing comrade, the trio plans to recruit new BMW CCA members as they travel, running a BMW CCA decal and generally winning friends with their legendary track performance—including great smokin' donuts at the Tire Rack, the title sponsor of the event. You can follow the team online or by showing up on the One Lap route; for a full One Lap schedule, visit the One Lap website, www.onelapofamerica.com.

Last chance for BMW Performance Center 20% discount!

Since last summer our members have had the opportunity to experience the BMW Performance Center at a 20% discount. As of July 1, 2009, that discount will drop down to 15%—the good news is that if you purchase a school before July 1, you will still receive the 20% discount—and you have up to a year to take the school! Early Christmas shopping for your BMW-fanatic Significant Other, anyone?

If you are serious about your driving—or if you're just looking for a unique and exciting weekend getaway—then you should really consider using this membership benefit. The instructors at the BMW Performance Center are top-notch, and more than a few are fellow Club members. Visit their website <http://tinyurl.com/BMWSchool> and sign up today!

Vintage at the Vineyards

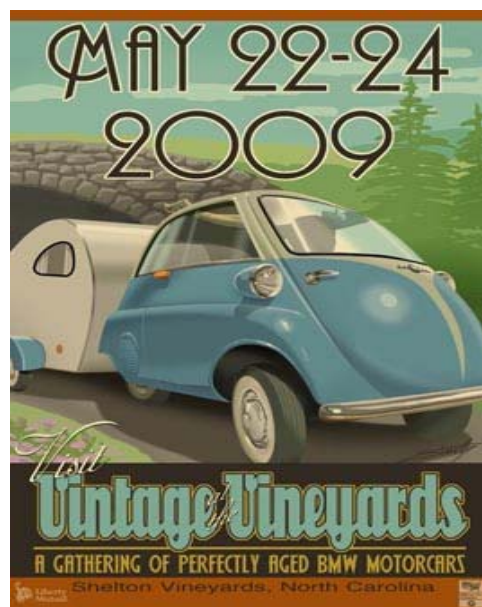
Shelton Vineyards, in Dobson, North Carolina, is a picturesque setting which offers a secluded, intimate feeling—until the vines surround some two or three hundred classic BMWs every year. In late May, Vintage at The Vineyards draws classic-car fans and owners to Dobson for a celebration that has grown from a modest display of BMW 2002s to an impressive array of all sorts of BMW icons. “The event has always drawn a ton of 2002s, and this year we may have close to 100,” says event organizer Scott Sturdy. “These beauties will be displayed around the scenic pond and should make for some great photo ops.”

The weekend gets off to a festive “gearhead” start on Friday, May 22, with events reserved for owners of vintage BMWs. There's a scenic drive in the afternoon, and the evening features the Steve McQueen movie *Le Mans*.

Saturday starts with an optional drive open to all BMWs, beginning in the blocked-off old Main Street of the small town of Elkin; it ends at Shelton Vineyards, where the vintage BMWs will be arrayed.

Fans of the venerable BMW 6 Series—known to fans as the BMW Shark due to its distinctive nose—will want to be on hand as Southeast Sharkfest participants arrive for a special display in the 6 Series area. Other activities include wine-tastings, tours, hayrides, a raffle, a vendors' row, a swap meet, food, and an eleven-piece Sauerkraut Band.

On Sunday, May 24, a driving tour heads south to Ashville and the historic Biltmore House via the scenic Blue Ridge Parkway. Tickets for the private tour of the Biltmore Estate are \$46 for adults; youth (ages 10–16), \$23; and children (age nine and younger) are admitted free with their paying parent. This affords a rare opportunity for you and your BMW to be in a panoramic photo in front of the historic Biltmore House. If you are not attending the Vintage weekend in Shelton, and would like to participate in the private tour of the Biltmore Estate, please contact Linda Axelson at lindaa@bmwcca.org. For more information please visit the event website: www.vintageatthevineyards.com



Oktoberfest 2009: The Club's 40th anniversary

Oktoberfest registration is still running ahead of last year's at the same time—and the drive to bring back Oktoberfest's tried-and-true sponsors, vendors, and advertisers and a simultaneous effort to attract new ones to Road Atlanta is under way. Sponsorships just confirmed include Bridgestone, Griot's, Liberty Mutual, and BMW of North America.

Bridgestone will sponsor the two-day autocross, which will be chaired by the Peachtree Chapter's Bruce Herstowski. Griot's is back to present the popular Concours d'Elegance. We are honored to announce that this year's signature event will be chaired by Goetz Pfafflin, president of the BMW Vintage & Classic Car Club. The opening-night beach party is being sponsored by Liberty Mutual. BMW NA will again furnish cars for test drives and sponsor the final banquet.

Opportunities exist at multiple price levels making it possible for interested companies and manufacturers to acquaint Oktoberfest attendees with their wares. If you know anyone who fits this description, please contact Linda Axelson at 864 250-0022 or send her an e-mail at lindaa@bmwcca.org.

A reminder: Our dedicated O'Fest website, www.bmwccaofest.org is the best and fastest way to learn everything about this outstanding event. We're hearing that more and more newsletter editors and webmasters are posting the O'Fest link on their own sites. Oktoberfest 2009 merchandise is now available for purchase on line.

Join your friends and extended family
at the Lake Lanier Islands Resort, Georgia,

and enjoy *the*

"Ultimate Social And Driving Event"

—OKTOBERFEST 2009



September 28-October 4, 2009
www.bmwccaofest.org

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MON 9/28	TUES 9/29	WED 9/30	THUR 10/1	FRI 10/2	SAT 10/3	SUN 10/4
Registration Opens (afternoon)	Registration at Lake Lanier Resort	Registration at Road Atlanta	Registration at Road Atlanta	Registration at Road Atlanta		
First Timers' Meeting at Lake Lanier Resort	Concours at Pineisle Golf Course	TSD Rally ends at BMW Manufacturing	Autocross at Lake Lanier Resort	Autocross at Lake Lanier Resort		
		Gymkhana at Performance Center				
		BMW Plant Tours				
		Car Control Clinic at Road Atlanta			BimmerMeet at Road Atlanta	
		Driving School at Road Atlanta	Driving School at Road Atlanta	Driving School at Road Atlanta	Driving School at Road Atlanta	Driving School at Road Atlanta
		Club Race School at Road Atlanta	Club Race School at Road Atlanta	Club Race at Road Atlanta	Club Race at Road Atlanta	Club Race at Road Atlanta
	Fun Rally	Fun Rally	Fun Rally	Fun Rally		
Beach Party at Lake Lanier Resort	BBQ (afternoon) at Pineisle Golf Course	Lunch at BMW Plant	Vendor Buffet at Road Atlanta	Banquet at Lake Lanier Resort	BBQ at Road Atlanta	