

BMW CCA News From National

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

FROM: Frank C. Patek II, Executive Director

August 2009



Greetings from Greenville! As usual, we have some new items this month—and a few you've already seen, in case you missed them before!

Let's start with some news, this time from the Left Coast:

Monterey weekend sees successful BMW CCA events

Hats off to the members of Central Cal and Golden Gate Chapters for yet another wonderful weekend on the Monterey peninsula! The weekend kicked off with the West Coast Summer Concours hosted by the Central Cal chapter. The first stand-alone BMW concours during the Monterey weekend was held at Rancho Canada Country Club in beautiful Carmel Valley, where a rather over-the-top picnic lunch was served. CCA members came from as far away as British Columbia to compete—taking the Most Compulsive title was 17 year old Andrew Wilkey!

Friday evening, Club members gathered for dinner on the tenth floor of the Marriott Hotel overlooking Monterey Bay as the Golden Gate Chapter kicked off their annual two-day Festorics corral at Laguna Seca. On Saturday and Sunday, more than 500 Club members found their way into the Festorics corral for friendship, fun, and good food. And those of us with good eyes were able to see BMW CCA Club Racing founder Scott Hughes tear around the track—but not in his 2002 Turbo, as you might surmise, or an E30 M3. Instead, he was at the wheel of a McLaren Mark 8-F Can-Am car! Talk about rolling thunder!

If you were unable to make Monterey this year, you'll want to start making plans now for 2010. The West Coast Summer Concours will return, as well as the Festorics. And be on the watch for a special announcement: We're thinking about a special **pre-Monterey driving tour** for those who just can't get enough BMW adventure at Monterey!

Final notes on Oktoberfest 2009: Our 40th anniversary

Our Oktoberfest celebration at Road Atlanta (September 28 – October 4) is shaping up to be the best Oktoberfest ever—if there's a way of quantifying the fun we have in getting together for our annual celebration of the Club. As of this writing, Oktoberfest registrants total 675 (including Club racers)—and there will be a record number of track-event participants at the famous 2.5-mile road course.

Still, even at this late date, we have managed to open a few slots in both the **Wednesday and Friday driving schools**. If you have previous Road Atlanta track experience, you'll want to register for the Saturday/Sunday driving school. Sign up today at www.bmwccaofest.org — and we'll see you at Road Atlanta!

By the way, official O'Fest 2009 merchandise is on sale now. Don't wait until you reach Lake Lanier—order what you want today, and get the size and color you want! Visit our website now!

Last chance: 2009 Car-Of-Your-Dreams Raffle ends September 14!

The raffle has just a few weeks to go! If you haven't been to the website recently, stop by and click on the Car-Of-Your-Dreams Raffle <http://www.bmwcca-raffle.org>. From there you can even buy your tickets online—for a chance at the car of your dreams! Our **Grand Prize** is your choice of any BMW up to an MSRP of \$102,100. (What a coincidence! That's the price of a new M6!)

The **First Prize** is your choice of any BMW up to a total MSRP of \$66,650. Then, depending on the number of tickets sold, we will likely award several **Main Prizes**—any BMW up to an MSRP of \$42,000. (BMW 135i, anyone?!) As always, only BMW CCA members—including associates—are eligible to purchase tickets and win prizes. You must be a member in good standing as of **5:00 p.m. EDT, Friday, August 31, 2009**, to qualify to purchase tickets. The maximum number of tickets available for purchase will be ten (10) per valid membership. Tickets are available for purchase on our website.

The annual raffle is one of our most popular programs. Chapters may promote the raffle and take advantage of it as a recruitment opportunity!

CCA Chapters now using new event-insurance applications

There seems to be some confusion regarding the new event-insurance application procedure. If your chapter driving-events rep did not tell you, following the 2009 Driving Events Conference the Board approved a recommendation from the DEC that now requires your area DEC representative to sign off on your “wheels turning” event applications. To speed up this process, we have created an online form at http://bmwcca.org/index.php?pageid=chapter_ins_req. This form is automatically sent to your DEC rep when completed; your chapter DE rep will also receive a copy. Once the DEC rep has approved the application, it is forwarded to Wells Fargo. However, the chapter officer completing the form should still print a copy to mail—along with their check—to Peggy Mauck at Wells Fargo.

If you are still using old event application forms, or you have the old forms bookmarked in your computer, please begin to use the new form today. If you have any questions, please do not hesitate to contact your DEC rep or the national office.

A little recognition goes a long way

We all like a pat on the back now and again. As I travel around the country, many of you tell me how much your local dealer(s) has helped you out over the course of the year. Of course, I also hear about how that other dealership down the road does nothing for your chapter. It got me to thinking that we all benefit from the really good dealerships out there—so why not give them a little national recognition?

Any chapter that would like to recognize exceptional service and “Friend Of The Club” support may request a **certificate of recognition** to be sent from the national office to that dealer or other service provider before the end of this year. Requests for certificates, with the name of the honoree and address where it should be sent, should be submitted to the national office no later than November 16, 2009. Requests may be submitted to Steven Schlossman via e-mail stevens@bmwcca.org.

At long last, BMW AG to enforce new logo standards

We’ve been talking about it long enough, and BMW seems to be serious this time: changing the format for Club logos that include the BMW roundel. Click [here](#) to read the full details—and to see what your revised logo might look like.

Please note that these new standards go into effect no later than **January 2011**. Revised logos should be submitted to the national office for review and approval before you use them.

And now for some good news: If you like your current chapter logo and do not want to make any significant changes to it, then all you need to do is remove the roundel and you can continue to use it as is. For questions and concerns, please call or e-mail Frank at any time: frank_patek@bmwcca.org or 864 250-0022.

BMW CCA Fall board meeting set for Lake Lanier Islands, Georgia

Our next Board meeting will be held in conjunction with our 40th anniversary Oktoberfest on Friday, October 2, and Saturday, October 3, from 8:00 a.m. to noon. The host hotel is the Legacy Lake Lodge, located on the picturesque Lake Lanier Islands. If you would like to observe, please contact the National Office so that we can reserve seating for you: lindaa@bmwcca.org.

BMW Corral set for Labor Day Lime Rock Vintage Fest

Members in the North Central Region are inviting all of BMW CCA to participate in their corral at Lime Rock Park during the Rolex Vintage Festival, September 4–7, 2009. As the event website says: There is nothing like the perfect late-summer afternoons that the Northwest corner of Connecticut produces, and with a breath-taking collection of cars that take to the track, there is no better way to spend Labor Day weekend. Fans discover the glamour, glory, and style of historic and vintage sports cars as they claim focus of the event both on track, in the open paddock, and during the prestigious Sunday in the Park Automotive Extravaganza.

Sunday in the Park has evolved from what was essentially considered a local car show 27 years ago into a car-show-and-concours extravaganza devoted to automotive beauty, history, and diversity. The park will be engulfed with interesting vintage and historic sports cars, classics, customs and hot rods, woodies, trucks, racing cars, and motorcycles. There will also be marque car-club groupings including Morgan, celebrating their 100th anniversary, Porsche, BMW, Corvette, and Aston Martin.

All of this makes for a wonderful day out in the scenic green valley of Lime Rock Park.

Special BMW CCA details: BMW CCA North Central Region Chapters will be assisting with a special BMW Corral this year, which will feature parade laps on Saturday. To get discount tickets, make sure you enter the **BMW special code**—2009BMW—when you place your order. The parade size will be limited, so if you want to participate or have questions, please e-mail [Paul Ngai](mailto:Paul.Ngai@bmwcca.org) New Jersey Chapter with your name, CCA number, and chapter name. There will also be special BMW display parking on the track during Sunday's car show.

Ticket costs: Weekend \$80/per person, Saturday/Monday \$35/per person (10% discount with the Special BMW Code.) When ordering tickets on the LRP website (tickets.limerock.com/eventperformances.asp?evt=13), after clicking "Tickets," you need to scroll down and click on to "Vintage Festival Corrals." That will show a box for the BMW Special Code. Sunday in the Park has a \$20-per-person track admission charge, but there's no charge this year to enter the car show.

BMW CCA Foundation open house set for September

Are you looking for something to do on Sunday, September 27, following Petit Le Mans at Road Atlanta? Well, now you have something to do between the race and Oktoberfest! The BMW CCA Foundation will hold an open house that day between the hours of 10:00 a.m. and 4:00 p.m. EDT. If you are driving to O'Fest on Sunday, make a detour and stop by the office; they would love to give you a tour of their new home.

The Foundation recently moved into a new facility located just a couple of miles off I-85 in Greenville, SC. Foundation curator Michael Mitchell says, "We not only have room to display and grow our archives, but we can also display a car." Currently they have the Ray Korman E30 M3 (serial number 001) on loan. Additionally, CCA members can view a trailer—made from the rear end of a 2002tii—which is permanently displayed at the office.

Please note: The Foundation office will not be open during the week of O’Fest , as the staff will be at O’Fest and you can visit with them there. If you have anything you want to donate to the Foundation—books, brochures, magazines, or just about anything automotive- or motorcycle-related—bring it with you to the open house. Please RSVP by September 15—and feel to contact Michael Mitchell if you have any questions.

And if you would like to donate any automotive or motorcycle-related materials to the Foundation, now is the time. Bring them with you on the trip, and save on shipping. Contact Michael Mitchell for further details: mmmitchell@bmwccafoundation.org.

2010 Chapter Congress set for Dallas

The next Congress will in Dallas on March 5-7, 2010 at the Westin DFW. Each chapter will be invited to send three members to the Congress with airfare and lodging paid for by the Club. The meeting will focus on leadership development, long-term planning, and recruitment. At this time the agenda remains partially open; chapter presidents will be surveyed for topics of interest.

Membership decrease may be slowing

In an odd—but encouraging—statistical analysis, we find that the Club’s rate of decline seems to be slowing; between July and August, our net loss was just eleven members. Of course, we would rather not lose any members, and we are constantly looking for ways to bring in new enthusiasts to “the best damn car club in the world.” But at least the loss of members seems to be a trickle instead of a stream—and our associate membership actually increased.

Keep inviting your friends to join the Club and we will remain strong collect your point for the Membership Drive.

MEMBERSHIP STATS as of 8/18/2009			
	Full	Associate	Total
Current Membership	63,139	9,306	72,445
Last Month's Membership	63,150	9,261	72,411
Monthly Net Gain (Loss)	-11	45	34
Monthly % Change	-0.02%	0.49%	0.05%
Last Year's Membership	66,278	9,779	76,057
Annual Net Gain (Loss)	-3,139	-473	-3,612
Annual % Change	-4.74%	-4.84%	-4.75%
2007 Membership	66,250	9,844	76,094
Net Gain (Loss) for 2 years	-3,111	-538	-3,649
% Change for 2 years	-4.70%	-5.47%	-4.80%
New Members: 1054 Renewals: 55.63% Roundels mailed: 64,562			