

# BMW CCA News From National

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

**FROM:** Frank C. Patek II, Executive Director

**October 2009**



Whew! It seems like only last week we put out the September issue of *NFN*! No time to unwind from Oktoberfest; it's time to get you some last-minute items that you may want to disseminate to your chapter members right away!

*Nominations for BMW CCA Board positions close October 30*

[Positions include Treasurer and North Atlantic and Pacific Region Vice Presidents](#)

Because some members did not receive their October *Roundel* in the first week of the month, I want to remind you that members have until the *last business day of October* to nominate candidates for Board seats.

A candidate for any BMW CCA national office must be a BMW CCA member in good standing; potential candidates are strongly encouraged to contact the National Office for a copy of the qualification requirements contained in the BMW CCA Bylaws and the election rules contained in the BMW CCA Operations Manual.

Nominators must submit written nominations that include the following:

- The name of the nominee and the office for which he or she is being nominated, with the name, signature, and membership number of the nominator.
- A statement from the nominee accepting the nomination, with the signature and membership number of the nominee.
- Each candidate may also include a statement of no more than 300 words and an appropriate passport-style photograph to be published in *Roundel*.\*

The nomination and optional candidacy statement must reach the National Office no later than **5:00 p.m. Eastern time on October 30, 2009.**

\*Candidates may choose to publish a longer statement of candidacy on the Club website. The 300-word statement published in *Roundel* may be used to direct members to the candidate's statement on the Club website. Candidate statements on the Club website may not include links to other websites.

*DEC Pacific and North Atlantic Regional Representatives sought*

Now is the time to nominate candidates for regional representatives to the National Driving Events Committee (DEC). Candidates for the Pacific and North Atlantic Regions are up for renewal and may be nominated using the form previously sent to Chapter Presidents and Driving School Contacts. (Note: because of BMW CCA By-Law changes moving RVP positions to three-year terms, DEC Regional Reps will now serve corresponding three-year terms.)

BMW CCA supports driving events conducted by chapters and national events such as Oktoberfest. The Driving Events Program is intended to promote driver education and safety by providing a framework for members to improve their driving skills in a fun and safe environment.

The Driving Events Committee is responsible for planning and overseeing the BMW CCA Driving Events Program. The Committee will:

- Update, maintain and, enforce the driving school, autocross, and other minimum standards published in the Operations Manual.

- Monitor the driving-school standards. In the event of a chapter violation, the elected DEC representative for that region will work with chapter representatives to arrive at an amicable solution that meets the standards. If the regional representative and the DEC as a whole cannot effect a solution, the matter will be referred to the National Board for resolution.

- Facilitate and oversee the National Driving School Instructor Training (ITS) programs.

- Assist chapters in creating or improving their driving-events programs. The Driving Events Committee consists of one representative from each region, to be elected by chapter representatives in each region. Additional members may be appointed by the National Board as deemed necessary.

Nominations for regional representatives to the DEC must be received at the National Office no later than **Monday, November 16, 2009, 5:00 p.m. Eastern time**. Both the nominator and the nominee must be BMW CCA members who reside in the region for which the nomination is being made. The form may be used to submit nominations, or nominations may be submitted by letter, but must include the name, address, BMW CCA member number, and signature of the nominator; and the name, address, and BMW CCA member number of the nominee. Nominees may include a 300-word candidacy statement that will be included with the ballots for their region.

Before their names are placed on the ballot, nominees will be contacted to confirm their willingness to serve. After all nominations have been received and confirmed, the National Office will prepare a ballot to be mailed to the driving-events coordinator (or equivalent position) of each chapter. Each chapter's driving events coordinator may cast one vote for the representative for their region. If a chapter does not have a driving-events coordinator, chief instructor, or equivalent position, that chapter's vote may be cast by the chapter president.

Nominators and nominees should understand the process, eligibility, and responsibilities of DEC members, and consider these qualifications carefully prior to the nomination.

### *BMW Classic race cars to appear at Hilton Head Speed Classic*

[BMW M1 Procar, 3.5CSL, M3 GTR, and IMSA M5 charity rides available](#)

On Thursday, October 29, the downtown Savannah square will echo with the thunder of vintage sports cars as two classics from the BMW Performance Center join other racers in a parade—complete with police escort—across the bridge and into the square. That 5:00 p.m. event kicks off the 2009 Hilton Head Island Concours d'Elegance & Motoring Festival.



In addition to scoring a ride in a classic racing BMW, if ten cars from a specific-marque club are on hand, they may participate in scheduled parade-lap sessions on Friday and Saturday. Parade laps on the newly renovated track are \$15 per car. Assembling ten BMW CCA cars should not be a problem, considering the hundreds of them that descended on Road Atlanta for Oktoberfest!

For more information on the 2009 Hilton Head Island Concours d'Elegance & Motoring Festival, [click here](http://www.hhiconcours.com/index.php?page=historics). (Of course, if you're reading a print version, that won't work! Here's the URL: <http://www.hhiconcours.com/index.php?page=historics>)

## *Oktoberfest 2009: CCA's 40-year celebration draws a crowd*

[Hundreds on hand for beautiful Fall weather as Southeast storms disappear](#)

In September, it rained—so hard that Lake Lanier, completed in 1956 primarily for flood control on the Chattahoochee River, rose by five feet. And Atlanta, despite the Buford Dam that created Lake Lanier, had certainly been flooded in the weeks prior to Oktoberfest. But for the last week of September, the skies were clear—and hundreds of CCA members found their way to the posh rooms of Legacy Island Lodge to celebrate the 40th anniversary of the BMW Car Club of America with another Oktoberfest celebration.

First came registration and the opening-day beach party, complete with live music and the most essential O'Fest activity of all: hangin' out with like-minded BMW lunatics. It was a time to greet old friends and meet the newcomers; many enthusiastic BMW fans sported the O'Fest "first-timer" ribbons.

Also honored during the week were the 308 remaining members of the first 5,000 members registered with the BMW CCA. These are the people who built the Club; I thought it appropriate to salute them on our 40th anniversary!

The past and present were mixed on the greens of the Legacy Gold Club on Tuesday as a splendid array of BMWs brought fans to witness a fantastic juxtaposition of old and new—from the latest Dinan M6 to Lothar Schüttler's incredible prewar 328. "It was worth the drive," said one admirer, "just to see that car!" And even more fantastic is the fact that Schüttler towed the 328 to Oktoberfest behind his 1954 BMW 502 convertible!

For fans of BMW's racing history, besides the 328—which dominated two-liter racing in the late 1930s—there were gorgeous examples of BMW's legendary CSL racing coupes, along with several M1s. (When you see several examples of a car of which fewer than 500 were made, you know you have found something rare!) In fact, M cars were glowing in abundance, from the original E30 M3 to a brace of Phoenix Yellow E46 M3 convertibles, from the utilitarian X5 to the car that started the Club, the legendary 2002.

On Wednesday, the action moved to Spartanburg—via the Oktoberfest TSD rally—for BMW factory tours and a gymkhana featuring BMW xDrive cars. Some people rode a coach to the factory, while others drove their own cars up I-85, but a good number got there via a five-hour TSD rally through the hills and dales of Georgia and South Carolina—the best O'Fest rally in years, according to many.

Thursday and Friday saw autocross competition on Lake Lanier Island, with the legendary Russ Wiles holding sway, and the BMW CCA Club Racing series took to the track on the weekend. "It was like a week-long birthday party," said one observer at the concours, while several others called it "the best Oktoberfest ever."

Of course, we say that every year. And maybe it's true.

## *Oktoberfest 2010: Elkhart Lake and Road America!*

Mark your calendars: Oktoberfest 2010 will kick off on **Monday evening, August 23**, in Wisconsin. Once again, we're gathering at a historic track; racing began on the roads of Elkhart Lake in 1950, using local roads *à la* Watkins Glen, and the Road America track opened five years later. Almost unchanged in half a century, the four-mile track is among the longest tracks in North America—and nestled in the Kettle Moraine, it is certainly one of the most scenic motorsports

venues in the world. (Besides, Road America's track food is considered a gourmet delight; the German-Scandinavian heritage of the region guarantees great brats and beer!)

Our Oktoberfest closing banquet is slated for Friday, August 27, followed by BimmerMeet II on Saturday. In addition, we will have bonus track days on Saturday, August 28 and Sunday, August 29.

The host hotel is the Osthoff Resort in Elkhart Lake—and reservations are now open at 800 876-3399. See you at Road America!

*A little good news: Membership decline. . . seems to be declining*

While we're crossing our fingers, the Club's rate of decline seems to be holding steady—and slightly better than last month. While we're down 5.26% over a two-year span, the good news is that our annual loss has improved to 4.4%. As I've said before, in these chaotic economic times, perhaps we can even derive some comfort from leveling out at a rate that could be much worse.

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. Unfortunately, due to declining membership as well as a decrease in advertising and sponsorship revenues, the BMW CCA has been forced to implement a dues increase for regular membership. The cost of an associate membership will remain at \$10, but the cost of a

<b>MEMBERSHIP STATS as of 10/20/2009</b>			
	<b>Full</b>	<b>Associate</b>	<b>Total</b>
Current Membership	<b>62,976</b>	<b>9,294</b>	<b>72,270</b>
Last Month's Membership	<b>63,083</b>	<b>9,308</b>	<b>72,391</b>
Monthly Net Gain (Loss)	<b>-107</b>	<b>-14</b>	<b>-121</b>
Monthly % Change	<b>-0.17%</b>	<b>-0.15%</b>	<b>-0.17%</b>
Last Year's Membership	<b>65,874</b>	<b>9,765</b>	<b>75,639</b>
Annual Net Gain (Loss)	<b>-2,898</b>	<b>-471</b>	<b>-3,369</b>
Annual % Change	<b>-4.40%</b>	<b>-4.82%</b>	<b>-4.45%</b>
2007 Membership	<b>66,475</b>	<b>9,808</b>	<b>76,283</b>
Net Gain (Loss) for 2 years	<b>-3,499</b>	<b>-514</b>	<b>-4,013</b>
% Change for 2 years	<b>-5.26%</b>	<b>-5.24%</b>	<b>-5.26%</b>
New Members <b>923</b> Renewals <b>56.81%</b> Roundels Mailed <b>64,350</b>			

primary membership will go up to \$48; this way we hope we won't have to raise dues for several years. The good news: The rate increase won't go into effect until November 15. You can renew before then at the old \$40 rate!

*Reminder to members: BMW CCA dues go up on November 17*

*The following letter was e-mailed to every BMW CCA member with a valid e-mail address. We encourage chapters to send a copy of this letter by e-mail—or a similar one—to their members and encourage them to take advantage of our current rates to extend their memberships before the increase goes into effect.—FP*

2009 has been an eventful year—and that may be the kindest thing we can say about it! The economy has been tough for anyone involved in the car business, and that includes BMW CCA. One thing we can be thankful for, however, is that 2009 is drawing to a close—and we can all begin to look forward to a better 2010.

However, this year will not end without having left some indelible marks on our Club.

Downward economic pressure has affected our membership numbers nationwide. Membership is down more than five percent from our high just five years ago. Corporate sponsorship and Roundel advertising revenues have dropped significantly this year. While Roundel did benefit from a decrease in the cost of paper, it suffered from yet another increase in postage. Individually, these items could have been ridden out with minor damage; but bound together in a single year, and they became a perfect storm that regretfully requires a course correction.

With the rising cost of membership recruitment and retention increasingly being borne by the national club, the need for a major upgrade of the website and database, and the uncertainty of sponsorship and ad revenues, it is now more important than ever that we find the financial resources necessary to move into the future. In spite of painful staff cuts and a reduction in the page count of Roundel, the Club continues to face a potential budget deficit of more than \$300,000. A better-than-expected return on the annual raffle and a last-minute increase in memberships could reduce that deficit, but we can't count on such luck; the long-term health and viability of the Club demand action sooner, rather than later.

After lengthy discussions, the BMW CCA Board of Directors has reluctantly concluded that a dues increase is the only way to avoid drastic cuts to our member services—including Roundel Magazine, insurance for various CCA driving events, and cash rebates to our chapters. Therefore, as of November 17, 2009, the BMW CCA will institute a dues increase of \$8 for a one year primary membership. The fee will hit all primary membership levels—one-year, two-year, three-year, and a newly added five-year membership. Life Membership will increase to \$1000. However, associate members will not see an increase in fees.

Here is a chart detailing the new fee structure:

Membership Type	Rates 06/01/04 - 04/30/08	Rates 05/01/08 - 11/16/09	New Rates Effective 11/17/09
	Dues	Dues	Dues
1 Year Primary	40.00	40.00	48.00
1 Year Associate	5.00	10.00	10.00
2 Year Primary	76.00	76.00	91.00
2 Year Associate	10.00	20.00	20.00
3 Year Primary	112.00	112.00	134.00
3 Year Associate	15.00	30.00	30.00
5 Year Primary			220.00
5 Year Associate			50.00
Life	760.00	760.00	1,000.00
Life Associate	105.00	155.00	155.00
** Turquoise indicates new rate			

You may recall that our last fee increase was in 2004 and at that time a one year membership went from \$35 to \$40. So why are your dues going up \$8 five years later?

Well, in order to have kept pace with inflation, as provided by the Consumer Price Index (<http://data.bls.gov/cgi-bin/cpicalc.pl>), our current fee should be \$45.73. After adjusting for inflation, \$8 turns out to be a modest increase, to ensure financial stability, improve our operating systems, grow the Club and not come back to you with another increase a year from now.

**Where do your membership dollars go?** A one year membership fee is broken out the following way; \$15.30 goes to your local chapter and \$15.00 helps pay the cost of producing *Roundel*. That leaves \$9.70 for the Club to fund administrative costs, chapter congresses, regional events, Oktoberfest, promotional activities, and any other costs associated with running “the best damn car club on the planet.” (*Note: multiple-year membership discounts are absorbed by National and are not passed along to the local chapter.*)

Between now and November 16, I encourage you to take advantage of our current rate structure by renewing your membership early—perhaps for several years. Because our current website and database will not allow you to change your membership type—that is, changing from a one-year to a multiple-year membership—I urge you to [click here](#) for a downloadable membership form that you can fax (864-250-0038) or mail in. Or you may also call the national office, and someone will be glad to assist you with any change you might like to make. Oh, by the way: rates for Premier Membership remain the same, making it a better value than ever before!

With our lineup of events, one-of-a-kind activities, local chapters, and membership benefits, the BMW CCA remains the one and only venue and value for the true BMW enthusiast. A one-year subscription to Bimmer magazine—that’s only eight issues—costs \$19.99. BMW CCA Members get twelve issues of *Roundel*, plus programs like Premier Membership, Member Rewards, a personalized affinity Visa card, car insurance—using original BMW parts—and dealership discounts, guaranteeing a return on your investment far greater than \$48. Only the BMW CCA brings those benefits to you and to potential members every day of the year.

Want to save \$48.00? If you **apply for the BMW CCA Rewards Card** before 11/16/09 and are approved, you will have your membership extended by 1 full year\*. Once you make qualifying purchases with your new BMW CCA Rewards Card totaling \$100 within the first 60 days of account open date, Partners First will cover the renewal fee.\*\* There has never been a better time than right now to renew your membership! Not approaching your renewal date? Not a problem. If you qualify for this offer, Partners First will extend your membership by one full year—at no cost to you. Apply Now before 11/16/09.

If you already have the BMW CCA Rewards Card, remember that you can always redeem your Rewards points for a cash back statement credit to cover the cost of your membership fee, or redeem directly for a free membership renewal--and keep the cash in your pocket!

I hope you continue to recognize the Club as your gateway to everything BMW—and that you always feel free to share with me your questions, comments, and concerns. And along with the entire national-office crew, and Satch and the *Roundel* gang. I remain grateful for your support.

Frank C. Patek, II  
Executive Director

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*\*This offer is valid for new BMW CCA cardholders through the links in this email promotion only. Not valid for existing BMW CCA cardholders. This promotion is offered and administered by PartnersFirst. Expires 11/16/09.*

*\*\* It is the responsibility of the member accepting this offer to prevent any potential lapse in membership while waiting to qualify.*