

BMW CCA News From National

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

FROM: Frank C. Patek II, Executive Director

November 2009



Well, it's certainly getting near winter! I hope you had a warm and thoughtful Thanksgiving. As we move into the holiday season, here are some last-minute items that you may want to disseminate to your chapter members right away!

BMW CCA holiday schedule

The national office will close at 3:00 p.m. EST on December 23 and will reopen on Monday, December 28, at 8:30 a.m. The office will close again on December 31 and remain closed until 8:30 a.m. January 4, 2010.

We wish everyone a joyous holiday season and the best of everything for a Happy New Year!

BMW CCA elections

January begins election season for the BMW CCA. The following candidates are running for office: **Treasurer: Louis Goldsman and Michael Harman. Pacific RVP: Jeff Cowan and Delight Lucas. North Atlantic RVP: Dyke Morrissey, Scott Stowell, and John Sullivan.**

Statements written by these candidates may be found, after December 16, 2009, in the election forums of the BMW CCA website and in the January issue of *Roundel*. Reading these statements will help you understand why they are interested in becoming elected leaders of the Club—but whatever their reasons, we applaud their dedication and spirit of volunteerism. Without our volunteer leadership, we would not be the Club we are today.

A series of bylaw amendments also appear on the ballot this year. The amendments are being proposed in order to bring the bylaws up to date with contemporary standards, to ensure consistency and clarify confusing language.

In order to give all candidates the opportunity to freely express their positions, we neither edit nor correct these statements. Unless they are clearly libelous or defamatory, they appear as submitted. Only the candidates vouch for the accuracy of any facts or allegations contained herein. Nothing presented in these statements reflects any official position of either *Roundel* magazine or the BMW CCA, and we cannot be held responsible for any errors of fact.

If you would like to learn more about our candidates, we encourage you to visit the election forums on the Club website. There you may find more detailed statements from each candidate. Members will also be able to pose questions to the candidates in forums that have been created for each of them. You will also be able read more about the proposed bylaw amendments.

Members will be able to vote on line or by using the paper ballot cards found inside the January issue of *Roundel*. By visiting www.bmwcca.org and entering a seven-digit unique identifier, you can safely—and securely—record your vote for the candidates and for the proposed bylaw amendments. **Primary members will find a unique identifier attached to the mailing label affixed to the election notice included with the January issue of *Roundel*. Associate members will receive a postcard in the mail, giving them a unique identifier to use when casting their ballots.**

Only members in good standing as of December 15, 2009, may vote in this election. Voting will open on Monday January 4, 2010, and close February 26, 2010, at noon Eastern Time. Results will be posted on the Club website that same day at 5:00 p.m. ET.

Newsletter Service...finally!

Those of you who outlasted me on my October round of Regional Conference calls will recall a discussion we had about a service to help, those who want it, with the creation, print and mailing of their newsletters. Here is the news you have been waiting for.

PBM Graphics / A Consolidated Graphics Company will soon provide this service. Within the next few months, PBM Graphics will launch a full scale BMW CCA Newsletter website. The website will provide templates, graphics, photo galleries and articles to assist in publishing your monthly newsletters. As part of the offering, the website will also provide mail list management. BMW CCA chapters will receive discounted printing and mailing prices for all newsletters produced through the website. ***Discounted prices will also be available for chapters that choose to create the newsletters offline and upload for traditional printing.***

Below you will find a brief price list for newsletters. Prices include 4 color printing on 80# gloss text paper. Addressing, sorting and mailing will be charged at 0.075 each and postage will be added at current US Postal rates.

4 page self cover	8 page self cover
200 - \$345.00	250 - \$745.00
500 - \$575.00	500 - \$1,353.00
1M - \$925.00	1M - \$1,512.00
	2M - \$1,692.00

12 page self cover	16 page self cover
250 - \$1,063.00	250 - \$1,323.00
500 - \$1,788.00	500 - \$1,848.00
1M - \$1,944.00	1M - \$2,016.00
2M - \$2,244.00	2M - \$2,352.00

If you have a quantity or format that is not in the above prices, please feel free to contact PBM Graphics using the below email address. ***Printing services are available to Chapters prior to the launch of the website.*** Simply contact Kevin at kdavis@pbmgraphics.com for assistance. Provide him with the following information and he will get back to you with a quote.

QTY: _____
Pages: _____
Ink colors: _____
Paper: _____

Exclusive offer for BMW CCA members good through January

The Goodyear Tire & Rubber Company makes a huge array of tires for everything from airplanes to earth-movers, but BMW fans have always been keen on their high-performance boots for high-performance cars. Their latest Hot Set-Up is their Eagle line of high-performance rubber; at the top is the Eagle F1 Asymmetric, a summer tire quite suited to any BMW with an M in its name.

If you live anywhere near Old Man Winter, however, you might prefer the Eagle F1 All Season, which could get you home when the weather turns ugly. And there's the familiar Eagle GT, a bit more durable than the ultra-high-performance—that is, sticky—Eagle F1 Asymmetric.

The best part: If you buy a set of Goodyear Eagle tires before the end of January, Goodyear will pay your next year's BMW CCA membership. "It's a great deal that helps make driving your BMW even better," says Jay Robinson, Goodyear's Performance Tires Brand Manager.

Complete details of the offer are available at www.goodyear tires.com/bmwcca.

*BMW offers "BMW Joy" discounts up to \$2500;
Membership Rewards rebate still applies*

Call it an end-of-the-year stimulus package, call it a strong dose of Christmas fever, call it a shrewd marketing ploy: In any case, the folks at BMW Financial have cooked up an end-of-the-year incentive plan that knocks from \$1500 to \$2500 off the MSRP of most BMW models.

And shrewd BMW CCA members want to know if these cars still qualify for Membership Rewards rebates.

The answer is yes—no Scrooge at BMW!—which means that a member purchasing, say, a 335i coupe through BMW Finance gets a \$2500 credit against the final MSRP of the car—oh, and that's at a 4.9% APR. Once the car has been purchased, eligible members can apply for a Membership Rewards rebate—on the 335i, that's \$500—for a total savings of \$3000.

Some models—like the X535d diesel and the 335d diesel—are not eligible for the BMW Joy credit; however, a \$4500 "Eco credit" is still in effect on those particular cars. If you are reading this in a format that allows hyperlinks, [click here](#) to see the BMW Joy credit for applicable models; [click here](#) to download the BMW CCA Membership Rewards form.

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 a bonus track day on Sunday, August 29.

The host hotel is the **Osthoff Resort** in Elkhart Lake—and reservations are now open at 800 876-3399. Demand for rooms is high, so we have also added a block of rooms at **Siebkens Resort** (www.siebkens.com), home of the Stop-Inn Tavern, internationally known as "the best bar on the racing circuit." For reservations at Siebkens call 920 876-2600.

In addition to our traditional Oktoberfest events, several tours of the local area are planned for 2010. The Oktoberfest 2010 schedule will be finalized and posted in early January. For a sneak peak now—and for all the details later on—please visit our dedicated Oktoberfest website, www.bmwccaofest.org, and stay up to date on O'Fest news.

Oktoberfest junkies on a 24-hour O'Fest news cycle will want to subscribe to the O'Fest10 Mailing List. This is an announcement-only list. To subscribe, send a message to ofest10-request@bmwccaofest.org with the word Subscribe as the subject.

National Board Meeting: January 23-24, 2010

The Board will meet in Birmingham, Alabama the weekend of January 23-24, 2010. The meeting will begin at 8:00 AM on January 23rd and end at 5:00 PM. Any follow-up work will occur on January 24th and end at noon. As always local BMW CCA members and members in the area are welcome to attend the meeting, those willing to endure the full day on Saturday are invited to dinner that evening.

If you plan to attend please contact Linda Axelson at the National Office at 864-250-0022 or via her e mail lindaa@bmwcca.org

Chapter Congress: March 5 - 7, 2010

The next BMW CCA Chapter Congress will be held in Dallas at the Westin DFW. Each chapter will be invited to send three delegates to the Congress, with airfare and lodging paid for by the Club. Chapter delegates are asked to share a double room; representatives who request a single room will be responsible for half of the room and tax charges. Room assignments will be made by the national-office staff.

Chapter presidents have been surveyed for their topics of interest, and the Congress will focus on areas of greatest interest. Early responses indicate: New Member Recruitment, Membership Retention, Officer Training, Officer Roundtables/Idea Exchange, and working with your local dealerships.

Registration will be available online at www.bmwcca.org on Monday, January 11, 2010.

Membership decline may be slowing

The recession may not be over, but there are some signs that things are improving. The Club's membership numbers grew during November, reducing our annual loss to just over 2% and bringing our two-year decline close to 5% (it had been 5.26%).

Of course, we expected a certain number of members to renew their memberships before the dues went up, and we were especially gratified that so many members opted for multi-year memberships. The strength of the Club, after all, is the long-term commitment of our members!

MEMBERSHIP STATS as of 11/17/2009			
	Full	Associate	Total
Current Membership	63,115	9,333	72,448
Last Month's Membership	62,976	9,294	72,270
Monthly Net Gain (Loss)	139	39	178
Monthly % Change	0.22%	0.42%	0.25%
Last Year's Membership	65,371	9,663	75,034
Annual Net Gain (Loss)	-2,256	-330	-2,586
Annual % Change	-3.45%	-3.42%	-3.45%
2007 Membership	66,454	9,786	76,240
Net Gain (Loss) for 2 years	-3,339	-453	-3,792
% Change for 2 years	-5.02%	-4.63%	-4.97%
New Members 956 Renewals 58.41% Roundels Mailed 64,510			