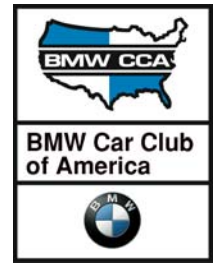


# BMW CCA News From National

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

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

**April 2010**



Busy, busy busy—looks like everybody's gearing up for a terrific summer! Here are some items you've heard about before—but you can still get in on the fun! And there are a few new items to share with your fellow members!

## *Annual BMW CCA raffle launched in April—and it looks like a record year*

Our annual raffle opened on April 1, and so far we are on pace to give away more cars than last year. The Grand Prize happens to be the MSRP value of a new M6; the First Prize is the value of a new M3! Even the Main Prizes are great: the value of a 335i!



Tickets can be purchased online for \$25 each. Members may purchase up to ten tickets; associate members are also eligible to purchase tickets.

Raffle winners will be announced during our Oktoberfest celebration in Wisconsin. Of course, the winners need not be present—but it certainly is fun when we have a raffle winner in the crowd! (If you're at Oktoberfest this year, be sure to ask Mark Calabrese about the time he was absolutely certain he would win a new 5 Series—and actually won!)

Remember, the deadline to purchase tickets is **Monday, August 16, 2010 at 5:00 p.m. EDT.**

## *National Board meeting scheduled for July 10-11 in Chicago*

The BMW CCA Board of Directors will meet in Chicago at the Hilton Hotel located at the Chicago O'Hare International Airport. The meeting will begin at 8:00 a.m. on July 10 and end at approximately 5:00 p.m. We will take care of any follow-up work on July 11 and finish by noon. As always, local BMW CCA members and other 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](mailto:lindaa@bmwcca.org)

## *Directors-and-officers insurance*

Our D&O insurance policy has been renewed, and each chapter will be billed a proportional share for this important coverage based on their chapter population. The amount billed will be deducted from the May Chapter rebates. What is this insurance, you ask? In the event you, (chapter officer) make a decision a member does not like and decides to sue over, this is the policy that will

provide protection. In order to protect our volunteers—the lifeblood of the Club!—we secure this blanket coverage every year for every one of our 67 chapters.

*We're going places this summer—come along for the ride!*

No matter where you live or which of our 67 chapters is your home base, the BMW Car Club of America has a wealth of activities planned for enthusiasts coast to coast in 2010. From the South Atlantic Region to Monterey, from Pittsburgh to our Oktoberfest celebration in Wisconsin, our members have a lot of great driving to do this summer!

### *May 22: BMW CCA Corral at Monterey's ALMS races*

It's a great year for BMW racing fans, with the BMW-Rahal Letterman M3s potent contenders for victory at every race. You can help root BMW on to victory at the ALMS race at Laguna Seca in May—not October, as in past years. With the Le Mans prototypes and GT machines of the American Le Mans Series staging a Saturday afternoon-into-evening six-hour race, our BMW CCA corral will be the place to watch all the action!



*Joy is definitely in the picture when the BMW-Rahal Letterman race cars come to California. (Jon van Woerden)*

BMW NA has generously agreed to sponsor our joint Golden Gate and Sacramento Valley Chapters BMW corral and hospitality area (we're also pleased to announce that Big O Tires is once again helping as an additional sponsor). This Turn Five hospitality area will provide a fantastic vantage point to cheer on the BMW-Rahal Letterman team.

Registration is required; you can do that online via the calendar-listing link at [www.ggcbmwcca.org](http://www.ggcbmwcca.org). Corral tickets are \$15 per car, the required Saturday race tickets are \$40 per person—these prices include the credit-card and track-processing fees. Registration ends May 14!

### *May 28–30: Vintage at the Vineyards in North Carolina*

Shelton Vineyards, in Dobson, North Carolina, is a picturesque setting offering a secluded, intimate feeling—until the vines surround some two or three hundred classic BMWs every year. In late May, Vintage at the Vineyards, sponsored by Liberty Mutual Insurance and the BMW CCA, will again draw classic-BMW fans and owners to Dobson for the celebration that has grown from a modest display of BMW 2002s to an impressive array of all sorts of BMW icons.

The host hotel is the Hampton Inn in Dobson. Friday features the BMW CCA Foundation-sponsored barbecue. Saturday's activities include scenic drives, wine tasting, hayrides, a live rockabilly band, and more, all at the beautiful Shelton Vineyards. For more info and a link to registration, please visit [www.vintageatthevineyard.com](http://www.vintageatthevineyard.com)



*Vintage at the Vineyards brings many BMWs—and BMW enthusiasts—to North Carolina. (Mike Self)*

Registration is \$10 per car.

## *July 16–25: Pittsburgh Vintage Grand Prix*

You won't want to miss the annual BMW Gathering at the Pittsburgh Vintage Grand Prix (PVGP) scheduled for July 16–25 and sponsored by Liberty Mutual Insurance and the BMW CCA.



*At the Pittsburgh Grand Prix, you'll see old-school road racing at Schenley Park. (Brian S. Morgan)*

The Allegheny Chapter has laid out a host of activities for your enjoyment across two weekends; BeaveRun Race track, located approximately one hour north of Pittsburgh, is the site of our driving school, scheduled for Friday, July 16.

Saturday and Sunday, we host a multi-marque German car corral overlooking the front straight at BeaveRun. Catered lunch, beverages, and corral parking—accompanied by plenty of sweet-sounding engine notes—are included. Historic races for pre-1960 cars and a BMW Club race are the order of the day.

Penn Alps is the destination of our day-long driving tour scheduled for Friday. We'll travel through picturesque parts of southwestern Pennsylvania through the late morning and arrive at Penn Alps for a German-style lunch. Friday evening features the Allegheny Chapter's reception at the Radisson Greentree, our host hotel.

The rolling green landscape of historic Schenley Park provides acres of parking for 2,000 show cars of various marques. The BMW pavilion and corral overlooking Turn Thirteen of the temporary race circuit affords us one of the most desirable vantage points to fully appreciate practice heats and races of pre-1960 cars roaring through the park all weekend. If you ever wondered what road racing of yesteryear was like, this is your chance to find out!

Catered lunches and hosted beverages will be served under the BMW CCA pavilion on Saturday and Sunday. Planned activities include a non-judged participant's choice, door prizes, drawings, and plenty of Germany's finest machines, new and old, with a BMW concours on Sunday. You may register online at [www.pvgp.org](http://www.pvgp.org).

## *August 13: Central Cal Chapter's German-Marque Concours in Monterey*

Sponsored by Liberty Mutual Insurance and BMW CCA, the **BMW CCA West Coast Summer Concours** is expanding this year; we're happy to announce the addition of the Porsche and Mercedes-Benz clubs as participants in the event. The Legends of the Autobahn, this year's theme, will feature separate club concours judging sites and club corral parking areas. The event will once again kick off the BMW CCA Festorics weekend held annually during the Monterey historic-race weekend on Friday, August 13, at the Rancho Cañada Golf Course located on Carmel Valley road just east of California Highway 1.

This event will be limited to marque-club members only. Space will be limited to 200 BMWs, 100 Porsches, and 50 Mercedes-Benz, and will include a



*This year the BMW CCA West Coast Summer Concours has been expanded, with Porsche and Mercedes-Benz joining us in Monterey. (Frank Reed)*

parking corral area for those registered but not participating in the judging activity. It is also a perfect location for a picnic lunch, and attendees are encouraged to bring their own picnic baskets. Food and beverages will also be available on-site. Additional attractions may include guest speakers and specialty vendors.

On-line registration for this event is open via each respective club's website, where you may register your car and pre-order lunches and event T-shirts. All registrations will be handled online. For additional information, please visit [www.cccbmwcca.org](http://www.cccbmwcca.org) or [www.summerconcours.org](http://www.summerconcours.org).

### *August 13–15: BMW CCA Festorics at Rolex Monterey vintage races*

Also sponsored by Liberty Mutual Insurance and the BMW CCA, the annual the BMW CCA



*The historic races at Monterey always draw a huge BMW crowd to watch the action above Turn Five. (Jeff Cowan)*

Festorics at the Monterey historic races—now called the Rolex Monterey Motorsports Reunion—celebrates the mystique of BMW and our appreciation for the marque. Set for August 13–15, the Festorics features a two-day parking corral with hospitality tents overlooking Laguna Seca's Turn Five. The Festorics package includes the opportunity to buy corral tickets, lunch tickets, a special BMW banquet ticket, and even tickets to the Reunion races themselves—all from one convenient source!

But the corral at the track is only one attraction. Don't miss the BMW CCA banquet at the Rancho Cañada Country Club in Carmel Valley, or the insiders' tour of the whole

Monterey weekend. It's an affair you won't want to miss! For additional information, send e-mail to [festorics@bmwcca.org](mailto:festorics@bmwcca.org).

### *August 23–29: Oktoberfest 2010 at Elkhart Lake and Road America!*

If you're serious about the BMW lifestyle and are in need of a little blue and white "immersion" therapy, then get ready to hit the road—Road America, that is! It's time for BMW CCA's Oktoberfest 2010. This year we're heading for Wisconsin, and Road America, the legendary race track in Elkhart Lake, Wisconsin.

Why Road America? "Because our members are passionate about driving," says Frank Patek, Executive Director of the BMW CCA, "we chose a location with great scenery, winding roads—and a legendary track." BMW CCA members from all over the country will converge on tiny Elkhart Lake in August— August 23 through 27, to be more specific—for O'Fest 2010.



*Club Racing has become a popular O'Fest event. (Jon van Woerden)*

Monday kicks off with an evening beach party, where you can meet your competition for Tuesday's concours d'elegance. On Wednesday, get ready to hit the accelerator! From that point forward, it's all about driving: rallying, car-control clinics, the gymkhana, driving schools, autocross, and BMW CCA Club Racing. Representatives from BMW NA and the BMW Performance Center will be with us all week. That means test drives in the latest and greatest Munich has to offer and the chance to catch a ride around a legendary track in some legendary race cars.

Not enough for you? No problem: Just plan to arrive early and attend the ALMS race weekend, August 20–22. There you can cheer on the BMW-Rahal Letterman racing team, along with their other great fans, in the BMW CCA-hosted corral. If you want to meet the drivers, mechanics, and others from the race team, our corral is the place to be!

Still not enough for you?! Then join us for BimmerMeet on Saturday, August 28. What is BimmerMeet, you ask? Think cool-down lap meets show-and-shine, and you've got it. Park your favorite Bimmer at the track, watch the BMW CCA Club racers, explore the vendor area, and otherwise relax before returning to the non-BMW world!

Plan now to be a part of the fun, friendship, and passion that can only be found at the "ultimate" BMW owners' event—BMW CCA O'Fest 2010!

To learn more about O'Fest, please visit [www.bmwccaofest.org](http://www.bmwccaofest.org).

### *O'Fest sponsorship and vending opportunities still open*

Opportunities exist at multiple price levels making it possible for interested companies and manufactures 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](mailto:lindaa@bmwcca.org).

- **Liberty Mutual** will sponsor the opening night/welcome party.
- **Bridgestone** is scheduled to sponsor the two-day autocross and the drive-in movie at Road America, which will be chaired by the Badger Bimmers own CR Krieger.
- **Odometer Gears** will sponsor the TSD Rally.
- **BMW North America** will again sponsor the final banquet and the BMW test-drive program.
- **Michelin** will sponsor the Gymkhana.

### *Pfafflin offers changes to Oktoberfest Concours rules*

In a continuing effort to develop our concours program, Goetz Pfafflin, president of the BMW Vintage & Classic Car Club, and chairman of our signature event, is implementing the following rules modifications.

**Background:** Because past O'Fest Concours events have seen a significant pattern of repeat winners in various classes, resulting in an element of discouragement among potential new participants from signing up, we have decided to create a special class for first-place winners during the past five years, and at the same time to disallow the entry of such recent first-place winners in any of the traditional classes.

The two new "special classes" will be called "Expert: Super Clean" and "Expert: Clean." where past first-place-winning cars from all traditional classes will be judged against each other, with

the first five places recognized with trophies. Of course, owners of past first-place-winning cars may enter different cars in the traditional classes.

9. Registrants whose cars have placed first in any class during the past five years may enter these same cars only in the EXPERT CONCOURS CLASS, EXPERT CLASS: SUPER CLEAN, or EXPERT CLASS: CLEAN.
18. In the EXPERT CONCOURS CLASS, in the EXPERT CLASS: SUPER CLEAN, and in the EXPERT CLASS: CLEAN, the top five scored entries in each class will be recognized with trophies.  
The “most original” vehicle in all EXPERT classes will be recognized with a special Originality Award.

*Make your Oktoberfest reservations soon in Elkhart Lake!*



## GET FUELED UP AT OKTOBERFEST

Join us at Road America, Elkhart Lake, Wi.

To register, or  
for more details, visit  
[www.bmwccaofest.org](http://www.bmwccaofest.org)  
or call  
800-878-9292

Monday 8/23	Tuesday 8/24	Wednesday 8/25	Thursday 8/26	Friday 8/27	Saturday 8/28	Sunday 8/29
First Timers' Meeting	Concours	TSD Rally Gymkhana Car Control Clinic Driving School Club Race School	Autocross  Car Control Clinic Driving School Club Race School	Autocross  Driving School Club Race	BimmerMeet II  Driving School Club Race	Driving School Club Race
Fun Rally Beach Party	Fun Rally Buffet	Fun Rally Lunch at Road America	Fun Rally Buffet at Road America Karting Drive-In Movie	Fun Rally Final Banquet		

Our Oktoberfest host hotel, the Osthoff Resort ([www.osthoff.com](http://www.osthoff.com)) at Elkhart Lake, is now sold out. However, the resort has started a waiting list, and if last year is an indicator, there will be rooms available later in the summer. If you don't want to take that chance, we have added a block of rooms at the legendary **Siebkens Resort**, right next door to the Osthoff ([www.siebkens.com](http://www.siebkens.com)). Please call 920 876-2600 to book your reservations. Siebkens features the famous Stop-Inn Tavern, internationally known as “the best bar on the racing circuit.”

Additionally, we have secured a block of rooms at the [Baymont Inn & Suites](http://www.baymontinn.com) in Plymouth, Wisconsin. To make a reservation at the Baymont, please call 920 893-6781, 7:00–5:00 (Central Time) Monday through Friday. You may also send e-mail to one of the following addresses: [seidesha@gmail.com](mailto:seidesha@gmail.com) or [ertelhal@wynhg.com](mailto:ertelhal@wynhg.com). Please use the group code **BMW Car Club of America** when making your reservations.

*Good news: 2010 membership decline may be slowing*

Throughout late 2008 and all of 2009, BMW's sales were down—and so were our BMW CCA membership numbers. In March, our numbers fell by 250 members; however, that loss slowed to a trickle in April. But even as our annual membership loss remained just under 3%, our two-year decline rose to 6.12% (as of January 20, it was 5.04%).

Still, we signed up over a thousand new members in April; our goal now is to keep them! Membership retention is primarily a chapter-driven phenomenon, of course, because the chapters are the vital centers of Club activity—and only through chapter recruitment and enough activities to satisfy their members can we hope to grow the Club.

Thank you for your continued efforts in this regard—we'll continue to do all that we can on the national level, but it's really the work of the chapter volunteers that make membership in the BMW CCA so worthwhile!

MEMBERSHIP STATS as of 4/16/2010			
	Full	Associate	Total
Current Membership	62,248	9,225	71,473
Last Month's Membership	62,270	9,247	71,517
Monthly Net Gain (Loss)	-22	-22	-44
Monthly % Change	-0.04%	-0.24%	-0.06%
Last Year's Membership	64,027	9,398	73,425
Annual Net Gain (Loss)	-1,779	-173	-1,952
Annual % Change	-2.78%	-1.84%	-2.66%
2008 Membership	66,304	9,685	75,989
Net Gain (Loss) for 2 years	-4,056	-460	-4,516
% Change for 2 years	-6.12 %	-4.75%	-5.94%
New members: 1,211 Renewals: 38.70% Roundels mailed: 64,462			

*BMW CCA Premier Membership: the best bargain on the road!*

1400 Club Members have recognized the value of Premier Membership and our first in class Roadside Assistance program. If your BMW – or anything else you own, is out of warranty you should really consider this valuable add on to membership. For an additional \$50.00 a year you, your spouse and three dependents up to age 24 will be protected on the road. Unlike other roadside assistance programs ours covers you in any car you drive! Read below for details and to see how our benefits compare against that “other nation wide provider.”

**BMW CCA**  
BMW Car Club of America

join the experience

**Join Now to Enjoy Exclusive BMW-CCA Rewards, Discounts, Education, and Events!**

## MEMBER BENEFITS



Exclusive  
*Roundel*  
magazine

- Largest association of BMW owners
- Discounts on parts & services, roadside assistance, insurance, and more!
- Driving Schools, rallies, autocrosses, safety schools, local meets, and BMW CCA racing
- Premier Members receive access to our Roadside Assistance Program

**Join Today!**  
**1-800-878-9292**  
**[www.BMWCCA.org](http://www.BMWCCA.org)**

## Roadside Emergency Assistance



**Towing** – Provided for up to **25 miles** at no charge to member. Additional mileage is the responsibility of the member and will be negotiated prior to sending out service. Includes vehicle extrication and winching.



**Emergency Road Service** – Any available contracted road service that is needed to get your vehicle running (i.e. hose replacement or tightening of cables or belts etc.).



**Essential Fluids or Supplies Delivery** – Including gasoline, water, oil, or any supplies necessary to send a member's car on its way. Member is responsible for actual cost of fluid or supplies requested.



**Flat Tire Changes or Repairs** – Includes changing a flat tire with your good spare or plugging a punctured tire.



**Emergency Battery Service** – Includes tightening or cleaning of cables, jumpstarts, minor adjustments to alternator, etc.



**Lockout Services** – For help with lost keys, broken keys, or accidental lock-out of your vehicle. Includes locksmith assistance.

**Coverage:** *Is extended to member, legal spouse and up to 3 dependent children under the age of 24 and applies to all private passenger vehicles and motorcycles driven by the member, spouse and dependents.*

**Customer Satisfaction: 99.5%**

**Average response time: 32 minutes**

**Average speed of answer: 15 seconds**

**We work hard to earn your trust everyday!**

## Travel & Map Routing Services

When traveling anywhere in the continental U.S., call our map routing specialists and we will provide you with detailed 4-color maps to get you where you want to go. We will prepare turn by turn directions wire bound and in four colors especially for you and your specified route. We will include points of interest, local attraction information and fun games for children of all ages. Trip expenditure and budget tracking section are included. Highlighted routes through metropolitan areas



give you a bird's eye view of your travel area and alternate routes you can take.

Members only need call two weeks prior to departure to ensure timely delivery of your trip routing.

**[24 Hour Theft, Hit & Run Protection]** A \$500 reward is offered for information leading to the arrest and conviction of anyone responsible for hit and run damages or stealing the member's vehicle.

## Emergency Trip Expense Reimbursement

If your covered vehicle is disabled by collision more than 150 miles from your residence, as a member you may qualify for up to \$750 in emergency trip expense reimbursement. In the event of a collision or accident with another vehicle or object (reported in writing to state or local police), while your covered vehicle was being operated by you or a covered family member and which occurs more than 150 miles away from your residence and results in an accidental disablement of your covered vehicle, you may be reimbursed for one or more of the expenses listed in the membership handbook if incurred within 3 days (72 hours) following the accident.

## How We Compare

	BMW CCA	Leading Competitor
Basic Fees	<b>\$50.00*</b>	\$61.00, plus \$10 enrollment fee, plus \$34 extra for each associate driver
Towing	<b>25 miles</b>	5 miles
AD&D	<b>\$1,000 Included</b>	\$7.50 Extra for \$1,100
Coverage	<b>Family of 5</b>	Individual Only \$34 for each added
Vehicles	<b>Includes Motorcycles</b>	NO Motorcycles
Drivers Covered	<b>Up to 5. Only Primary member need to be listed</b>	Only those names on record
Stolen Vehicle Reward	<b>Up to \$500</b>	None
Gas & Fluids	<b>Yes</b>	Yes
Towing/Assistance	<b>Up to 5 per year</b>	Up to 4 per year
Hit and Run	<b>\$500.00</b>	None
Trip Interruption due to accident	<b>Up to \$750.00</b>	Up to \$400
Flat Tire/Battery	<b>Yes</b>	Yes
Maps & Routing	<b>Yes</b>	Yes
Lost Key/Lockout	<b>Yes, no dollar limit</b>	Yes, \$50 limit

Cost for 5	<b>\$50.00*</b>	\$207.00
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### \*Pricing

You can upgrade to Premier Membership, which includes our Roadside Assistance Program, when you purchase your standard BMW CCA Membership or at any point during your membership.

Members who wish to upgrade to Premier Membership during the course of their existing club membership will be charged a prorated amount for the remaining months. Your Premier Membership will expire on the same date that your standard membership expires.

	1 Year	2 Year	3 Year	5 Year
Standard BMW CCA Membership	\$48.00	\$91.00	\$134.00	\$220.00
<b>Upgrade to BMW CCA Premier Membership</b>	<b>\$50.00</b>	<b>\$94.00</b>	<b>\$141.00</b>	<b>\$225.00</b>
<b>Total (Standard + Premier Membership)</b>	<b>\$98.00</b>	<b>\$185.00</b>	<b>\$275.00</b>	<b>\$445.00</b>

### *2010 BMW CCA membership drive*

Last year CCA members participating in our annual membership drive brought over 900 new members into the Club. That's a great number—but it's not as good as in years past. To keep the Club growing and healthy, we are launching PROJECT NEW MEMBER today! Will you help us?

In the midst of a recovering economy, now is the best time to be a member of the BMW CCA. No one knows better than you how vital our discounts and technical help are to affordably keep your Bimmer on the road. Who has more fun doing it than we do?

Why not let a friend, or even a total stranger in on these benefits? Refer someone today—and all year long, not only will you help the Club grow, but you can earn yourself BMW CCA Bucks for Club merchandise, memberships, and events—and be eligible for some great prizes. We all know the cars are what bring us together, but it's the people who keep us here year after year. Let's increase our ranks in 2010!

### **2010 BMW CCA membership drive**

The membership drive for 2010 runs from February 18 through December 16. There are three membership drive categories: The categories for prizes include one for the Club's primary members in general. There's also a category for those members who work for a BMW dealer or independent BMW shop, and one for BMW CCA chapters.

The rules are detailed below. If you want to get credit for signing up a member, make sure the person adds your name and member ID to any paper form or online form.

## **BMW CCA Membership Contest rules: February 18, 2010 to December 16, 2010**

These are the official rules; they supersede any description listed elsewhere and any verbal communications.

The BMW CCA membership drive is open to three categories of participants:

1. Current BMW CCA members,
2. Current BMW CCA members who work for a BMW dealer or independent BMW shop,  
and
3. BMW CCA chapters.

**New Membership Definition:** A new membership is defined as a membership for an individual who has not previously belonged to BMW CCA, or an individual who was previously a BMW CCA member but whose membership lapsed at least six months prior to the date of the new membership. A new membership with a corresponding associate membership counts as one new membership.

**Eligibility:** To be eligible, current BMW CCA members must be paid members in good standing through December 31, 2010—that is, they may not be members by virtue of being “comped” by the BMW CCA or a BMW CCA chapter.

**Categories:** The program differentiates between BMW CCA members who work at BMW dealers or independent shops and those who don’t because those who work at places where BMWs are sold, serviced, or repaired are assumed to have a much greater opportunity to meet BMW owners who may not already be members of the BMW CCA. While all BMW CCA members have equal opportunities to receive a reward for the new member, they will only be competing against other members in their own category for the grand prizes.

### **Category 1: Rewards for current BMW CCA members who refer new members**

For each new member that joins, referring members will receive \$5 in “BMW CCA Bucks” that can be used for the purchase of anything sold by BMW CCA or applied to CCA memberships. There is no limit to the amount of BMW CCA Bucks a member may receive based on new-member referrals. BMW CCA Bucks will expire one year from the date of issue and have no cash surrender value. Additionally, there will be grand prizes for the three BMW members who refer the most members.

- BMW CCA Bucks will be applied as a credit in the membership record of the awardee.
- BMW CCA Bucks may be used to purchase BMW CCA merchandise or they may be applied toward the renewal of a BMW CCA Membership. Example: A member with 20 BMW CCA Bucks may opt to apply the 20 BMW CCA Bucks toward the cost of their upcoming membership renewal, resulting in a \$20 decrease in the renewal fee.
- BMW CCA Bucks will expire one year from date of accrual and have no cash surrender value. Date of accrual will be December 17, 2010.

### **Category 2: Rewards for BMW dealer or independent BMW shop employees who refer new members**

Current BMW CCA members employed by a BMW dealer or independent BMW shop: For each new member that joins, referring members will receive \$5 in BMW CCA Bucks that can be used for the purchase of anything sold by BMW CCA. There is no limit to the amount of BMW CCA Bucks a member may receive based on new-member referrals. Additionally, there will be grand prizes for the three BMW members in this category who refer the most members.

- BMW CCA Bucks will be applied as a credit in the membership record of the awardee.
- BMW CCA Bucks may be used to purchase BMW CCA merchandise or they may be applied toward the renewal of a BMW CCA Membership. Example: A member with 20 BMW CCA Bucks may opt to apply the 20 BMW CCA Bucks toward the cost of their upcoming membership renewal, resulting in a \$20 decrease in the renewal fee.
- BMW CCA Bucks will expire one year from date of accrual and have no cash surrender value. Date of accrual will be December 17, 2010.

Please note that memberships purchased by dealers for their customers are not eligible. This exclusion is in effect even if a current BMW CCA member is listed on the application as a referrer.

**Category 3: Rewards for chapters that achieve a designated level of new-member activity.**

Chapters are eligible for rewards based on an overall increase in their total membership and their renewal rate. Both are important for continued growth of the Club, since renewing members are more likely to stay in the Club for more years, while new members are needed to replace those members who don't renew. Only primary chapter memberships will count toward chapter goals. Secondary chapter affiliations will not accrue towards the goals. To be eligible for rewards, chapters must be in good standing. Chapters that are officially on probation during the period of the membership drive will not be eligible.

The basis for chapter goals for new members will be the total number of primary members as of the official close in the National Office on February 18, 2010. The goals for chapters that gain or lose members due to chapter realignment or the creation or dissolution of chapters will be revised so that they maintain an equitable basis for rewards.

The total membership goal for each chapter is 15%; that is, the chapter will have reached its goal if, by December 16, 2010, its total number of primary members is equal to 115% of the number of primary members assigned to the chapter as of February 18, 2010.

The renewal goal for each chapter is 90%; that is, the Chapter will have reached its goal if, by December 17, 2010, at least 90% of its primary members as of February 18, 2010 have renewed their memberships.

Chapters that meet either their total membership goal or their renewal goal, but not both, will receive \$100 in BMW CCA Bucks or \$5 of BMW CCA Bucks per 100 members, whichever is greater. Chapters that meet both their total membership and renewal goals will receive \$150 in BMW CCA Bucks or \$15 of BMW CCA Bucks per 100 members, whichever is greater.

Chapters that meet their renewal goal and meet or exceed 110% of their total membership goal will receive \$200 in BMW CCA Bucks or \$20 of BMW CCA Bucks per 100 members, whichever is greater, plus a 5% discount on driving-event insurance premiums for the year 2011.

Chapters that meet their renewal goal and meet or exceed 120% of their total membership goal will receive \$300 in BMW CCA Bucks or \$30 of BMW CCA Bucks per 100 members, whichever is greater, plus a 10% discount on driving-event insurance premiums for the year 2011.

The top ten chapters in percentage of new members and renewal rates will be officially recognized in *Roundel* Magazine.

**How new members can join**

1. By calling 800 878-9292 to submit their application and credit-card information over the telephone. *The referring member's name and BMW CCA member number must be provided at the time the call is made.*

2. By visiting the [www.bmwcca.org](http://www.bmwcca.org) website and submitting an application online. *To receive credit, the referring member's name and BMW CCA member number must be entered in the appropriate space on the online application form.*

3. By mailing a membership application to the National Office. *In order to receive credit, the referring member's name and BMW CCA member number must be written on the application.* Membership applications and BMW CCA brochures are available from the National Office by calling 864 250-0022 or sending an e-mail to [stevens@bmwcca.org](mailto:stevens@bmwcca.org).

### **Deadline, Procedures, and Restrictions**

In order to be counted, all new-member applications must be received by the National Office no later than December 16, 2010. If referred by a current BMW CCA member, a new-member application must contain the name and BMW CCA member number of the referring member in order for the referring member to receive credit. Credit may not be applied retroactively. If a new member cancels their membership within three months after joining, the referring individual will lose credit for that membership. If a new member is referred by a current associate member, the associate member will receive the BMW CCA Bucks. BMW CCA Bucks will be awarded at the end of the program only to those who are members in good standing at that time.

### **New-member recruitment Grand Prize drawings**

**1st Prize:** One-day M School at the BMW Performance Center, plus two nights' lodging for one, not including transportation. Minimum of 50 referrals to qualify. Must be redeemed by December 31, 2011.

**2nd Prize:** 2011 Oktoberfest registration. Minimum of 30 referrals to qualify.

**3rd Prize:** Valentine 1 radar detector. Minimum of 15 referrals to qualify.

BMW CCA members who are members of the National Board of Directors, paid employees of BMW CCA, *Roundel* senior staff, and members of their immediate families or households are eligible for referral reward incentives, but are not eligible for the grand prizes.

Referral credit will not be given to applications received without the referring member's BMW CCA member number. BMW CCA members will be able to track their referrals by accessing their personal information through the BMW CCA website. BMW CCA Bucks awarded under this program will be mailed to members within 45 days of the end of the Membership Drive.

To help members earn credit for every referral they make, we suggest you use the attached link in all your e-mails, forum, and website postings. Replace "YOUR ID" at the end of the link with your membership number. When a potential member uses the link to join the Club, your membership number will automatically fill in on the join form!

**[http://bmwcca.org/index.php?pageid=club\\_join&ref\\_by=YOUR\\_ID](http://bmwcca.org/index.php?pageid=club_join&ref_by=YOUR_ID)**

**Questions?** Questions about the 2010 BMW CCA Membership Drive may be directed to Frank Patek in the BMW CCA office, by e-mail to [frank\\_patek@bmwcca.org](mailto:frank_patek@bmwcca.org). We have new recruitment brochures and Take One applications available—please call or write to order some.