

# BMW CCA News From National

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

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

**August 2010**



We just have time for a quick update before we head for Wisconsin and Oktoberfest! I hope you're having a great summer—and that you're including plenty of BMW CCA activities in your schedule! Here's what we're up to lately:

## *West Coast Summer Concours a phenomenal display*

Considering that the Central Cal Chapter's West Coast Summer Concours was only a second-year event, and considering that this year the Legends Of The Autobahn show included Porsche and Mercedes-Benz Club participation along with the BMW Car Club of America, you can see that there might have been a few glitches. But if there were any, they were minor—and nobody cared, because they were too busy gazing on an awesome array of BMWs, new and old—as well as some pretty tasty iron from Those Other Germans as well!

But even with a stunning black-cherry Gullwing Mercedes gleaming on the greens of Rancho Cañada, the BMW contingent was clearly the center of attention. Not only was Gil Caravantes' brand-new Frozen Gray M3 parked nose-to-nose with an Alpina B7, the two new stars were within camera range of—let's see, one, two, four—my goodness! Arranged in a semicircle were no fewer than *eight* classic BMWs, from a 1929 Dixi—the first BMW four-wheeler—to the BMW 315 that started BMW's roadster legend in 1935, to the 328 that dominated pre-war two-liter racing, to—

Well, the BMW Isetta from the mid-'50s was certainly a crowd-pleaser!

Words are inadequate to describe the array of pristine BMW engineering. Where else could you see an entire row of 3.0CS coupes? Or the first E21 3 Series turbocharged by Steve Dinan? Or Alpinas never officially imported into the U.S.? Should we mention the number of 2002 Turbos?

Indeed, thanks to the support of South County BMW in San Diego and WinCrest Transport in the Bay Area, a substantial portion of the Jim Smith collection was on hand to illustrate the history of BMW, along with Jim and Mary True in their 1934 BMW 309—yes, they drove it from San Jose—and Jerry and Diane Dotson with a 1938 327 cabriolet. But one gap on the lawn was for Tom Graham's 319—but it sheared a distributor drive pin on the drive down from Marin County.

I'm betting that brown four-seater will have a new distributor drive in 2011—when we'll look for it on the lawns of Rancho Cañada. Meanwhile, you can take a look at some of Frank Reed's images of the BMW CCA West Coast Summer Concours at [www.summerconcours.org/2010/Photos/Pages/2010.html](http://www.summerconcours.org/2010/Photos/Pages/2010.html).

## *BMW CCA Board forms new Membership Committee to assist chapters*

As you know, the BMW CCA has faced the challenge of bringing in new members—while keeping our current membership satisfied! Now, we all know that the chapter is the real “club” in BMW Car Club of America—the friendships and camaraderie found on the chapter level are priceless and enduring. Anybody can join the BMW CCA just out of curiosity, but it's chapter activities—and the bonds of friendship with fellow members—that keep so many of us coming back, year after year.

But let's face it: Membership growth and retention aren't the primary focus of most chapters, and even if people agree on such goals, many are not sure how to go about reaching them. So the BMW CCA Board of Directors has created a Membership Committee to provide chapters the support and resources needed to assist in accomplishing these important tasks. In the next few months, this group will be working with chapters to examine what our members' expectations are, determine if they are being met, and find ways to help meet them. We will also evaluate our current trends and set some measurable

targets for our national organization. As we compile our data, we will share what we learn among the chapters; the success stories and ideas from one chapter may produce benefits and productive results in others.

But first, we want to reach out to the existing membership chairs to introduce ourselves and our project. If your chapter does not have anyone in this position, now would be a great time to find a member willing to be involved in this effort! Our committee members are excited about supporting their regional chapters as their “go-to” resource, providing recommendations to the Board on behalf of the chapters—and we will do everything in our power to help you grow and retain membership totals that will keep BMW CCA the vibrant organization it has become.

### **BMW CCA Membership Committee**

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*Summer membership numbers down again*

Membership rebewals usually slow down in the summer, and our August numbers confirm the decline; we’re down over 2% from last year, and our two-year decrease has risen to nearly 6¾%. In actual numbers, even though we gained another 1,245 members this month, we’re still down more than 4,400 members from our 2008 numbers.

Membership retention is primarily a chapter-driven phenomenon, of course, because the chapters are the vital centers of Club activity—and only through your chapter recruitment efforts—along with enough activities to satisfy your members on a local level—can we hope to grow the Club.

Thank you for your continued

<b>MEMBERSHIP STATS as of 8/17/2010</b>			
	<b>Full</b>	<b>Associate</b>	<b>Total</b>
Current Membership	<b>61,824</b>	<b>9,094</b>	<b>70,918</b>
Last Month’s Membership	<b>61,954</b>	<b>9,155</b>	<b>71,109</b>
Monthly Net Gain (Loss)	<b>-130</b>	<b>-61</b>	<b>-191</b>
Monthly % Change	<b>-0.21%</b>	<b>-0.67%</b>	<b>-0.27%</b>
Last Year’s Membership	<b>63,139</b>	<b>9,306</b>	<b>72,445</b>
Annual Net Gain (Loss)	<b>-1,315</b>	<b>-212</b>	<b>-1,527</b>
Annual % Change	<b>-2.08%</b>	<b>-2.28%</b>	<b>-2.11%</b>
2008 Membership	<b>66,278</b>	<b>9,779</b>	<b>76,057</b>
Net Gain (Loss) for 2 years	<b>-4,454</b>	<b>-685</b>	<b>-5,139</b>
% Change for 2 years	<b>-6.72%</b>	<b>-7.00%</b>	<b>-6.76%</b>
New members: <b>1,245</b>			
Renewals: <b>18.37%</b>			
Roundels mailed <b>63,255</b>			

efforts in this regard. We'll continue to do all that we can on the national level, but it's really the work of our chapter volunteers that makes membership in the BMW CCA so worthwhile and rewarding! Remember, regardless of why BMW enthusiasts join the BMW CCA in the first place, they stay because they find themselves among friends. We hope the new Membership Committee can work with the chapters to reverse the downward trend!

### *OktoberFAST car show October 8-9 at Stratton Mountain Resort*

The Green Mountain Chapter is proud to present the 2010 OktoberFAST car show at Stratton Mountain Resort, in Stratton, Vermont. All German cars are welcome!

On Friday, October 8, a "Meet & Greet" will be held at the Inn at Stratton Mountain from 3:00 to 8:00 p.m. The evening will include registration for Saturday's concours and distribution of gift bags to all pre-registered guests. All registrants will receive a gift bag which includes various materials and discount coupons donated by area businesses. Saturday the concours event will open at 9:00 am and close at 4:00pm. Green Mountain Chapter is inviting all German Car Clubs from the New England, New York, and surrounding areas to participate. Past events have seen cars from as far away as Nova Scotia, Canada, and Virginia. Prizes will be awarded in all marque classes as well as special awards for open categories including Longest Drive and Highest Mileage car driven to the event. BMW CCA's very own Mike Miller will host a Q&A session from 12:00 to 2:00 p.m. in the Grist Mill building on the pond. Raffle prizes will be given during the course of the day for correct trivia-question answers. Following the concours, we will host a scenic drive through the Stratton area.

The Green Mountain Chapter will donate a portion of its proceeds—a minimum of \$500—to the local Manchester Area Food Bank. The Green Mountain Chapter has supported local food banks in Vermont for several years in association with its OktoberFAST events.

For the latest information visit [www.vtbmwcca.org](http://www.vtbmwcca.org).

### *Performance Driving School event set for Savannah, Hilton Head Concours*

Set for November 4-7, this four-day adventure is especially designed for BMW CCA members. Each guest has the opportunity to participate in a full-day driving program taught by the professionals of the BMW Performance Driving School. The BMW instructors are bringing their fleet to the Hutchinson Island track in Savannah for this event, where members will practice safety maneuvers, accident-avoidance techniques, and performance-driving skills. Several BMW models will be available for this driving school. In addition, a professional driver will offer hot-lap rides in several BMW vintage race cars!

When they are not behind the wheel of a BMW, members can choose to tour historic Savannah and explore its renowned gardens, pamper themselves at the luxurious Greenbriar Spa, or play a relaxing round of golf at the Hutchinson Island Golf Club. The spa and golf club are conveniently located adjacent to the Savannah Westin Hotel.

On the final day, guests will be transported by executive motor coach to Hilton Head Island for the annual Hilton Head Concours d'Elegance. This Concours is one of the finest in the country and showcases a unique collection of vintage and late model cars of all marques. Guests will have full access to the BMW Hospitality Tent, including lunch.

#### **TRIP DETAILS:**

This all-inclusive trip is organized by the BMW Performance Center exclusively for BMW CCA members and their guests. It includes:

- Four nights lodging at the Savannah Westin
- A full-day driving program

- Rides in vintage BMW race cars
- Choice of golf, a spa visit, or a tour of Savannah
- Private receptions and dinners on Thursday and Sunday nights
- Bus transfer to and from Hilton Head
- Passes to the BMW Hospitality tent
- Tickets to the Hilton Head Concours d'Elegance

**ARRIVAL & DEPARTURE:**

Arrival: Thursday, November 4, Savannah Westin

Departure: Monday, November 8

COST:

\$2,695 per person (single occupancy)

\$2,295 per person (double occupancy)

Airfare and ground transportation are not included

**REGISTRATION:**

This event is limited to 30 BMW CCA guests and closes on or before September 30, 2010. To register, please call (888) 345-4269. For full details, e-mail [jbbechek@aol.com](mailto:jbbechek@aol.com).

*Pacific Region plans multi-Chapter, multi-activity event in Las Vegas*

What if half a dozen chapters all got together and pooled their talents? Answer: A Las Vegas extravaganza! This special Regional high-performance driving event and instructor-training school runs for three days—October 1, 2, 3—consists of several activities:

- A BMW CCA high-performance school, which includes a more refined version of our A+ program as well as our normal B and C/D run groups.
- An Instructor Training School (Chief Instructors: We'll need to have your nominations for those that you're recommending, both new candidates as well as rookies who have not been through the program, ASAP!)
- IT Advanced! This is a new, exciting program that holds huge potential! We're offering it to those instructors who wish to brush up on their techniques. It's a great way for you to develop a more varied "right-seat bedside manner."
- A Car Control Clinic! We'll make our selection from our lists as well as reaching out to those instructors who have demonstrated the special skills admired by our CCC Team.
- A Tire Rack Street Survival school! We really, really believe in this program—something to give back to the kids in order to help them stay alive.

But wait! There's more! This will be a great event: a rarely offered track, with the location that offers wonderful options for your wife or your Significant Other—the whole family, in fact: Las Vegas!

Our host Hotel is the Aliante Station, a newer casino that's located on the north end of the Las Vegas Strip. Look for further important details included at our dedicated website:  
[www.bmwccavegasdrivingevents.com](http://www.bmwccavegasdrivingevents.com).

This event belongs to all of us, since it is a sanctioned BMW CCA Regional Event, whatever your home chapter is all members are welcome—East Coast, Central, wherever (hey, Houston Road Monkeys: Turn left and *drive!*) Wherever you live, this is an event that will make you feel at home!



**Instructor Training**  
**Car Control Clinic**  
**Novice Handling & Track School**  
**Advanced Instructor Training**  
**A+ Driving School**  
**Intermediate Driving School**  
**Tire Rack Street Survival**  
**Club Races**

Los Angeles, Central California, San Diego, Sin City, Roadrunner, Sonora and Wasatch Chapters present WHEELIN' IN VEGAS, a fun-filled 3 day driving school with something for every experience level, from beginners to club racers!

Find more information and sign up at:

[www.bmwccaVegasDrivingEvents.com](http://www.bmwccaVegasDrivingEvents.com)

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