

# BMW CCA News From National

BMW Car Club  
of America



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

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

**December 2010**

Wow, where did the year go?! And what's all this white stuff on the ground? As we scurry through a busy holiday season—let's be careful out there!—we wish you and yours a Merry Christmas and a Happy New Year! Please note that the National Office will be closed December 24<sup>th</sup> and January 31<sup>st</sup>.

## ***New chapter logo standards are due***

A huge thank you to each and every one of you for your cooperation as we work toward meeting the deadline set by BMW to change our logos to meet their new standards! As we have been discussing for far too long, the official logo guidelines governing use of the BMW roundel—and promulgated by BMW AG—are changing. By January of 2011, every chapter needs to modify its official chapter logo to be in compliance with the new standards. To download a copy of the new logo standards, please use this link: [http://bmwcca.org/index.php?pageid=logo\\_standard](http://bmwcca.org/index.php?pageid=logo_standard)

*Please be advised that every chapter MUST submit their logo for approval.* When it's ready, send your logo to the executive director at [frank\\_patek@bmwcca.org](mailto:frank_patek@bmwcca.org).

## ***BMW CCA announces candidates for Board of Directors***

The Club is pleased to announce the following candidates for office in 2011:

### **Executive Vice-President**

Mark Doran (our current South Central Region Vice-President)

Steve Johnson (our immediate-past Pacific Region Vice-President)

### **Secretary**

J.R. Schneider (our current Board Secretary)

Darcy Yench (currently president of Badger Bimmers)

### **South Central RVP**

Dan Baker (currently AutoX Rep to Nat'l Driving Events Comm.)

Candidate forums opened in December at [www.bmwcca.org](http://www.bmwcca.org).

## ***BMW CCA campaign guidelines listed***

Just when you thought it was safe to go take off your tinfoil hat and turn the TV on again. . . election season is back! Okay, maybe the stakes are not as great, but we have some great candidates running for Club office this year. Now that we've announced them, we thought it would be a good idea to remind you of the campaign guidelines that were recently developed. So, directly from the BMW CCA Ops Manual, here they are:

## ***National Board Meeting: January 15-16, 2011***

The Board of Directors will meet in Dallas, Texas, at the Grand Hyatt DFW. The meeting will commence at 8:00 a.m. on January 15, and end at 5:00 p.m. Any follow-up work will occur on January 16 and end at noon. As always, local BMW CCA 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: [laxelson@bmwcca.org](mailto:laxelson@bmwcca.org)

### ***BMW CCA to introduce new website and database in 2011: update***

As Christmas is upon us, we're burning the midnight oil in the national office! We are working hard to make sure that both the new database and website are ready to go on February 1; the site has been rolled out to our first group of testers, and we will expand that group right after the first of the year.

The new website and database are being built in tandem, so they actually work with each other—and not against each other. This should eliminate many of the problems we have experienced with membership renewals. Many of you are acutely aware that currently, renewing members cannot change their membership type unless they call the national office. That problem will soon come to an end!

Each chapter will its own “landing page” on the Club website. These new pages will meet the minimum standards for a chapter's web presence, and can be linked to each chapter's existing home page. Look for more robust event pages as well; chapters will no longer be limited to just a few sentences on the calendar. Starting February 1, you can have a full page devoted to each event!

Stay tuned for more improvements—but we still need your help! To help us get the new website and your chapter landing pages started, we need your assistance. Please send us a 500-character—not 500 word!—descriptive statement of your chapter. This statement will be included on your chapter's landing page. Please send it to [frank\\_patek@bmwcca.org](mailto:frank_patek@bmwcca.org) as soon as possible!

### ***Oktoberfest 2011: Birmingham and Barber Motorsports Park!***

Mark your calendars: O'Fest 2011 kicks off **Monday, October 10**. Our final banquet is slated for Friday, October 14. In addition, we will have bonus track days on Saturday and Sunday, October 15–16.

The **Renaissance Ross Bridge Golf Resort and Spa** is our host hotel. To make your reservation, click [this link](#) to enter their reservation system; you will be directed to the property's home page with the code already entered in the appropriate field! (You should see *bmwbmwa* as the online code.) Just enter your arrival date to begin the online reservation process.

If you prefer, you may make your reservations by phone. Dial 800 593-6419 and provide the group code of BMWA, or simply ask for the group name.

For a sneak peak of the Oktoberfest 2011 schedule—and for ongoing details—please visit our dedicated Oktoberfest website, [www.bmwccaofest.org](http://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'Fest 11 Mailing List. This is an announcement-only list. To subscribe, send a message to [ofest11-request@bmwccaofest.org](mailto:ofest11-request@bmwccaofest.org) with the word “subscribe” as the subject.

Just imagine: Oktoberfest in October! You won't want to miss it!

### ***Harris Connect to produce picture book for BMW CCA members***

After more than a few bumps and bruises along the way, this project has begun; so far, more than 1,500 copies of the Members Album have been sold!

To clear away any lingering confusion, this is **NOT** a membership directory. Contact information will **NOT** be printed in this publication.

What are we publishing? The first-ever **BMW Car Club of America 2011 Membership Album**—the first publication ever to feature member-submitted photos and stories. This beautiful hardcover publication will include member-submitted photos and narratives detailing the story of us! [Click this link](#) to see a sample of what we're talking about.

This handsome publication will be a welcome addition to your personal library—a great way to show pride in being a member of the BMW Car Club of America, and a valuable resource as well—not to mention making a great Christmas present for that BMW CCA gearhead in your life!

Harris Connect, a leading publisher of alumni and membership publications for more than 45 years, has been selected to compile this first-ever edition. The publication will feature an introduction and history of the BMW Car Club of America, with full-color pictures, as well as member-submitted photos and stories. In addition to personal information, members will also be able to list their chapter affiliations and year and model of their cars.

BMW Car Club of America members have been contacted by phone and mail, starting in November, to verify and update their contact information. Be on the lookout for information on how you can participate in this publication, and visit the BMW Car Club of America website at [www.bmwcca.org](http://www.bmwcca.org) for periodic updates!

**Good news: Membership decline slows in final quarter of 2010**

One sign that the worst may be over: BMW CCA membership numbers are dropping at a much slower rate! Our net loss for the month was a mere five members—though we're still down over 1,700 members from last year. And our two-year decrease is now back down to just over 6%. In actual numbers, even though we gained another 1,048 members this month, we're still down nearly 4,000 members since 2008.

I know you've heard it before, but it's still true: Membership retention is primarily a chapter-driven phenomenon, 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 BMW Car Club of America.

Thank you for your continued offerings to your current members, and your efforts in recruiting new ones! We'll continue to do everything 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.

| <b>MEMBERSHIP STATS as of 12/16/2010</b>   |               |                  |               |
|--|---------------|------------------|---------------|
|  | <b>Full</b>   | <b>Associate</b> | <b>Total</b>  |
| Current Membership   | <b>61,081</b> | <b>8,860</b>     | <b>69,941</b> |
| Last Month's Membership  | <b>61,086</b> | <b>8,879</b>     | <b>69,965</b> |
| Monthly Net Gain (Loss)  | -5            | -19              | -24           |
| Monthly % Change   | -0.01%        | -0.21%           | -0.03%        |
| Last Year's Membership   | <b>62,826</b> | <b>9,321</b>     | <b>72,147</b> |
| Annual Net Gain (Loss)   | -1,745        | -461             | -2,206        |
| Annual % Change  | -2.78%        | -4.95%           | -3.06%        |
| 2008 Membership  | <b>65,061</b> | <b>9,612</b>     | <b>4,673</b>  |
| Net Gain (Loss) for 2 years  | -3,980        | -752             | -4,732        |
| % Change for 2 years   | -6.12%        | -7.82%           | -6.34%        |
| New Members: <b>1,048</b><br>Renewals: <b>11.52%</b><br>Roundels mailed: <b>62,525</b> |               |                  |               |