



BMW CCA News From National

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

FROM: Lindsey S. Jefferson, CPA, Director of Financial Ops

April 2011

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!

National Board meeting: June 25-26, 2011

The BMW CCA Board of Directors will meet at Lake Las Vegas, just outside Las Vegas. The meeting will commence at 8:00 a.m. on June 25, and end at approximately 5:00 p.m. We'll address any follow-up work Sunday morning 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 send her an e-mail: laxelson@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 that 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.

Forms, more forms, and newsletters...

Thank you to all chapters that have turned in the many paperwork requests! This is vital to provide the necessary services that the Club offers. Unfortunately, we are still missing financial information from four chapters. Please note that any chapter not complying with the deadlines for necessary forms will have their chapter rebates held, starting with May, if these are not received by the National Office by April 30.

We are very proud of the following chapters for turning in their forms for the Charity Matching Funds Program. Please note that there is still time to participate!

Allegheny Chapter

Badger Bimmers Chapter

Boston Chapter

Central Cal Chapter

CT Valley Chapter

Delaware Valley Chapter

Genesee Valley Chapter

Green Mountain Chapter

Iowa Chapter

New Jersey Chapter

New York Chapter

Northern Ohio Chapter

Puget Sound Chapter

Rocky Mountain Chapter

San Diego Chapter

Sunshine Bimmers Chapter

Tejas Chapter

Windy City Chapter

Chapter Forms and Newsletter due dates:

Chapter Financial Statement (mandatory): All chapters must submit this form yearly as part of the minimum requirements to maintain "good standing" as a BMW CCA Chapter. Due March 31, 2011.

Charity Matching Funds Program: Due by April 30th (voluntary) DEADLINE EXTENDED! Click here to find information on our charity matching funds: [Charity Matching Funds](#)

Chapter Newsletter: These are required quarterly. Please note that if you have not sent a newsletter to Steven Schlossman (sschlossman@bmwcca.org), or have any questions about your status, please contact Steven to prevent your May Chapter Rebate from being held.

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 2011. From the South Atlantic Region to Monterey, from Pittsburgh to our Oktoberfest celebration in Alabama, our members have a lot of great driving to do this summer!

May 27–28: The Vintage in Winston-Salem, North Carolina

Historic Old Salem Village in Winston-Salem, North Carolina, is a picturesque setting offering a unique, intimate feeling. The Vintage, sponsored by the BMW CCA, will again draw classic-BMW fans and owners to 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 Hawthorn Inn in Winston-Salem. Friday features a meet-and-greet at Flow BMW. Saturday's display along the historic streets of Old Salem Village should be our best ever! Make sure and stop by the Spaten hospitality tent!

For more information—and a link to registration—please visit www.atthevintage.com or send inquiries directly to Festmeister Scott Sturdy, scottsturdy@yahoo.com. Registration is \$10 per car.

June 9–12: Couples' Performance Driving School, Greenville, South Carolina

This co-ed trip is perfect for singles or couples to come experience the BMW Performance Center near Greenville. We will offer a full day of car-control school and performance-driving lessons at the Center, as well as relaxing drives through the foothills of the Blue Ridge Mountains to experience the joy of driving. We will have two special group dinners in Greenville, as well as other social opportunities to explore the beauty of South Carolina in Performance Center BMWs. Trip limited to eighteen members only. Price: TBD.

For additional information, please contact Jackie Bechek at jbbechek@aol.com.

July 10–24: Pittsburgh Vintage Grand Prix

You won't want to miss the annual BMW gathering at the Pittsburgh Vintage Grand Prix. The PVGP is sponsored by Spaten, Liberty Mutual Insurance, SONAX, BMW of Pittsburgh, and the BMW CCA. The Allegheny Chapter has laid out a host of activities across two weekends. Activities begin on July 16–17 at BeaveRun Race track. There will be a multi-marquee German car corral overlooking the front straight at BeaveRun with catered lunch, beverages, and corral parking. The featured races include a BMW Club race and vintage racing sanctioned by VRG.

The Schenley Park weekend begins on Thursday, July 21, with a driving school offered by BeaveRun Motorsports Complex. The next day, winding roads north of the Steel City will be the venue of our driving tour through southwestern Pennsylvania. Destination: Casa Narcisi Winery for lunch. Friday evening features the Allegheny Chapter's Welcome Reception sponsored by Spaten at Schenley Park. On Saturday and Sunday, there will be a BMW CCA and Spaten sponsored pavilion and corral overlooking Turn Thirteen—one of the most desirable vantage points. After an absence last year, BMW 2002s will once again return to historic Schenley Park.

For online registration or simply to find more information, visit the BMW page at www.pvgp.org.

July 15-17 Vintage at Saratoga

The Patroon Chapter of the BMW CCA invites all owners of classic BMWs to the second Vintage at Saratoga presented by Auto Haus Motors. This non-judged gathering is open to all BMWs built prior to 1988, including all E30s, E24s, and E28s. Both cars and motorcycles are welcome to join us on the lawn of The Saratoga Automobile Museum in Saratoga Springs, NY. Activities will be held both Friday, July 15, and Saturday, July 16.

Pre-registration is \$20 at www.saratogaauto-museum.org and includes entry for one into to the show, a meet and greet buffet dinner at the Parting Glass Restaurant, and admission to the museum.

Portions of the proceeds go to the BMW CCA Foundation Tire Rack Street Survival program and to the Double H Hole in the Woods Ranch – co-founded by Charles R. Wood and Paul Newman.

For more information visit the event website vintageatsaratoga.com.

Kick off the Monterey Festorics Weekend with CCA Wine Tours!

August 17, 2011: Carmel Valley/Monterey wine-tasting tour

Ag Venture Tours will be offering a full-day wine tasting tour, featuring motorcoach accommodations to three excellent wineries in the beautiful Carmel Valley and Monterey areas. The tour will start with a visit to Chateau Julien Wine Estate for a private tour, walk, and wine-tasting. We will then visit the tasting rooms of Ventana Vineyards and Heller Estate to taste their premium wines. Lunch will be at Tarpy's Roadhouse Restaurant. As we drive through the area, your expert guide will discuss the Monterey County wine industry; we will observe beautiful scenery and discuss local points of interest.

August 18, 2011: Salinas Valley wine-tasting tour

This full-day wine-tasting motorcoach tour of the Salinas Valley includes a visit to Manzoni Farms/Vineyards for a tour and taste of their premium wines. We will then visit Hahn Estates/Smith & Hook Winery for a delicious barbecue picnic lunch and wine-tasting. The tour will finish at Paraiso Vineyards for a private tour and wine-tasting. Along the way, we will see the world-famous Salinas Valley, "Salad Bowl of the World," and learn about the local agricultural industry, which supplies many of the fresh vegetables consumed throughout the United States.

For additional information, please visit festorics@bmwcca.org.

August 19: Central Cal Chapter's German-marque concours in Monterey

Sponsored by Liberty Mutual Insurance, SONAX and BMW CCA, the **BMW CCA West Coast Summer Concours** will again host beautiful BMWs of all ages, as well as entrants from the Porsche and Mercedes-Benz clubs who will share this event. The concours will be held on Friday, August 19, at the Rancho Cañada Golf Course, located on Carmel Valley road just east of California Highway 1. With separate club concours judging sites and club corral parking areas, the concours will again kick off the BMW CCA Festorics weekend.

This event will be limited to marquee-club members only. Space will be limited to 200 BMWs, 100 Porsches, and 50 Mercedes-Benzenes, and will include a parking corral area for those registered but not participating in the judging activity. Additional attractions will include the Spaten sponsored hospitality tent, guest speakers and specialty vendors.

On-line registrations for this event are now open. For additional information, please visit www.legendsoftheautobahn.org.

August 19–21: BMW CCA Festorics meets Rolex Monterey Motorsports Reunion

Also sponsored by Liberty Mutual Insurance, SONAX, and the BMW CCA, the annual BMW Festorics at the Monterey historic races—now called the Rolex Monterey Motorsports Reunion—celebrates the mystique of BMW and our appreciation for the marquee. Set for August 19–21, the Festorics features a two-day parking corral coordinated by the Golden Gate Chapter, and 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 event 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.

For additional information, please visit www.festorics.org

September 2–4: BMW corral at the Baltimore Grand Prix

The National Capital Chapter will be hosting a corral for the American Le Mans Series (ALMS) race held Labor Day weekend in Baltimore, Maryland. Let's support the BMW Team RLL M3s that will be out to win again in 2011!

The BMW CCA corral will be adjacent to the ALMS paddock, with tickets that provide excellent viewing of all the races. Your ticket will also include:

- 1) Reserved Grandstand seating at Turn 10 with additional Jumbotron screen viewing
- 2) Pit and paddock passes
- 3) On-track parade laps

For more information, please visit www.bgp.nccbmwcca.org.

October 10 – 16: Oktoberfest 2011 in Birmingham at Barber Motorsports

Monday kicks off with the Spaten sponsored welcome party, where you can meet your competition for Tuesday’s SONAX 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 week. That means test drives in the latest and greatest Munich has to offer and the chance to ride around “The Augusta National” of tracks in some legendary race cars.

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 2011.

Registration is now open; to learn more about O’Fest please visit www.bmwccaofest.org

October 29–November 6: Hilton Head Concours d’Elegance and Motoring Festival.

This year the BMW Group will be the featured marquee at the Hilton Head Island Concours d’Elegance and Motoring Festival, which celebrates its tenth anniversary in 2011. The BMW Group is a founding sponsor of this event; the Hilton Head Island Concours d’Elegance and Motoring Festival will feature all of the BMW Group brands, including BMW, Mini, and Rolls-Royce, as well as motorcycles from BMW Motorrad.

As in years past, activities will include displays and customer ride-and-drive opportunities, as well as a celebration of BMW’s rich motorsports heritage.

Dates of the 2011 Hilton Head Island Concours d’Elegance and Motoring Festival are Saturday, November 5 through Sunday, November 6. It will again be preceded by the Hilton Head/Savannah Speed Classic vintage-race weekend, Saturday, October 29 and Sunday, October 30.

Information about the event can be found at www.hhiconcours.com.

Good news: April membership up!

BMW CCA membership has remained relatively stable in 2011, with a modest gain between March and April. Although we were still nearly 1,200 fewer members than the year before, this stabilization is a sign that things are beginning to improve.

Our chapters are the vital centers of Club activity, the heart and soul of the BMW CCA. It’s through your chapter recruitment efforts—along with enough activities to satisfy your members on a local level—that we hope to grow the BMW Car Club of America. Though national programs may attract new members, retaining those members remains primarily a chapter-driven phenomenon. 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! No matter why BMW enthusiasts join the BMW CCA in the first place, they stay because they find themselves among friends—that’s why it’s so important to reach out to the new

MEMBERSHIP STATS as of 4/15/2011			
	Full	Associate	Total
Current Membership	61,101	8,807	69,908
Last Month's Membership	61,061	8,807	69,868
Monthly Net Gain (Loss)	40	0	40
Monthly % Change	+0.07%	0.00%	+0.06%
Last Year's Membership	62,248	9,225	71,473
Annual Net Gain (Loss)	-1,147	-418	-1,565
Annual % Change	-1.84	-4.53%	-2.19%
2009 Membership	64,027	9,387	73,414
Net Gain (Loss) for 2 years	-2,926	-580	-3,506
% Change for 2 years	-4.57%	-6.18%	-4.78%
New members: 902 Renewals: 16.06% Roundels mailed: 63,205			

members in your chapters and make them your friends. And we really appreciate your efforts to do just that!

2011 BMW CCA Membership Drive sponsored by BMW Performance Center

Each year, BMW CCA members are eligible to participate in our **annual membership drive**. Besides maintaining the health of the Club, members can earn BMW CCA Bucks and be entered to win great prizes. And this year those prizes just got better, with some help from our friends at the [BMW Performance Center](#)!

In a recent survey, many new members cited BMW CCA's 15% discount at the BMW Performance Center as one of the leading reasons they joined the Club. To capitalize on this unique benefit of Club membership, every single participant in the 2011 BMW CCA Membership Drive will have an opportunity to win an M School session of their own. There will be one drawing for members who successfully make referrals, and a separate drawing for those who are referred.

Each time a Club member successfully makes a referral during 2011, that member will be entered into a drawing for the M School—as well as other prizes. For example, if John Smith refers ten new members in 2011, his name will be entered ten times for an M School.

Since turnabout is fair play—and every great marketing effort comes with a hook—we are also going to enter each person you refer in a separate drawing for an M School! Say John Smith refers Jane Doe, who then joins BMW CCA. Jane, along with every other 2011 referral, will be entered to win an M School of her own.

In the midst of a recovering economy, there has never been a better time to be a member of the BMW CCA—*or a better time to join!* No one knows better than you how vital our discounts and technical help are, to affordably keeping your Bimmer on the road. *Who has more fun doing it than we do?*

Why not let a friend, or even a stranger, in on the benefits? Refer someone today—or at any time during 2011—and 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 to win the M School. We all know it's the cars that bring us together, but it's the people that keep us here year after year. So let's increase our ranks in 2011!

The membership drive for 2011 runs through **Dec 31, 2011**.

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

These are the official rules and as such supersede any description listed elsewhere, and any verbal communications.

The BMW CCA membership drive is open to current BMW CCA members.

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, 2011 (that is, they may not be members by virtue of being "comped" by BMW CCA or a BMW CCA chapter).

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 membership fees. 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 on 12/31/2012 and have no cash surrender value.

*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.*

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 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 by sending an e-mail to stevens@bmwcca.org.

Deadline, Procedures, and Restrictions

In order to be counted, the National Office must receive all new member applications no later than **December 31, 2011**.

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 30 days of 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," and be entered into the M School drawing.

“BMW CCA Bucks” and other prizes will be awarded at the end of the program only to those who are members in good standing at that time.

1st Prize: One-day M School at the BMW Performance Center, plus two nights lodging for one, not including transportation. Referring members will receive one chance to win an M School per new member referred. New members referred by a current member during this period will also be entered to win an M School. Must be redeemed by December 31, 2012.

2nd Prize: 2012 Oktoberfest Registration.

3rd Prize: Valentine 1 radar detector.

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. Delete “Your ID” from the end of the link, replacing it 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!

www.bmwcca.org/index.php?pageid=club_join&ref_by=YOUR_ID

Questions?

Questions about the 2011 BMW CCA Membership Drive may be directed to Frank Patek in the BMW CCA office, by e-mail to frank_patek@bmwcca.org. We have new recruitment brochures and “take one” applications available—please call or write to order some.