

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

May 2011

Well, it's almost summer—and it can't come too soon. With devastating floods and tornados over much of the Midwest, our hearts go out to our friends and family in those stricken areas—and we are all family at times like these. If you're among the fortunate who have not been directly affected by these tragedies, please remember to reach out to your neighbors and help however you can.

Have a safe and enjoyable Memorial Day Weekend!

The National Office will be closed on Monday May 30, 2011 in observance of Memorial Day. Please thank our troops and veterans on this special day!

New Chapter Logo Standards are past due!

*If your chapter has not submitted your new logo for approval, you must do so no later than **June 15, 2011!*** To download a copy of the new logo standards, please use this link: www.bmwcca.org/logo_standard.

Please be advised that every chapter **MUST** submit their logo for approval. When ready, send your logo to the executive director at frank_patek@bmwcca.org. If your chapter is in need of assistance please contact Frank Patek, Steven Schlossman, or Stephen Elliott as soon as possible.

National Office hours limited May 31–June 3

The National Office Staff will be in database training Tuesday through Friday of next week. That means for most of those days, the phones will be set to night ring. Calls and e-,mails will be returned as soon as possible but there will be delays.

New website, database to be launched in June—no, really!

I know, I know, you don't believe it—but it's true. On June 13—hey, that's not a Friday, is it?!—we will launch our new website and database. The changes will be many, and ease of use should improve dramatically. Getting there, however, will entail one last push beginning at 5:00 p.m. EDT on Friday, June 10. At that time the current database and website will shut down as we begin the conversion to our new database. The scheduled time for the conversion is 48 hours. On Monday, June 13, we will complete the migration and launch the new systems.

If you try to visit the website over the weekend, you will see a temporary home page indicating that the site is under construction. Anyone wishing to join or renew their membership during the weekend will be able to do so using a temporary form. An e-mail blast will be sent on June 6 to all members with valid e-mail addresses, giving them notice of the pending shut down and allowing them time to renew early if they so choose.

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

Rats: May membership numbers fall slightly

While BMW CCA membership has reminded relatively stable in 2011, with a modest gain between March and April, it fell by over 300 members in May, leaving us with about 1,600 fewer members than in 2010. Oddly enough, we actually signed up more than 1,100 members during the month, compared to fewer than a thousand in April—but as usual, the members who fail to renew, for whatever reason, result in our declining numbers.

Members join for a variety of reasons, but chapter activities and associations are the primary elements of sustained loyalty. Though national programs may attract new members, retaining those members is primarily a chapter-driven phenomenon.

Our chapters are the heart of Club activity, the spirit 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. Thank you for your continued offerings to your current members—and for your efforts in recruiting new ones!

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 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-marque 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 highlight of our Schenley Park weekend will be a celebration of the tenth anniversary of 5er Fest. In cooperation with the mye28.com special-interest group, we extend a special welcome to

MEMBERSHIP STATS as of 5/17/2011			
	Full	Associate	Total
Current Membership	60,762	8,758	69,520
Last Month's Membership	61,101	8,807	69,908
Monthly Net Gain (Loss)	-339	-49	-388
Monthly % Change	-0.55%	-0.56%	-0.56%
Last Year's Membership	62,394	9,221	71,615
Annual Net Gain (Loss)	-1,632	-463	-2,095
Annual % Change	-2.62%	-5.02%	-2.93%
2009 Membership	63,894	9,327	73,221
Net Gain (Loss) for 2 years	-3,132	-569	-3,701
% Change for 2 years	-4.90%	-6.10%	-5.05%
New members: 1,104 Renewals: 17.46% Roundels mailed: 62,274			

all 5 Series owners. In addition to special prizes and events, 5er Fest attendees are eligible for a parade lap during race-day opening ceremonies.

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 at the Radisson Greentree. On Saturday and Sunday, at historic Schenley Park, there will be a BMW 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 the track.

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.

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 marque-club members only. Space will be limited to 200 BMWs, 100 Porsches, and 50 Mercedes-Benzes, and will include a parking corral area for those registered but not participating in the judging activity. It is also a perfect location for a picnic lunch. Food and beverages will also be available on-site. Additional attractions may include guest speakers and specialty vendors.

On-line registrations for this event are now open. You may register your car and pre-order lunches and event T-shirts. For additional information, please visit www.legendsoftheautobahn.org.

August 19-21: BMW CCA Festorics meets 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 marque. Set for August 19-21, 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 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!

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.

September 24: Windy City VintageFest

Windy City's VintageFest celebrates older cars—but doesn't exclude new ones! All BMW cars and motorcycles are welcome. This annual event is held on the grounds of ZF Sales and Service, in Vernon Hills, Illinois. Club members far and wide are invited to attend and enjoy the camaraderie, grilled brats, Barbara's cookies, a swap meet, and great vendors. Remember to bring along your canned items to benefit the food drive for the Northern Illinois Food Bank! While there won't be any "white glove" judging, attendees will be asked to vote for their favorite cars. Plan to be in the Chicago area on September 24 and join the fun! For details, visit www.windycitybmw.com.

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, too. That means test drives in the latest and greatest Munich has to offer—plus 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 Oktoberfest 2011.

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

Oct 29-Nov 6: Hilton Head Concours d'Elegance and Motoring Festival

This year the BMW Group will be the featured marque 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.

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.