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# Recognition Program Launch

Darinda (Dee) Sutton – RPC Co-Chair





# RPC: Recognition Program Committee

- **Initially organized in January 2014**
- **5 “recruited” volunteers**
- **Objective: Develop a comprehensive Recognition Program for the BMW CCA that will recognize members, chapters and industry partners who promote and support the mission of the BMW CCA and the BMW marque.**
  - *The RPC is responsible for managing & overseeing the entire recognition and award program, including identifying the areas to be recognized, developing the criteria, managing the nomination process, reviewing the nominations and selecting the final candidate(s) for submission to the National Board for approval.*



# Categories of Recognition

## ➤ **Friend of the BMW CCA**

- *BMW CCA's highest national tribute*



## ➤ **Individual**

- Outstanding Chapter Volunteer
- Outstanding Officer

## ➤ **Chapter – *Regional Finalists and Overall Winner***

- Growth and Retention
- Charitable Contributions & Charitable Hours

## ➤ **Industry – *Regional Awards***

- CCA Outstanding Supporter: BMW Center
- CCA Outstanding Supporter: Independent Business



# Eligibility Criteria

- ❑ **Tri-Fold Brochure**
- ❑ **Ops Manual – updated section**

[BMW CCA Ops Manual](#)



# Timeline for the Program

- **April 1, 2015: Nominations will open for 2015**
- **January 31, 2016 5:00 pm eastern: Deadline for Nominations**

## 2015

**Chapter Congress: Chapter Awards announced for 2014**

## 2016

**Chapter Congress: 2015 Chapter, Individual and Industry winners announced**

**O'Fest: Inaugural Friend of the BMW CCA announced**



# Nomination Process

## Who can nominate?

- The nominator may be any BMW CCA member or Chapter in good standing, or any member of the National Office staff.

## Who is eligible to be nominated?

- A nominated individual or chapter must have been in good standing and full compliance for the entire nomination period.
- The nominee must be in good standing with BMW CCA, BMW CCA Foundation, BMW NA or BMW AG.
- Current National Board members, National office paid staff, and current National Committee Members are not eligible for Recognition Awards during the term of their of their position.



# Nomination Process *(cont.)*

- **Electronic Nomination Submissions are strongly encouraged – via the BMW CCA Website**
  - *Paper and Manual nomination submissions will be accepted if mailed to National office and received by the office by 5pm (eastern) on January 31.*
- **Complete the Nomination form on line, and attach any supporting documents or files for the nomination.**
  - **All file attachments must be < than 5 MB in size**

<https://www.bmwcca.org/recognition-program>



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# Web Site: Recognition

BMW Car Club  
of America



ACTIVITIES ▾

What We Do

BENEFITS ▾

For Members

MARKETPLACE ▾

Classifieds & Gear

CHAPTERS ▾

67 US Chapters

ROUNDEL ▾

Monthly Magazine

MEDIA ▾

News & Galleries

ABOUT ▾

Who We Are

Events >

National Events

Raffle

Recognition >

Club Racing

Membership Contest

BMW CCA App

Awards

Nomination Form

Electronic Tool Kit

March 18-21, 2015  
BMW CCA  
At The 12 H

Read More







## Recognition Nomination Form



### Nomination Process

Please note that all nomination forms and supporting materials must be received by the deadline. The qualifying period for each award will be the calendar year preceding the award (January 1 through December 31). Nominations may be submitted throughout the calendar year and must be received by January 31st 5:00pm EST of the year following the qualification period

A separate form must be submitted for each nominee, and you must complete one submission before you may start a subsequent one.

Complete this form to nominate an individual member or a business for recognition by the club. In addition to gathering basic information about the individual or business, this form asks you to provide the following:

1. A brief summary of the nominee's achievements
2. An essay, limited to 500 words, providing details of why you are making the nomination
3. Optional: supporting materials—including images, articles, or testimonials

Each time you proceed to the next page your work will be saved and you can pick up where you left off. You may also save a draft at any time by clicking the button at the bottom.

I'd like to nominate \*

- An individual who is a current BMW CCA member
- A BMW Center or other business for their support of BMW CCA

Save Draft

Next Page >



## Recognition Nomination Form



### Award

I'd like to nominate this individual for \*

- Friend of the BMW CCA
- Outstanding Chapter Volunteer
- Outstanding Chapter Officer

### Nominee Information

First Name \*

Last Name \*

Chapter \*

Member Number

Save Draft

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## Recognition Nomination Form



**Brief summary of nominee's achievements \***

Provide an overview of the nominee's qualifications (office positions held (if applicable), years in BMW CCA, why you are nominating this member, etc.)

**Essay (500-word limit) \***

Prepare an essay that provides the necessary level of detail in order for the Selection Committee to make an informed decision on a finalist and awardee.

**Supporting Documentation/Materials**

No file chosen



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Provide an overview of the nominee's qualifications (office positions held (if applicable), years in BMW CCA, why you are nominating this member, etc.)

**Essay (500-word limit) \***

Prepare an essay that provides the necessary level of detail in order for the Selection Committee to make an informed decision on a finalist and awardee.

#### Supporting Documentation/Materials

No file chosen

Additional materials may be submitted with the completed nomination form to support the nomination (i.e. photos, articles, testimonials, etc.)

Note: all materials become the property of the BMW CCA once submitted, and the return of any physical materials cannot be guaranteed.

Files must be less than **2 MB**.

Allowed file types: gif jpg png txt rtf pdf doc docx ppt pptx xls xlsx

 Sharing Screenshot



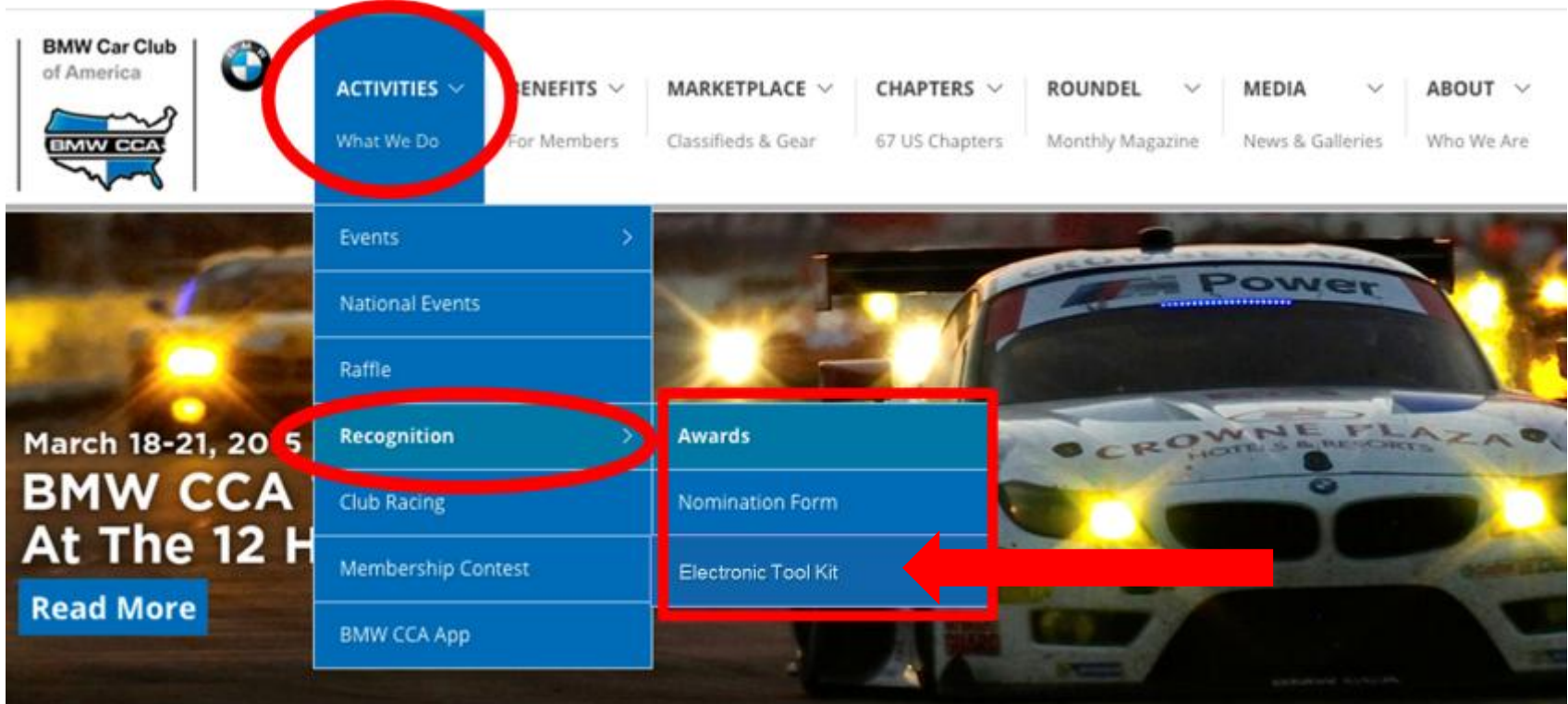
# Marketing & Communication

- **Recognition Section on the BMW CCA website**
  - **Live week of March 16<sup>th</sup>**
- **Email blasts to RVP and Chapter Officers the week of March 16<sup>th</sup>**
- **Electronic Tool Kit**
  - **Files that can be downloaded by members**



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# Electronic Tool Kit



- **Tri-Fold RPC Brochure**
- **2015 Launch Document**
  - *This can be edited and used for Newsletters*
- **RVP Letter**
- **Chapter Letter**
- **Launch PowerPoint (.pdf)**



# Questions about the Program?

[recognition@bmwcca.org](mailto:recognition@bmwcca.org)

- **Use this email to send any questions to the RPC.**
- **Please include your Chapter Name in the email.**
- **Your RCP liaison will respond to your question.**

## Pacific



**Delight Lucas**

## North Central

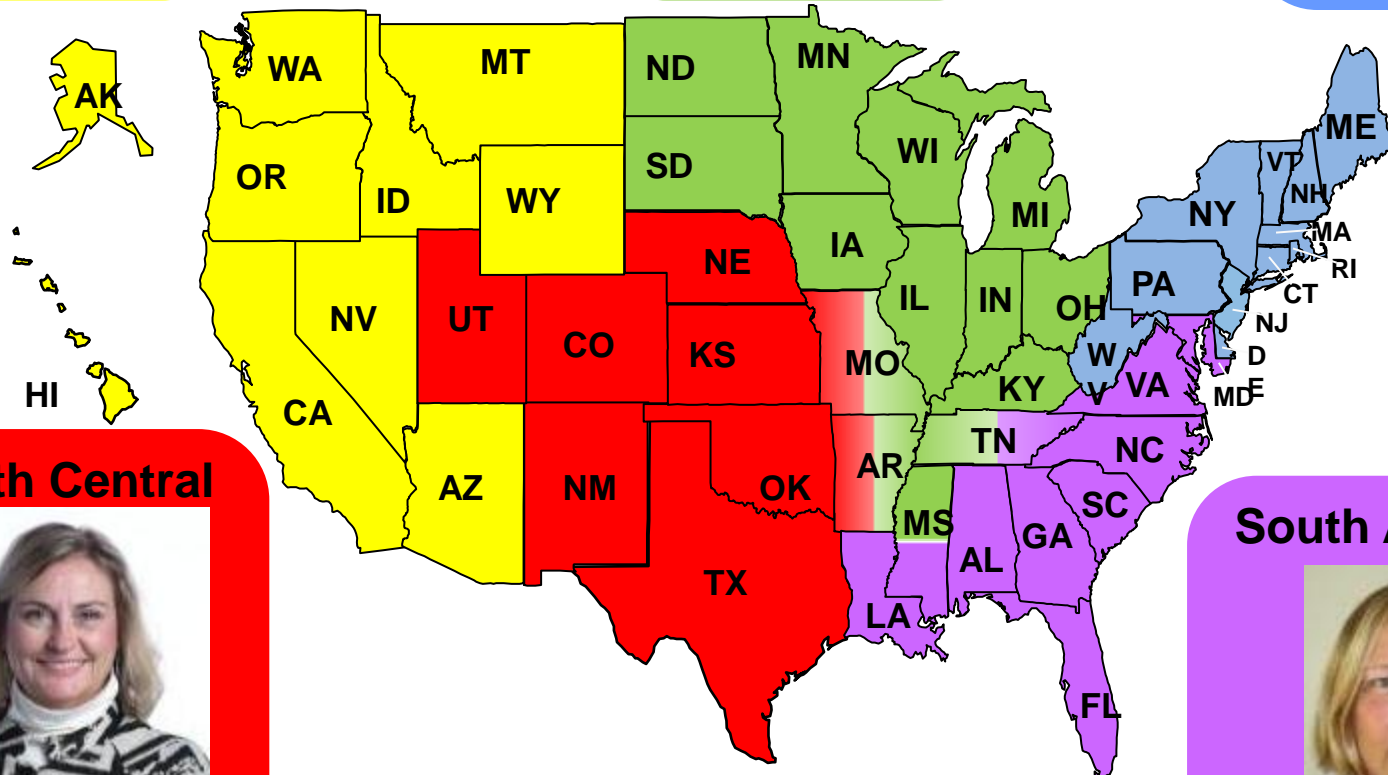


**Leslie Moyer**

## North Atlantic



**Paul Ngai**



## South Central



**Darinda (Dee)  
Sutton**

## South Atlantic



**Lou Ann Shirk**

# Liaisons to Regions



# BMW CAR CLUB OF AMERICA



Questions?



MARCH 2015