

BMW CCA News From National

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

FROM: Frank C. Patek II, Executive Director

May 2009



2009 BMW CCA CAR-OF-YOUR-DREAMS RAFFLE

The raffle has begun! If you haven't been to the website recently, stop by and click on the Car-Of-Your-Dreams Raffle Link: <http://www.bmwcca-raffle.org>. From there you can even buy your tickets online—for a chance at the car of your dreams! Our **Grand Prize** is your choice of any BMW up to an MSRP of \$102,100. (What a coincidence! That's the price of a new M6!)

The **First Prize** is your choice of any BMW up to a total MSRP of \$66,650. Then, depending on the number of tickets sold, we will likely award several **Main Prizes**—any BMW up to an MSRP of \$42,000. (BMW 135i, anyone?!)

As always, only BMW CCA members—including associates—are eligible to purchase tickets and win prizes. You must be a member in good standing as of **5:00 p.m. EDT, Friday, August 31, 2009**, to qualify to purchase tickets. The maximum number of tickets available for purchase will be ten (10) per valid membership. Tickets are available for purchase on our website.

The annual raffle is one of our most popular programs. Chapters may promote the raffle and take advantage of it as a recruitment opportunity!

Chapter housekeeping: D&O insurance affects rebates

Our D&O insurance policy has recently been renewed, and your June chapter rebates will reflect a deduction for your chapter's proportionate share of the cost.

If you see an odd amount added to your chapter rebate, it's likely because your chapter has received a prize from PartnersFirst for your participation in the contest that Partners ran earlier in the year. The dollar amounts of some of those prizes was too small for the gift cards that Partners issued, so instead they gave the prize money to the National Office—and we added the amounts to the applicable chapter's rebates.

Bimmerfest 2009

Bimmerfest in Santa Barbara was FANTASTIC! Attendance was somewhere between 5,000 and 6,000 people, and the new facility at the Polo Grounds was terrific. This premier event continues to attract a young demographic—but one thing is for certain: These folks are committed to all things BMW! They lavish their time, money, and attention on their cars.

This year many of them discovered BMW CCA and all that we have to offer. Huge thanks to our volunteers from the National Board and LA, San Diego, and Central Cal Chapters—all of whom ROCK, by the way, because they helped us recruit, recruit, recruit! Our on-site tally was 41 new members and renewals!

6th Annual Vintage at the Vineyards – May 22 – 24, 2009

Guten tag, y'all! This unique event was billed as “a gathering of perfectly aged vintage BMW motorcars,” and it lived up to its reputation. *Festmeister* Scott Sturdy warns, “This isn't a place to come if you are out to bring home a big trophy and thump your chest for beating another car for ‘best in class,’ or brag about how much your restoration cost.” In fact, this isn't a “car show” at all, but instead a gathering of cool old BMWs and their owners and fans. Participants are encouraged to bring their old Bimmer no matter what condition; the point is that you simply attend. There's no such thing as “my car's not nice enough to bring” here. If you have a car that fits the age criteria, you are welcome.

The weekend officially kicked off with a meet-and-greet on Friday when the little town of Mt. Airy, NC, was swarmed with vintage BMWs of all makes. Cars filled the parking lots and lined the streets of Andy Griffith's inspiration for the fictional Mayberry. After dinner and drinks, CCA members took in a private screening of the Steve McQueen classic *Le Mans*, sponsored by the BMW CCA Foundation. (Of course, there isn't one single BMW in that movie, but it's more fun than *The Last Run*.)

Saturday started with the invasion of another small town, Elkin, NC, where vintage and newer BMWs filled the blocked off street for the Saturday morning scenic drive: Die Bergestrassen (the mountain roads). Participants wound their way through the countryside and arrived at picturesque Shelton Vineyards in Dobson, NC. The grounds of the winery were filled with the sound of the eleven-piece oompah band, and the grassy display areas were filled with 2002s, Fivers, Sixers, E30s, and coupes. Rounding things out were an M1 and pre-war 328 brought by Lance White.

In all, 279 vintage BMWs were on display. Participants represented 32 states and four countries. Liberty Mutual and the BWC CCA joined together to sponsor the event, making it free for participants and spectators alike—who spent the day sipping wine, touring the winery, taking photos of cars, going on hayrides, and making and meeting new friends.

As Sunday rolled around, everybody checked out of their hotels and packed up. But wait, the event wasn't over yet! Caravans headed north, east, and west, and a big caravan headed south to the historic Biltmore House in Asheville, NC, for a panoramic photo in front of the house—and a private tour of the mansion itself.

If you weren't there, you should have been! Watch for news of next year's event!

Pittsburgh Vintage Grand Prix set for July

Sponsored by Liberty Mutual and BMW CCA, the Pittsburgh Vintage Grand Prix is a Regional Event on this year's BMW CCA calendar. Because BMW has been selected as the featured marque for 2009, several 2002 groups, including the E28 5 Series community and many other special-interest groups, are already planning trips. The Allegheny Chapter is especially pleased to welcome members of the BMW Vintage & Classic Car Club of America to this week of historic racing and classic-car events.

Set for July 10–19, the PVGP week includes a driving school at BeaveRun, a BMW CCA Club race, a car corral, and a picnic during the PVGP Historic Races in Schenley Park. That part of the festivities, the Schenley Weekend, kicks off on the evening of July 16 with a welcome reception at the Greentree Radisson. On Friday, July 17, there is a tour planned to the Laurel Highlands. This drive will include lunch at Nemaquin Woodlands and a tour of the Frank Lloyd Wright-designed house, Falling Water.

The Allegheny Chapter anticipates over 300 BMWs participating in the show at Schenley Park. There will be a concours to highlight special cars. Consistent with Marque-Of-The-Year tradition, there will be a catered lunch both days, a BMW parade lap of the circuit, and many other special events. Following Saturday's events at Schenley will be an evening reception at Station Square and a tour on the Gateway Clipper. As a special treat, fans will watch a BMW-only race in Schenley Park; the racing group will feature 2002s and other racing BMWs of similar vintage.

For more information, please visit www.pvgrp.org.

Oktoberfest 2009: The Club's 40th Anniversary

Oktoberfest registration is still running ahead of last year's at the same time, so we have added one more hotel to the approved list, the Holiday Inn Express, Chateau Elan Lodge, in Braselton, Georgia. You can proceed directly to the registration desk by using this URL:

<http://tinyurl.com/2009hotel>

Group code BMW.

Or call 1 888 HOLIDAY (888 465-4329)

The M1 package plan, which includes the Car Control Clinic, is also proving very popular. At this year's Oktoberfest, the car-control clinic will be held at the beginning of the five days of track events at Road Atlanta and two days of autocross at Lake Lanier Islands. Participants will work on skid control on the 250-foot wet skidpad at Road Atlanta, go through lane-change exercises and accident-avoidance maneuvers, and run threshold braking/ABS exercises. All this and more—so you will be able to hone your skills before taking to Road Atlanta's twelve-turn world-class road course.

Several chapters and members have expressed interest in placing ads, notes of congratulation, and simple good wishes in the Oktoberfest Souvenir Program. If you or your chapter are interested in this special opportunity to recognize someone special in your chapter—or mark our 40th Anniversary—please contact Linda Axelson at 864 250-0022 (lindaa@bmwcca.org).

The dedicated O'Fest website (www.bmwccaofest.org) is the best and fastest way to learn everything about this outstanding event. If your chapter has not already placed an O'Fest link on its site, please do so right away! Finally, if you would like to **purchase your official Oktoberfest 2009 merchandise**, it is now available at www.bmwcca.org!

BMW CCA Foundation open house set for September

Are you looking for something to do on Sunday, September 27, following Petit Le Mans at Road Atlanta? Well, now you have something to do between the race and Oktoberfest! The BMW CCA Foundation will hold an open house that day between the hours of 10:00 a.m. and 4:00 p.m. EDT. If you are driving to O'Fest on Sunday, make a detour and stop by the office; they would love to give you a tour of their new home.

The Foundation recently moved into a new facility located just a couple of miles off I-85 in Greenville, SC. Foundation curator Michael Mitchell says, "We not only have room to display and grow our archives, but we can also display a car." Currently they have the Ray Korman E30 M3 (serial number 001) on loan. Additionally, CCA members can view a trailer—made from the rear end of a 2002tii—which is permanently displayed at the office.

Please note: The Foundation office will not be open during the week of O’Fest , as the staff will be at O’Fest and you can visit with them there. If you have anything you want to donate to the Foundation—books, brochures, magazines, or just about anything automotive- or motorcycle-related—bring it with you to the open house. Please RSVP by September 15—and feel to contact Michael Mitchell if you have any questions. (mmitchell@bmwccafoundation.org)

BMW CCA membership numbers continue to fall

As we have noted before, the economic crisis continues to affect every area of the consumer marketplace, as American families cut their spending on retail items—especially luxury goods. As predicted, BMW CCA

membership numbers are still falling—down over 2,000 members from a year ago, and nearly 2,500 from two years ago. Still, the percentages seem to be shrinking slightly; we’re still recruiting new members at about a thousand a month, and we have a renewal rate that crept over 50% this month. *Roundel* advertising has increased from a low point in the January issue, though we’re certainly not out of the woods quite yet.

But the signs are encouraging. On the national level, of course, we try our best to bring good value to the membership, not only through *Roundel* Magazine but also with Club benefits and discounts that make membership a bargain. Still,

we recognize that membership growth—especially membership retention—is best accomplished at the chapter level. That’s why our new membership contest rewards members and chapters for every new member signed up.

Visit [CCA Membership Drive](#) for full details of the membership contest—and let’s see if we can’t bring more old friends back into the Club along with our new recruits!

MEMBERSHIP STATS as of 5/19/2009			
	Full	Associate	Total
Current Membership	63,894	9,327	73,221
Last Month’s Membership	64,027	9,398	73,425
Monthly Net Gain (Loss)	-133	-71	-204
Monthly % Change	-0.21%	-0.76%	-0.28%
Last Year’s Membership	66,292	9,658	75,950
Annual Net Gain (Loss)	-2,398	-331	-2,729
Annual % Change	-3.62%	-3.43%	-3.59%
2007 Membership	66,306	9,923	76,229
Net Gain (Loss) for 2 years	-2,412	-596	-3,008
% Change for 2 years	-3.64%	-6.01%	-3.95%
New members: 1,011 Renewals: 54.25% <i>Roundels</i> mailed: 64,812			