

# THE FOUNDATION FORUM



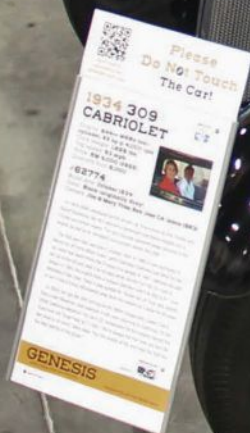
BMW Car Club of America  
**FOUNDATION**

Saving Lives, Saving History™

*The Ultimate Driving Community...  
Building the Foundation*

The Genesis exhibition...  
captures BMW heritage at its finest!  
The collection of rare and precious  
cars is an emotional experience that  
every BMW enthusiast should see.

– KNUDT FLOR, PRESIDENT AND CEO,  
BMW MANUFACTURING



ISSUE

2

2020

From the  
**Editor**

## **On** behalf of the BMW CCA Foundation,

I would like to welcome you to the second issue of the new *Foundation Forum*. The purpose of this publication is to share with Foundation supporters, donors, sponsors, friends, and volunteers our efforts toward building the finest archive of BMW-related reference materials outside of Munich, while also staging spectacular exhibitions of notable BMW automobiles, and guiding and supporting our teen driver education program, Tire Rack Street Survival. Ambitious, yes, but as you will see in this issue and the issues that follow, it's a goal we are happily pursuing every day.

We are all painfully aware of the toll COVID-19 has taken on every aspect of our daily lives, but, like you, we are learning to adapt. At the Foundation, we have developed a number of safety protocols and common sense measures to minimize risk for our staff, supporters, and visitors to the Museum, gift shop, and offices. Once governmental guidelines were firmed up, we implemented every recommended safeguard, with our staff working online from home whenever possible, and outfitted the museum with masks, sanitizers, partitions, and reminder signs to maximize the safety of all who work and visit here. We also created a single-direction floor plan and a reservation system for visitors, to control visitor density at any given time while encouraging social distancing.



Having met all the required standards for safety, we were finally able to open our exhibition to visitors. We went slowly,

## **Foundation Leadership**

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Scott Hughes	Sunset, SC
Jackie Bechek	Greer, SC
Peter Gleeson	Edmonds, WA
Erik Wensberg	(Advisor) Strafford, NH

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### **Sponsors and Supporters**

#### **GENESIS**

The Werk Shop	Classic BMW
Yokohama	Coco Mats/Fürstl
BMW Classic Car Club of America	

#### **STREET SURVIVAL**

<i>Sponsors</i>	<i>Supporters</i>
Tire Rack	BMW Car Club of America
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BMW NA	Porsche Club of America
FCP Euro	BMW Clubs Canada



testing our new systems with small groups of people at first, then doing a “soft” opening in August. Once we knew we had a system in place, we began to spread the word about our current exhibition, **GENESIS, BMW from the Beginning**. Lacking the benefit of word-of-mouth from past visitors, we leaned much more heavily into social media, newspaper, and television to get the word out, and the results have exceeded expectations. In late October we finally held our grand opening for the show, and it was a huge success. We’ll share more about that event in the next issue of the *Foundation Forum*, but in this issue we feature impressions of the exhibit from some of the earliest visitors, including a very special visitor, Knudt Flor, President and CEO of BMW Manufacturing.

Also in this issue, Michael Mitchell walks us through the history of the Foundation archives, and how a kind donation by the BMW CCA of back issues of *Roundel*, *Bimmer*, and *BMW* magazines, along with assorted other reference materials, led to the huge, and constantly growing, library of BMW-related books, manuals, chapter newsletters, photos, models, trophies, graphics, slides, uniforms, and even entire cars, that Michael so ably curates.

Neil Baer introduces us to the GENESIS opening, supported by comments from visitors, and Ian Branston describes the path he followed that brought him, and his wife Lindsey, to become much-valued Ambassadors for the Foundation. Tim Beechuk shares the story of one of the few Street Survival schools that was held before the program was put on hold, and Jaynee Beechuk reminds us just how important, and impactful, Street Survival can be.

We hope you enjoy this issue, and that it will encourage your continued support. We also ask that you share the link to this issue with others who also might want to learn more about the BMW CCA Foundation. Thank you for your interest, and we look forward to meeting you at an upcoming event.



## BMW Trivia Test by Andrew Wilson

What year did BMW's iconic “kidney” grille first appear?

(1933, on the 303)

## BREAKING NEWS

### Shirks Honored with Friend of the BMW Club

At the Foundation's opening of **GENESIS – BMW from the Beginning**, there was a surprise announcement on Thursday evening, October 22, by Frank Patek, Executive Director of the BMW Car Club of America, that Lonny and Lou Ann Shirk, two of our Ambassadors, were being honored with the BMW CCA's “**FRIEND of the BMW Club**” award! Fewer than 50 CCA Members have received this coveted award. Congratulations!

Above: Frank Patek (far right), presenting the award.  
Below: Lonny and Lou Ann with their award plaques in front of the famous ‘Parker Spooner’ E9 2800 CS Coupé. (Photos by Jon van Woerden)



# minutes with...



## Lance White

*President of the Board of Trustees, BMW CCA Foundation*

**JJ:** You got your first 2002 in 1973, but how did you become a BMW enthusiast? Which car first caught your attention?

**JJ:** When did you join the CCA, and what prompted you to get involved?

**JJ:** How did you get involved with the Foundation?

**LW:** My parents lived in Germany, and I went over there and got exposed to the 2002. I just thought, Wow, that is amazing! I don't think BMW was even on my radar before that, but a friend of my sister's and brother's had one. I love that it looks like a sedan and drives like a sports car.

**LW:** I joined sometime in the early to mid '80s—my original number is in that group of numbers that were lost at the National office. I joined once, lapsed, and then I joined again in '85-86. I was a "newsletter member," even though I had four or five BMWs. I had two E12 528i's, and I put one up for sale. Scott and Fran Hughes showed up in my front yard, and said, "Why don't we know you? You need to come to driver's school!" Scott and Fran dragged me into driver's schools, and club life. I fell in love with driver's schools, and the people.

**LW:** I was at the first meeting of the Foundation board at Oktoberfest 2002 in Keystone because Don Dethlefsen asked me, Gordon Medenica, and Bob Murphy to be on the Preservation committee. I didn't have any vintage cars at that point except my 2002. I was coaching at Street Survival, but I wasn't actively involved with the organization until later, when Don retired from the board. Wynne Smith asked me if I'd be interested in joining and invited me to a meeting in Atlanta. I was asked about my interests, and I had my 1977 320 Turbo race car by then, #001. When I mentioned it, Erik Wensberg's eyes lit up like a beacon. So we hit it off. Bruce Smith had just joined the board, and I'd known Leo Newland for years, as well as Tammi Hull. I brought Scott Hughes on board, just to bring things full circle. I just thought, oh, yeah, this seems like a good group of people, and we can do stuff here. We didn't even think about a museum at that point, but I loved the idea of preservation, and I loved Street Survival. I liked the people on the board, too, so it was like a trifecta!

By  
**Jackie Jouret**

**JJ:** What do you find most satisfying about what the Foundation is doing right now and how it's evolved?

**LW:** I think the fact that the Foundation is so solid at this point. To be ensuring the long-term viability of Street Survival, and having a physical presence. The museum idea — a place where people can come together and appreciate the history of BMW and BMW in the US. We're getting out of our adolescence and into our young adult years as an organization. It's really cool to see. We've built an organization, a network of really great people that I'm proud to be serving with. There's little ego in that group. They're all in it for the betterment of the Foundation, and the CCA... to serve.

**JJ:** You have an impressive collection of vintage and racing BMWs. Which one means the most to you?

**LW:** I always kid about the E34 M5 Touring, that if I could only keep one car that would be it, but that's a different question. I just spent the last weekend at Mid-Ohio with my E30 M3, E46 M3, 1M Coupe, M235i Racing, spending time in each of them. I'd have to say that the E30 M3 is the one that grabs my heart. The E30 M3 is driving bliss for me.

I bought my first one in 1987, and I still own it. It was my daily driver for two or three years, and it was the car I'd load tires in to drive at Watkins Glen, Lime Rock, Colorado, or Road Atlanta. That was my true driving love, and it still is. When I get that car on the track, it's just pure love. It's so not my personality, with the wing and the fender flares, but I still look at it and it puts a smile on my face. When I get in it, the smile gets bigger! At Mid-Ohio, that car just dances through the linked turns. No car dances like the E30 M3. People who complain about that car's zero-to-sixty time have never spent time with it on the track! It's just amazing.

What is  
Albrecht von Goertz  
best known for?

(Designing the  
BMW 507)



**A**ssembling a Foundation exhibition takes a lot of effort, from many people. It starts during the third quarter the year before, as a hand-selected team convenes to discuss various themes and ideas. As the process continues and the story develops, car owners are contacted to see if they are graciously willing to share their vehicles. The book text starts. And the coordination of all the moving pieces takes place, culminating in an opening day in which hundreds of people gather to enjoy the fruits of all that labor, and the start of the exhibition takes place. Held in mid-May for four years now....

**E**xcept for this year, as most of us were working from home. And instead of the big opening, there was silence.

**B**ut we're nothing if not resilient. As we systematically realigned the Foundation to address the COVID-19 situation, with sanitizing machines, Plexiglas barriers, and a revised layout that eliminated or reduced touches to one, we were ready to greet the public. With baby steps.

**e wondered if it would  
ever happen, but at last, the  
*GENESIS – BMW from the Beginning*  
exhibit has opened!**

Initially, we had a few people to check our systems, to make sure everything functioned properly. Once comfortable, we started to tell folks about this treasure called GENESIS. Our “Yeah, THAT Greenville” web site was updated, CCA chapter presidents, webmasters, social media folks were advised, and notices went out. We even had our first Media Day! We invited media from around the region to learn more about GENESIS, and there were responses. The local newspapers caught the story. A TV show in Charlotte interviewed Jackie Jouret. And we are now much closer to the Greenville visitors group. A video runs at the BMW plant so the 11,000 associates know what's happening across the street. Other webpages and social media picked up the story. And people have been coming. Since those promotions started, the number of visitors has increased by over 125% compared to the same period last year. Considering the Zentrum was closed, and the BMW Performance Center was running far under capacity, and both had historically been the primary providers of visitors, more people are enjoying GENESIS, despite a Pandemic that still keeps many people at home.

**I**t's just that good an exhibition.

**S**o perhaps we will see you soon.

By  
**Neil Baer**

GENESIS Photos by  
*Michael Mitchell*



# FROM OUR VISITORS:

HOW DID YOU FIND OUT  
ABOUT OUR MUSEUM?

Internet  
Greenville visit  
ZSCCA  
BMW newsletter  
Member emails  
Instagram

WHAT WAS YOUR  
FAVORITE VEHICLE?

507  
700 Sport Coupe  
1943 327/28 Coupe  
The Dixi  
WWII motorcycle  
503 Ragtop

DO YOU HAVE A FAVORITE  
PART OF THE EXHIBITION?

History was very well done  
The “Mini-me” 328  
Cars were of  
excellent quality  
Scope of the history  
It’s all fantastic!

*All Genesis photos in this issue courtesy of Michael Mitchell*



IS THERE ANYTHING YOU WISH  
WE HAD IN OUR GIFT SHOP?

Mugs with cars on them

More “Z” stuff

Model kits

2002 t-shirts

Car magnets of the exhibit

Free stickers!

HOW COULD WE IMPROVE  
YOUR EXPERIENCE?

Would like to see interiors;  
perhaps photos of dashes?

No improvement needed!

All great

Open a few hoods

Nothing. Fabulous!



Now that the GENESIS Exhibition is open to the public we have seen a steady flow of visitors as well as a few larger groups, including members from the National Capital Chapter, who were attending an M School at the neighboring BMW Performance Center.

We were also pleased to welcome Knudt Flor, BMW Manufacturing President and CEO, along with several of his staff who took time out of their busy schedule to visit the Museum. Knudt had this to say about GENESIS:

*"The GENESIS exhibition is quite impressive. It captures BMW heritage at its finest! The collection of rare and precious cars is an emotional experience that every BMW enthusiast should see. It deliberately reveals the passion and dedication of the BMW brand — the very essence of turning customers into fans".*

Of special interest to visitors is the introduction of a virtual tour guide through the use of smart phone technology. Using their own phone, visitors can listen to a short narrative on each exhibit, either in chronological order or in any order they choose.

The voice behind the narrative belongs to long time Foundation supporter Kenn Sparks, Emeritus Head of BMW Group U.S. Corporate Communications. Below he offers his own thoughts on GENESIS:

*"This is a path you can only walk here, at the Foundation Museum, because this collection exists nowhere else. Not even in Munich will you see these vehicles all in one place. That nearly all of them are privately owned and regularly driven or ridden by their owners means they are more than museum pieces, and that is why their stories are so important. The exhibition is not just about the vehicles in their time, that is, what they meant to BMW when they were produced, but how they survived, found their way to the U.S., and touched the lives of many people through their decades, especially their owners, past and present.*

*The hardest part was condensing each vehicle and its story into about a minute and a half. My early years as a television journalist were very helpful, as I had learned to tell a story with a lot of information in a very brief time. Each vehicle is unique and has a compelling story, so it was fun but challenging to distill the decades of information and experiences into their essence."*

So, don't just take the word of two very experienced BMW aficionados, take the time to come and enjoy the experience yourself. We will make every effort to ensure it was worth the effort.



By  
**Ian Branston**

Photos by Dan Staudt

**amazon**smile

## The Simple Way to Donate to the Foundation

Many of you probably shop on Amazon.com. With the recent pandemic, you probably found yourself going to Amazon for more products than ever before, but did you know that each time you make a purchase on Amazon, you could be making a donation to the BMW CCA Foundation without spending an extra dime? That's where AmazonSmile comes in.

During the last quarter, the BMW CCA Foundation received \$129.97 thanks to customers shopping at smile.amazon.com. To date, AmazonSmile has donated a total of:

- \$2,577.53 to the BMW CCA Foundation
- \$183,120,221.33 to all charities

These numbers could be so much higher. Why not sign up today?

## Support the BMW Car Club of America Foundation through AmazonSmile

**What is AmazonSmile?** AmazonSmile is a simple way for you to support your favorite charitable organization every time you shop, at no cost to you. AmazonSmile is available at smile.amazon.com on your web browser and can be activated in the Amazon Shopping app for iOS and Android phones. When you shop at AmazonSmile, you will find the exact same low prices, vast selection and convenient shopping experience as Amazon.com, with the added benefit that AmazonSmile will donate 0.5% of your eligible purchases to the BMW CCA Foundation.

**How do I shop at AmazonSmile?** To shop at AmazonSmile simply go to smile.amazon.com on your web browser or activate AmazonSmile on your Amazon Shopping app on your iOS or Android phone (found under settings on your app). On your browser, you may also want to add a bookmark to smile.amazon.com to make it even easier to return and start your shopping at AmazonSmile. When using the app, always check for the "AmazonSmile" logo to ensure you are activated for AmazonSmile.

**Which products on AmazonSmile are eligible for charitable donations?** Tens of millions of products on AmazonSmile are eligible for donations. You will see eligible products marked "Eligible for AmazonSmile donation" on their product detail pages.

**Can I use my existing Amazon.com account on AmazonSmile?** Yes, you use the same account on Amazon.com and AmazonSmile. Your shopping cart, Wish List, wedding or baby registry, and other account settings are also the same.

**How do I select a charitable organization to support when shopping on AmazonSmile?** On your first visit

to smile.amazon.com, you need to select the BMW Car Club of America Foundation to receive donations from eligible purchases before you begin shopping. We will remember your selection, and then every eligible purchase you make through AmazonSmile will result in a donation.

— Bob Morin and Lou Ann Shirk

While you are shopping, you should see  
"Supporting BMW Car Club of America Foundation"



This note should appear after payment is confirmed:

Amazon will make a donation to **BMW Car Club of America Foundation**.  
To support this charitable organization, always shop at smile.amazon.com.

**THANK YOU FOR SUPPORTING THE BMW Car Club of America Foundation!**



# ON THE I.A.M.

## THE BUILDING OF THE FOUNDATION'S LIBRARY, ARCHIVE, AND MUSEUM

**B**ack in April 2001, the BMW CCA office had just opened in downtown Greenville, South Carolina after they moved from Cambridge, Massachusetts. Although the BMW CCA Foundation did not officially exist, (see Leo Newland's letter about the formation of the Foundation in The Foundation Forum Issue 1 2020), the CCA donated their club library to start the Foundation Archival collection. This donation was a collection of *Roundel*, *Bimmer*, and *BMW* Magazines, some

VHS tapes, BMW repair and wiring diagram manuals, some books, and BMW brochures. This jump-started the collection for the Foundation. The Archives portion of the BMW CCA Foundation was created to be a repository of BMW-related materials for future generations to enjoy; a place where personal collections could live on.

In 2003, we lost a founding member of the BMW CCA, Michel Potheau, Member #2. Michel had a massive collection of BMW models, literature, memorabilia, and so much more. The Foundation Archives received a large portion of Michel's brochure collection and a tiny bit of the model collection. His legacy will live on in the Foundation collection.

By  
**Michael Mitchell**

Early in our history, Bob Murphy, Houston Chapter member, and a founding Trustee of the BMW CCA Foundation, donated much of his personal brochure collection to the Archives. Around 2012, the Foundation received a very generous donation from PTG (the BMW race team operated by Tom Milner for BMW NA during the 90s and early 2000s) of racing trophies, logbooks, pictures/slides, uniforms, and so much more. Around that same time, we also received a large donation from Tarheel Chapter member Richard Conway. Richard loved the early Motorsport history from the 70s and 80s, and had been collecting memorabilia from this era of racing. *(continued)*



TOP LEFT AND LEFT: *The original building blocks of our collection*  
ABOVE: *A small part of Michel Potheau's literature donation*  
RIGHT: *A few of PTG's trophies and awards*

BMW's first motorcycle, the R32, was introduced in what year?

(1923)

*Photos by Michael Mitchell*



# ON THE LAM *continued*

## THE BUILDING OF THE FOUNDATION'S LIBRARY, ARCHIVE, AND MUSEUM

Over the years, Klaus Schnitzer, New Jersey Chapter member and photographer for *Roundel* and *Bimmer* magazines,

donated to our Archives thousands of the slides, negatives, and photos that he took for both magazines. Other journalists, such as Ron Wakefield, have donated books, press kits, and other literature.

BMW of North America has also donated a tremendous amount of literature, posters, broken race car parts, and so much more over the years. BMW Manufacturing and the Zentrum have donated signs, artwork, the architectural model of the Zentrum, BMW engines, and more. The BMW Performance Center has contributed literature, posters and signs, clothing, and even furniture. Century BMW and MINI of Greenville, SC has donated literature, clothing, and office and store furniture to our Museum.

Fast-forwarding to current times, we continue to receive donations for the Foundation Archives.

Earlier this year, Janet Roemer, from Windy City BMW and the San Diego Chapter, shipped four large boxes from Bob's collection. Bob Roemer was a writer, photographer, Contributing Editor, and Editor-at-Large for *Roundel* magazine from the mid-70s until his passing in 2013. This was a real treasure trove of goodies for our Archives. Bob had been invited to a lot of BMW press launches, auto shows, and Motorsport races. Besides having books and brochures in his collection, he had some rare press kits and press photos, including several for the McLaren F1 road and race cars. We also received Bob's personal photos and slides that he had taken at various events, many of which were never published. Bob also got to see a lot of camouflaged cars in their testing stages – like the Z3 roadster or the E39 5-Series in snow testing.

In July, the Museum received a donation of a MINI Cooper from MINI of Charleston and Brad Davis. Well, okay...it is NOT a real driving MINI,



ABOVE: A small part of the Bob Roemer slides and literature



LEFT: Klaus Schnitzer slides by the thousands  
BELOW: Neat wall art from BMW



LEFT: The fiberglass MINI arriving  
BELOW: Some of the clothing we've acquired





but it is a full-size fiberglass MINI body. Some MINI dealers had cars like this mounted to a wall (as this had been) or the ceiling. This dealership was updating their showroom and decided it was time to let this car go. Thanks go to Brad Davis, who thought it should come to our Museum collection. It certainly is a unique piece. We can plug it into a wall outlet and the headlights will light up. Although it does not fit our current exhibit, we will certainly find a use for it in a future exhibit.

This is not the first car that has been donated to the Foundation. Over the years, we have received seven or eight cars. Some we have kept in our collection, while some were donated with the intent of auctioning them off to raise money for our programs. One of the cars that we auctioned off was a 1985 E24 M635CSi, and another was a track-ready and street legal E36 M3 Coupe. The cars we have kept in our collection include a 1972 Schnitzer powered 2002 race car, 1974 2002tii (Yale Rachlin's former car), a one-owner 1978 E23 733i with a manual transmission, and a 1990 E30 M3 that belonged to Mark Woolley. We also have half cars(!) – a trailer made from a rear end of

a 1973 2002, a cut-away Z3 roadster from BMW Manufacturing, and a Z4 body in white, ready to be built as a track car. Stay tuned for future stories, as we have a couple more cars in the process of being donated to our Museum.

In June, we received an impressive collection of BMW Corporate calendars and posters from Rob Mitchell, a Choo Choo Bimmers chapter member. The calendars go back to the 70s. There was a selection of vintage cars, current cars, motorcycles, and Motorsport calendars Rob collected before he retired from BMW NA in 2009. He has donated quite a bit over the years, both when he was an employee and now that he is retired.

Sometimes, not all the collections we receive stay in the Archives. Last year, we picked up a van load of diecast models, books, posters, and memorabilia from Nancy Thompson. Her late husband, Jerry Thompson of the Choo-Choo Bimmers chapter, left behind a collection of models that numbered somewhere around 1,100 – 1,300. This collection was more than just BMW models, as Jerry was both a BMW CCA and a PCA (Porsche) member. Jerry had both real BMWs and Porsches in his garage. Jerry favored white, silver, and gray cars, so many of the models in his collection were white or some shade of silver/gray. The Foundation offered to sell most of Jerry's (continued)



LEFT: Flat files full of treasures  
BELOW AND CENTER: Jerry Thompson's consigned models

TOP: Payson E30 was sold  
ABOVE: 2002 trailer!  
RIGHT: Mug collection from Rob Mitchell





# ON THE LAM *continued*

## THE BUILDING OF THE FOUNDATION'S LIBRARY, ARCHIVE, AND MUSEUM

collection on consignment for Nancy. In return, she was gracious enough to donate some of the models from Jerry's collection, which

we used in the current GENESIS exhibit displays. We will help Nancy sell the models through our online and physical stores, so if you would like to see the models for sale, please visit our online store at <https://bmwccafoundationstore.com/> or go to ebay.com and search for bmwccafoundation as a seller.

Above we highlighted some of the larger donations to the Archives and Museum, but we have also collected hundreds of smaller donations. This Archives has been built on donations from employees of BMW NA, BMW Manufacturing

and the Zentrum, the BMW Performance Center, various BMW dealerships from around the country, hundreds of club members, and from non-club members. Today, it is estimated that the Foundation Archives collection contains over 50,000 items.

Our Museum uses some of these items as part of the displays for our various exhibits. They may be shown in our display cases or on the walls of our exhibit and office space. We are thankful to our donors and appreciate you sharing your items with us. The legacy of so many club members will live on in our Archives and Museum.



ABOVE: Banners and flags  
RIGHT: BMW art car models  
BELOW: The reference library



TOP: Grille badges through the years  
ABOVE: Framed posters and prints  
LEFT: Chapter newsletters  
BELOW: Books and model kits



## Here are some common questions about our collection:

### *What does the BMW CCA Foundation Museum collect?*

Well, really anything related to BMW and the history of BMW, as well as the various BMW clubs. Items may include cars, motorcycles, aircraft engines, and Motorsports. We are also interested in brands owned by BMW – MINI, Rolls Royce, etc. You can also include brands powered by BMW engines such as Bristol, Glas, McLaren F1, and Veritas, just to name a few.

Here is a list of the types of things we have in our collection (we may have missed some)

- Banners
- Books
- Brochures
- Calendars
- Catalogs
- Clothing
- Chapter Newsletters
- Club stuff
- Decals/Stickers
- Glassware/Dishes
- Grille Badges
- Magazines (lots of titles)
- Memorabilia
- Models
- Patches
- Parts from cars and motorcycles
- Pins
- Posters/Prints/Artwork
- Press Kits/Photos
- Photos/slides
- Repair/Parts/Wiring Diagram Manuals
- Signs
- Toys
- Trophies
- Vehicles
- VHS/DVD/Videos

### *Do I have to be a big collector to contribute to the Museum?*

Absolutely not. We have had hundreds of people donate one item or just a few items. As an example, Andrew Wilson, Pine Tree Chapter member, donated one 70s vintage BMW CCA grille badge earlier this year to fill in a gap to our collection. It does not matter how big or how small the items or collection may be, we appreciate adding to our collection.

### *I have been a member of the CCA for decades. Do you want my Roundel Magazines?*

Thank you for the offer, but we have two complete sets. Unless you have the original BMW CCA Newsletters from 1969-1972, we have two of each magazine from 1972 to today. We would be interested in your Chapter Newsletters if you still have them. There are other automotive and motorcycle magazine collections that we could use your help with filling in the missing gaps in our collection.

### *What do you do with the items that are donated to the collection?*

We typically keep two of any BMW specific literature piece (books, brochures, magazine, press kits, posters, etc). For non-BMW specific literature (*Car and Driver* magazine, generic automotive books, etc.), then we only keep one copy for the collection. As far as objects and other things, we typically only keep one of them, but sometimes we will keep two. As we said above in this article, we will display items in our Museum exhibits.

### *What do you do with excess items in your collection?*

If an item does not fit our collection needs or if we have multiples of an item, then we may use it to trade with other Museums or sell it in our store to raise money for the Foundation programs. As an example, if we get a box of brochures from a donor, we will compare their collection to what we have. If we do not have one or two copies already, then we add this to the Archives. If your copy is better than a copy we have, we replace our old copy with yours. When we find we have two good copies, the rest will be available in our online store.

### *Do you ever buy collections or stuff?*

Very rarely. In the past, we have had a very small budget to buy items for the Archives. We are a non-profit 501(c)(3), so we must be very selective with purchases. Since COVID-19, our buying budget has been put on hold until the economy improves.

### *So as a 501(c)(3) organization, does that mean my donation is tax deductible?*

You would have to check with your tax advisor. We will provide a donation letter for your object(s). However, we can not put a value on the donation letter for these object(s) (unless you are donating cash). If you are donating a vehicle, an appraisal will be done to determine the value.

### *How can I contact the Museum to see if you would be interested in any of my items?*

Michael Mitchell is the Curator of Collections. He may be reached at 864.329.1919 or [archives@bmwccafoundation.org](mailto:archives@bmwccafoundation.org). If he is not available, you can talk to anyone in the office.

These Archives could not have been built without the generosity of so many people. Stay tuned for future articles as we share more donations that have been made to the Museum and Archives. To all the donors, we thank you for your support!



## Models on Consignment

We have two large model collections we are selling on consignment. We have over 250 BMW and MINI models from Michael Lenhardt at Mini Bimmers. We also received approximately 500 BMW models and 500 Porsche models from the estate of Jerry Thompson. We are adding the models to our online store and eBay as quickly as we can. Check out the models before they are gone.

For our online store, please visit: <https://bmwccafoundationstore.com/> and on eBay, please search for our seller name – bmwccafoundation – to find our listings.



ABOVE AND RIGHT:  
*Some of the Jerry Thompson models*  
BELOW:  
*The Mini Bimmers collections*



## BMW CCA Foundation Announces The Chronicle Series



The BMW CCA Foundation is proud to announce the inaugural installation of its *Chronicle Series*. The *Chronicle Series* will periodically provide unique events for smaller groups to enjoy the history of BMW. On October 2, we held our first installment, "Building the Plant." The presentation discussed the buildout of the BMW Spartanburg plant – the BMW manufacturing facility with the highest production volume in the world. Our speaker, Kurt Sposta, the original project manager for the plant build-out, provided a fascinating review of why BMW chose this location, how the project was organized, the build-out challenges, and how the original plant grew to the enormous output it has today. Kurt also shared key milestones in Plant Spartanburg over the last 25 years of operation.



The event included a tour of the GENESIS – BMW from the Beginning exhibition. Visitors warmed up by reviewing 24 vehicles, from the oldest known BMW car in America to pre-war roadsters, to rare East German saloons and the V8 cars of the 1950s. Twenty-five lucky attendees sat, socially-distanced, and watched as Kurt shared his knowledge and then engaged in a robust Q&A session. To top the evening off, a GENESIS poster was provided as a souvenir of the evening. The *Chronicle Series* is sure to add to the Foundation's mission of sharing BMW's history in America.



## My Road to Becoming an Ambassador

**B**efore we outline or explain why we became Ambassadors for the Foundation, I think it might be necessary to review the journey which brought us to the point of reaching our decision.

Looking first at Lindsey, she originally became acquainted with the Foundation through her work at the National office of the CCA. As part of her overall financial duties as a CPA, Lindsey was, and still is, responsible for the financial overview of the Foundation and works closely with the Board of Trustees, especially the Treasurer, Louis Goldsman. For more than eight years Lindsey has been deeply involved with the Foundation, through numerous budget processes, the Foundation's expansion into the current premises, many Board meetings and annual audits.

But then, in 2012, when I came into the picture, our joint involvement brought us both even closer to the workings of the Foundation.

Prior to meeting Lindsey, I had been heavily involved in the BMW Car Club life. I joined my local chapter in Canberra, Australia in 1985, a month after the club formed and over the following years I found myself in the position of President on several occasions, plus I always remained involved at the local committee level in one role or another. In 1995 I became the Australian delegate to the International Council of BMW Clubs and also joined CCA. A few years later I became Vice Chairman (Cars) and in 2003 was elected Chairman of the Council, a position I held until 2013, when I decided to step down again in order to move to the US and assume my

new role as stay-at-home Dad to Lindsey's three daughters.

So in early 2013 I arrived in the U.S. and married into the CCA. However, my passion for club history and its preservation drew me to the Foundation. My interest was not necessarily at club level (been there, done that) and I had had my fill of the high-level "stuff", but the Foundation offered me a new opportunity to become involved.

This started with physically assisting with the move of the Foundation into its current premises, and in the coming months there was a lot of time spent helping Michael Mitchell sort stuff out. There were pallets literally overflowing with stuff!

Through my involvement on the Capital Campaign Committee I got to know people as well as rekindle friendships with people I had met during my International Council days (namely Larry

Koch and Erik Wensberg). In addition, I arranged a couple of golf games to increase awareness and raise funds for the Foundation, and along with Mike Ura we carved out a presence at the BMW Pro-Am for a couple of years. Living close to the Foundation also allowed me to volunteer my services when it came to cleaning cars in the Foundation's permanent collection. It has been a pleasure to have cleaned, polished, vacuumed and dusted cars for each and every exhibit to date. I really enjoy being able to get up close and personal with cars I could never own, but always admired from afar.

By  
**Ian Branston**

Along the way time has passed and we have all grown, with one daughter already having done the TRSS driver training, and all three girls have at one event or another assisted as volunteers as well. It's a family affair!

That brings us to the burning question. Why become Ambassadors? In truth, by default we have always been Ambassadors for the Foundation, albeit along with other duties or responsibilities. Both Lindsey and I passionately believe in, and are strong advocates of what the Foundation delivers and what it can do in the future. So the answer to that burning question is simply "we have been for years, but we didn't have a title". Now we do, and we both look forward to being involved for many years to come.

We strongly believe in the good that can come from the Foundation's programs. TRSS has, and will, benefit our daughters. Driver education is near and dear to both





of us, not only the important safety aspects but also getting the most enjoyment out of the driving experience. The Foundation's preservation goals closely match my own thoughts. Here I differ somewhat from Lindsey. She has her more conventional interpretation of "preservation". I have my own. Some may say, perhaps more akin to hoarding (I prefer the term collecting). I keep everything (almost) and believe once its gone, it's gone, to exist only in failing memories. So I prefer to keep records, histories, mementos and knick-knacks, and whilst I have my own man cave full of these treasures, to me the Foundation really is the mother of all man caves when it comes to BMW Club history, stories and memorabilia.

Being an Ambassador will allow us to be not only an advocate for what the Foundation does, but provides the opportunity to try to ignite interest in others and be associated with other like-minded, passionate Club members. In doing so, hopefully we can play some part in preserving the stories and history of those who have gone before us in the BMW club world.

It's a passion, and one we truly believe in and enjoy.  
Hopefully we can bring others along for the ride as well.

How many drivers has  
Tire Rack Street Survival  
taught?

(25,000+)



### **As the Foundation Board was wrestling with how to continue Street Survival in the face of Covid, Jaynee Beechuk penned this impassioned plea to remind us all of the true value of the program.**

Six years ago Tim and I were at PittRace for TRSS. A young lady and her Mother were having a very loud screaming match at the registration table because the student did not want to sign the minor waiver, as she was positive she was going to die doing the exercises. I got pulled into this argument, as no one else knew what to do. So I gently separated Mother and Daughter, and took Daughter outside. After much back and forth, including a phone call to her father on the West Coast (where it was still 5am), that she was going to have a terrible accident and her Mother was making her do this. Finally, I got her to agree to do one exercise, the wake-up braking exercise, at the slowest speed she wanted, and said I would give her Mother her money back if she wanted to go home after that. Sitting and waiting our turn for the exercise I just started talking, trying to pull anything I could out of her. Then it was her turn, and 10 MPH was not what I imagined, but she did it. At the end she turned to me and smiled. We did this exercise two more times, and I finally got her into the ABS, both of us screaming and laughing.

During her first classroom session I found her Mother in the hall, curled in a corner, crying. She was just so relieved and thankful, and I totally understood. The day with Kelli was fabulous as I watched her progress more and more, and her confidence level increased with every turn of the wheel. And yes, I very loudly cheered when she got her certificate. At the end, she had not been able to get her car teched, so we went over everything, and she was eager to learn about all the engine stuff, including asking me about the transmission fluid, and somehow I found it, acting like I always knew where it was. At this she turned and asked if I would be her friend on Facebook. As she and her Mom drove away, waving and honking the horn, I cried.

So many of you gave me the skills and knowledge needed to make this day successful. But it's not the end.

Kelli and I have emailed and made comments on Facebook ever since that day. Her Mother is so grateful she has volunteered at TRSS even without having a student there.

Kelli finished High School and Nursing School, and today she announced that she had been hired by UPMC Presbyterian's Surgery Nursing Staff.

Because of Street Survival I was able to help Kelli, and that is what "Matters"!

Street Survival Matters; it is a Passion, and it is very difficult to put that passion on hold because of a virus that has totally turned our world upside down. If we can't do any schools in 2020, yes, I'll cry, but let's pull together and make 2021 a roaring success, together!

Many of you understand my passion, some of you don't have a clue, and this is why I am asking for everyone to try and help us Volunteers make a difference in 2021!

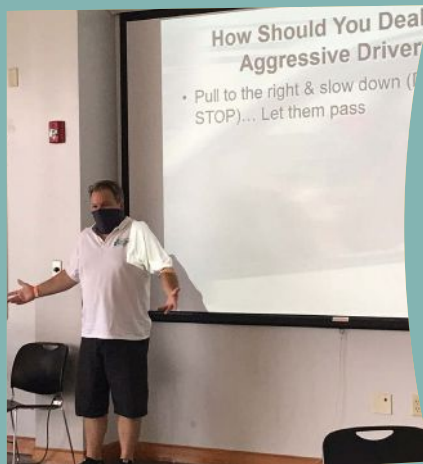
Let us get out there and save more young lives like Kelli's!

— Respectfully, Jaynee





# Masking the Danger



By  
**Tim Beechuk**

The current COVID pandemic has been a game changer for us all, but one thing we didn't want to change is our teen driver education with the Tire Rack Street Survival program. Unfortunately, there have been a few roadblocks to our being able to conduct the amount of schools we normally host in a typical year. The biggest issues we faced were venues closing to the public thereby not being available for a school. Additionally, some venues would allow us to use the exercise space, but not provide an area for classroom or bathrooms. In face of this, a number of schools were forced to cancel, and others reduced their allowable number of students to be able to handle distancing. Fortunately, even with these restrictions, we were able to sneak in a few schools before the current moratorium, but we are woefully short on educating the nation's driving youth. As the sports teams say, this will be a rebuilding year.

So, you ask, how did you manage to do even a smattering of schools this year? Glad you asked, since we believe that when we were able to hold a school, we created a safe environment for the teens, their parents, our coaches and staff, without compromising any of the Street Survival quality learning. Thus, we present "The Event Guidelines". This was the plan that was sent to all Street Survival organizers to set them up to be able to do everything we felt reasonable to hold a safe event. This document was created by our National Director, Bill Wade, with a little help from others. In the Guidelines were requirements of how to control participants and their families, from first appearance through registration and a day of learning. We had criteria for coaches and their interaction with the students, along with "How to conduct a safe classroom".

I was able to see the Guidelines in action at a school hosted by Tennessee Region SCCA at the National Corvette Museum in Bowling Green, KY. Bill Wade was doing classroom, and my wife, Jaynee, and I went along to help and see how well the Guidelines would work. I was impressed by the organizer's planning and execution of the school. We had twenty students registered and nineteen attended. Along with the Guidelines given to organizers, all attendees were sent a shortened version to let them know what to expect. One big change was that only one parent was allowed to attend with a student, so that we could keep numbers down a bit. The teens and parents arrived with the right attitude and personal protection equipment. I believe they all understood how important the Street Survival program is, and wanted to be able to attend the day. Masks all around, social distancing at registration, gloved coaches inspecting students cars, plenty of hand sanitizer and boxed lunches. NCM has a large room for classes that gave us plenty of space for social distancing during the classroom times. On the exercise ground, coaches would get out of cars when there was a wait, and talk to the teens through the passenger window. The parents spaced themselves while out watching their teens on the exercises. During the day I spoke with a number of parents, and they were very appreciative that we took the precautions that we did and were able to conduct the school. Things progressed normally throughout the day; it seemed like a normal school except for the masks. I walked away from the day knowing we could handle teen driving instruction in the face of the COVID pandemic, and save a few lives. There have been other Street Survival schools utilizing the Guidelines, and reports from them echo my observations. I hope it won't be long before we are back to our normal slate of Tire Rack Street Survival schools; saving teen lives is so important that we can't ignore our chance to act on this. The support of the BMW CCA Foundation has been instrumental in keeping this moving forward. We are also appreciative of our Sponsors: The Tire Rack, Michelin, FCP Euro and BMW, along with our hosts BMW CCA, SCCA, PCA and BMW Clubs Canada.

## SUPPORT THE FOUNDATION

The BMW CCA Foundation is extremely grateful for the support of its donors who contribute to making the Foundation such a success! Our Street Survival teen driving program, as well as our new Car Museum, depend upon the generosity of donors such as you to keep our mission alive. Please consider making a donation before December 31st to help us through this difficult COVID-19 emergency. Donate at:

<http://bmwccafoundation.org/support-the-foundation/donate-page/>

We appreciate your generosity!



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# GENESIS

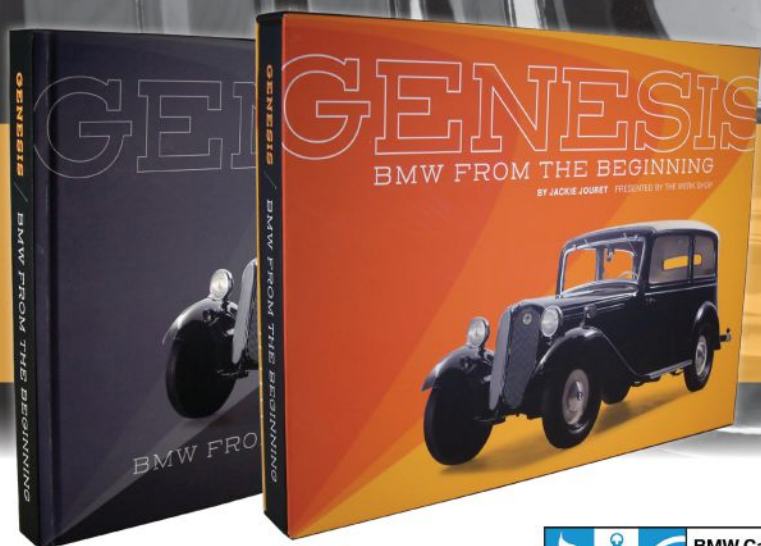
BMW FROM THE BEGINNING

The **GENESIS** exhibition book is now being sold at the **BMW Museum** and the **BMW Classic** gift store in Munich, Germany!

But you don't have to travel to enjoy it - order it on-line today!

*Here's what automotive writers have to say about **GENESIS**:*

*"In 14 chapters, Jackie has managed to present as good an overview of the origins of BMW, its key players and some of the standout products produced, as exists." – Hugh Becker, BMW Blog*



*"...The writing flows, the story is always interesting, and the illustrations are superb. This will be the best \$65 you spend all year - especially if you can't see the GENESIS exhibition in person."*

**– David Lightfoot, Roundel**



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