

THE ULTIMATE DRIVING COMMUNITY... BUILDING THE FOUNDATION

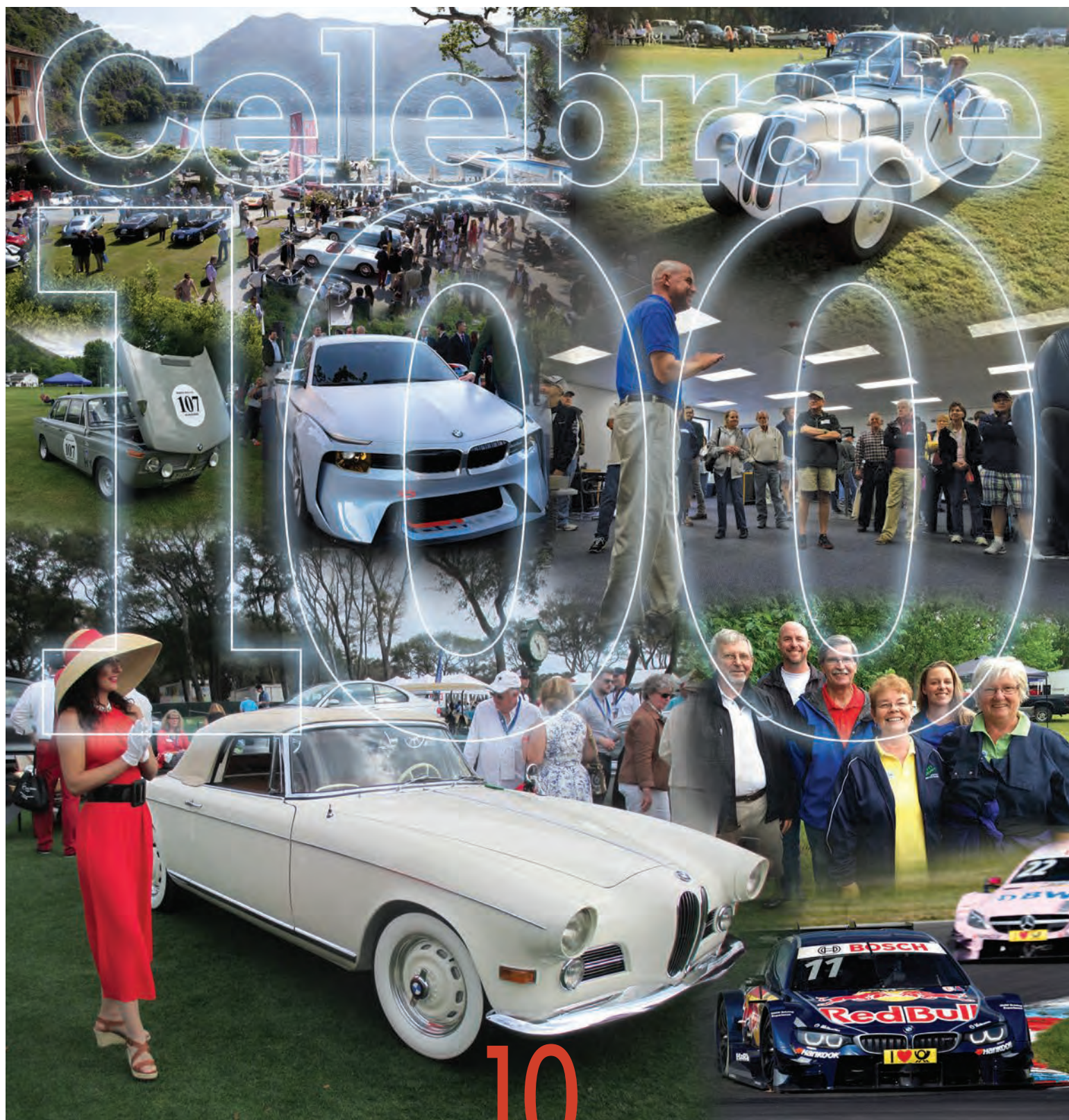


BMW Car Club of America
FOUNDATION

Dedicated to the Promotion of Safety
and the Preservation of History



C A M P A I G N C H E C K P O I N T



ISSUE **10** 2016



Scott Dishman Joins the Foundation as Executive Director

We are pleased to announce that Scott Dishman has joined the Foundation as Executive Director. "Scott is a great addition to the team," stated Lance White, Foundation President. "He brings a wealth of fundraising, marketing and nonprofit expertise to the Foundation."

Scott is a car guy with broad corporate experience, including the automotive sector. He spent six years with Michelin North America, eventually serving as Communications Director for the \$3B consumer brand, with responsibilities ranging from branding and advertising, to events.

In 2006, he left the corporate world to advocate for neglected children, and for the last seven years has served as Director of Community Engagement for The Family Effect in Greenville, South Carolina. Scott successfully led the startup of the organization, which quickly became one of the most broadly supported children's charities in the state.

In 2015, Scott was selected from a statewide list of nominees to receive the James F. Barker Ethics in Action Award from the Rutland Institute of Ethics. He is the second recipient of that institution's highest honor.

"I've greatly enjoyed my work with children," says Scott. "And I'll continue that work as a volunteer. But I'm also a car nut, and I'm so impressed with what the Foundation Board has been able to achieve on pure volunteer power. The Museum and Archive are well on their way, and the growth potential for the Street Survival program really excites me."

Scott is setting his sights high. "We're going to build the Ultimate Driving Community, with our donors, our corporate partners and the 70,000+ members of the BMW CCA and MOA," he says. "The goal is nothing less than the definitive enthusiast experience. It's going to be big fun."

Scott will attend the events in Monterey in August. Please stop by and introduce yourself.

- 2 Executive Director; Foundation Leadership
- 3 Letter from the Chair
- 4 Celebrate 100 Around the World
- 6 America's Car Museum; Circle of Excellence
- 7 Summer Safety Behind the Wheel
- 8 Foundation Wins Four NAMMYS!
- 9 Foundation Fundraiser; Challenge Leaders
- 10 Foundation Open House, The Vintage

FOUNDATION LEADERSHIP

Board of Trustees

Scott Dishman, <i>Executive Director</i>	Greenville, SC
Lance White, <i>President, Archive Chair</i>	Cincinnati, OH
Bruce Smith, <i>Vice President</i>	Herndon, VA
John Eveland, <i>Secretary</i>	Irving, TX
Louis Goldsman, <i>Treasurer</i>	Newbury Park, CA
Mike Ura, <i>Trustee</i>	Plano, TX
Scott Blazey, <i>Street Survival Chair</i>	Kansas City, MO
Bruce Hazard, <i>Trustee</i>	Denver, CO
Scott Hughes, <i>Preservation Chair</i>	Sunset, SC
Dr. Leo Newland, <i>Trustee</i>	Fort Worth, TX

Trustees Emeritus

Don Dethlefsen, <i>Restoration Chair</i>	Lake Forest, IL
Bob Murphy, <i>Archive Chair</i>	Houston, TX

Honorary Committee Members

Skip Barber
Steve Dinan
David Hobbs
R. J. Valentine

Campaign Steering Committee

Mike Ura, <i>Chair</i>	Plano, TX
Scott Blazey	Kansas City, MO
Ian Branston	Greenville, SC
Louis Goldsman	Newbury Park, CA
Bruce Hazard	Denver, CO
Scott Hughes	Sunset, SC
Steve Johnson	San Diego, CA
Larry Koch	Lake Clear, NY
Frank Patek	Greenville, SC
Erik Wensberg	Strafford, NH
Lance White	Cincinnati, OH

Campaign Publicity Committee

Wendie Martin, <i>Chair</i>	Portland, OR
Kelsy Hill	New York, NY
Karen OBrien	Dallas, TX
Dohn Roush	Dayton, OH
Megan Sweeney	Spokane, WA

Ambassador Program Coordinators

Bob and Sheila Morin	Jupiter, FL
----------------------	-------------

T

LETTER FROM THE CHAIR

The Foundation is pleased to announce that Scott Dishman has joined the BMW CCA Foundation Team as its Executive Director. We are very pleased to have Scott on-board. Scott brings a wealth of non-profit experience to the Foundation, especially in fund-raising and marketing. To learn more about Scott, see the announcement on page 2. Scott will be attending Legends and Oktoberfest, so say hi and introduce yourself.

Street Survival is off to a strong start in 2016. We have held more schools than ever, 39 to date, with greater attendance! We also announced our 2015 Center of Excellence Award recipients. This program, funded by one of our generous donors, recognizes the dedication and achievements by our volunteers. Thanks to all of our volunteers for making Street Survival a success! Learn more about the COE program and this year's awards on page 6.

On a more somber note, this week has been a bad week for traffic accidents in the Dallas/Fort Worth area. Two of these have been



determined to be cellphone-related distracted driving accidents. The first resulted in a distracted Mom crossing the center line on a two-lane road and hitting another Mom head on. Both died, as well as the children in each car. The two SUVs were unrecognizable. The speed limit on the road was 55. The second accident resulted in only minor injuries, but the cause was the same. In this accident, a teenager in a pickup truck was distracted by his phone, crossed the center line and hit a school bus full of kids. The speeds were lower and the drivers and the kids were very lucky to walk away.

So, why do I mention these two accidents? Besides the element of cellphone distraction, the lack of situational awareness was a key factor in these accidents. Two-lane roads are some of the most dangerous roads around, even if they are dead straight, as in Texas. Crossing the center line or driving off either side of the road are common accidents, especially when distracted. Teaching situational awareness is a key tenet of the Street Survival program. Being aware of your surroundings and anticipating danger are critical skills that we teach. So stay aware, and remind your teens, friends and families to put away their phones and pay attention!



Celebrating 100 Years of BMW!

It's Spring, and the number of car shows focused on the 100th Anniversary of BMW has been amazing! The participation of BMWs and owners across the country has been phenomenal.

The quality and rarity of the BMWs being shown is exquisite. And, we are only a few months away from the grand Celebration at Legends and Oktoberfest in August. The line-up of BMWs being driven (yes, driven) and trailered to Monterey for the weekend and O'Fest will top anything in the US you will ever see. So if you are not signed up, you'd better hurry, as rooms are going fast!

Here's just a sampling of the car shows to date:



Clockwise from top:

- A lovely trio of '02s
- BMW Classic was well represented, and awarded
- The distinguished judges
- Scott Hughes is presented with one of his awards

Photos: Lou Ann Shirk



Clockwise from top left:

- The commemorative t-shirt
- The tour crosses a sketchy bridge
- Mr. 02, Mike Self, was a presenter
- Great cars, great roads
- Show and tell

Photos: Mike Ura

Concorso d'Eleganza Villa d'Este



Clockwise from left:

- Beautiful cars; beautiful people; spectacular setting
- We built it, we can get it wet
- On the promenade with a BMW Classic 328
- Hommage cars and bikes through the years

Photos: BMW Press Group



America's Car Museum

Scenes from
the museum.
See the full
story on
page 6.

Photos:
Alex Casey



The Vintage is a feast of all things
BMW, in a casual, unstructured setting

- Below, the Foundation booth was
a busy place.
- See the full story on page 10.

Photos: Cars: Michael Mitchell
Booth: Bob Morin



BMW CENTENNIAL CELEBRATION, MAY 15, 2016

A visit to America's Car Museum, Tacoma, Washington

Dan Hones, Oregon Chapter President

I've been a BMW guy since 1984 when I picked up my first 1984 318i in gorgeous Delphin Grey paint over Camel cloth interior. I've been to a lot of BMW car shows, meets, group drives, factories and museums and thought I had seen a lot of the marque's history since 1984. But nothing from my past prepared me for what I saw organized by chapter president Steve Libby and his crew from the Puget Sound Region of the BMW CCA.

The venue was at America's Car Museum, affectionately known as the LeMay Museum, in the shadows of the infamous Tacoma Dome. Well over 300 BMWs from the Pacific Northwest were positioned beautifully on the show lawn at the LeMay under gray, and oftentimes wet, skies. However, the weather did not diminish the enthusiasm of members from the Puget Sound Chapter, the Oregon Chapter, and even newly (re)appointed Pacific Regional VP Jeff Cowan, from the Golden Gate Chapter.



I was impressed at how smoothly the event was promoted, organized and executed. It's no small feat to get over 300 cars to one spot and then arrange them in nice straight rows, dispense amazing goodie bags, and then provide food and entertainment. Hats off to Steve and the Puget Sound Chapter for creating this once in a lifetime event. And thanks for letting the Oregon Chapter and others crash the party!

But while I was amazed at what was happening outside the museum, I was even more amazed by what I saw inside this incredible automotive museum. Vintage 328s, a silver 507, several 3.0csi examples, a 1M art car, 2002tii, E30M3, a 1959 Isetta 300, and a lot more were on display for members and non-member attendees to admire and dream about. The BMW feature area was on the top entry floor of the museum, right inside the entry, and commanded great attention. The breadth of eras and models is a true testament to how we BMW fanatics take care of our favorite marque.

A graphic and video timeline informed viewers of the entire history of the BMW brand, from day one through to today. It is a fantastic heritage we should all learn about and share. It inspired me to want to perpetuate these memories and history for generations to come. It also made me wish I still had my 1984 318i!



With a gracious donation from an anonymous donor to the BMW CCA Foundation's Capital Campaign, the Tire Rack Street Survival Program has established this series of annual awards to provide recognition for a select group of outstanding Tire Rack Street Survival volunteers.

These awards reflect our gratitude for the tireless hours of dedication provided by the individuals and host organizations who are making our roads safer by teaching our most vulnerable drivers life-saving skills.

Class of 2015

Volunteers and Instructors of the Year

Dean Benz
Brett Baker
Jaynee Beechuk
Gary Chapman
Dave DuBois
Jack Joyner
Sandi Kryder
Rick Largen
Eric Maassen
Mario Marrello
John Rastetter
Ted Theodore

School Host of the Year

South Bend Region SCCA

Hero of the Year

Rich Dunbar

We all remember that last class before the start of summer, eagerly looking at the clock as though every minute was an eternity. The summer has always meant a few months of freedom to hang out with friends and do the things that we wanted to do, especially when you had your driver's license in hand. It truly seemed like there was nothing in the way of a good time and adventure was just a turn of a key in the ignition away. I think back to my summers in high school and my concerns were pretty limited: surf at the beach or hit the lake for a wakeboarding session? Pick up my friends or have one of them pick me up? The decisions about where to go, who to go with and what to do were made before I left the house.

For teens today, it's a very different feeling as they are constantly bombarded with the pressures of social media, text messages, and notifications that they should be somewhere, right now! Once they get there, they have to prove it by checking in or posting a selfie. For many parents, Facebook and social media has become a way to monitor their teen's activities and friends versus calling their parents to check in. We all know what it is like to be in a rush to get somewhere; for today's teens, they live in a constant state of pressure to be up-to-date and in-the-know, which leads to a distracted driving situation with each notification popping up on their phone. Likewise, parents are more reliant on their own smartphones to make sure their family members are where they should be at all times. With the increased use of phones in our daily lives, we wanted to take a moment to share with you some of the very real dangers of distracted driving as we hit the road this summer.

The period between Memorial Day and Labor Day – summer vacation for most students – has been called “The 100 Deadliest Days” for teen drivers. Nine of the ten deadliest days for youth on U.S. highways fall between May and August. One reason is that teens are drinking at younger ages, but too much free time and too little driving experience also pose a grave risk for teenagers. In addition, they are more likely to engage in “distracted driving” behavior.

Distracted driving is one of the many topics covered during the Tire Rack Street Survival schools, and it just

may be one of the most important topics students learn about during the course. Distracted driving puts everyone at risk on the roads, not just those behind the wheel. In 2014, 3,179 people were killed and 431,000 were injured in motor vehicle crashes involving distracted drivers. And remember, distracted driving doesn't stop at the phone; it is any activity that could divert a person's attention away from the primary task of driving. All distractions endanger a driver, passenger and bystander safety; these types of distractions include:

- Texting
- Using a cell/smart phone
- Eating and drinking
- Talking to passengers
- Attending to pets
- Grooming
- Reading, including maps or directions
- Using a navigation system
- Watching a video
- Adjusting the radio or air conditioning

Summer Safety Behind the Wheel: It Starts With You!

By Kelsy Hill

We've all done one or many of the above while behind the wheel, so why is there so much more of an emphasis placed on texting? While we can agree that any type of distraction is dangerous, texting is the most dangerous because it requires visual, manual and cognitive attention from the driver. And when that attention is on the phone, it's not on the road.

According to the National Highway Traffic Safety Administration, ten percent of all drivers 15 to 19 years old involved in fatal crashes were reported as distracted at the time of the crashes. This age group has the largest proportion of drivers who were distracted at the time of the crashes.

But it's not just teens. The percentage of drivers text-messaging or visibly manipulating handheld devices increased from 1.7 percent in 2013 to 2.2 percent in 2014. According to the National Occupation Production Use Survey, at any given daylight moment across America approximately 660,000 drivers are using cell phones or manipulating electronic devices while driving – a number that has held steady since 2010.

With Memorial Day behind us and the 4th of July and Labor Day ahead, let's continue to work together to make sure our teens are aware of responsibility when getting behind the wheel. We wish everyone a wonderful summer, full of celebrations and holidays, without avoidable accidents as part of the conversation.

BMW CCA Foundation Wins Four NAMMY Awards

The award categories:

Collateral Materials Brochures, rack cards, and other printed materials related to promoting or presenting the museum to the public or profession within the specified calendar year.

Newsletters and Magazines

Newsletters and magazines published by the museum within the specified calendar year.

Books and Exhibit Catalogs

Books and exhibit catalogs published by the museum within the specified calendar year.

Web Designs

Design and function of the organization's web site. The web site must have been fully functional, created or substantially improved during the specified calendar year.

Films and Videos Film, video, or digital presentations to promote the museum or for the interpretation of a special exhibit produced within the specified calendar year.

Interpretive Exhibits Museum interpretive exhibits designed by the museum and related to the focus of the museum that were installed in and displayed to the public during the specified calendar year.

Educational Programs Educational programs related to the mission of the museum that were implemented and used during the specified calendar year.

Events and Public Promotions

Marketing and promotional efforts by the museum for a special event, special exhibit, or special program during the specified calendar year.

The BMW Car Club of America Foundation may be a newcomer to the automotive museum business, but it has already been recognized for the quality of its materials.

The National Association of Automobile Museums (NAAM) presents Awards of Excellence – called the NAAMYs – each year to deserving museums or organizations in various categories, for presentations of materials related to the organizations' functions. Eligible organizations fall into either Division I, for museums with annual budgets under \$300,000, or Division II, for those with budgets over \$300,000.

This year, the Foundation's archivist and curator, Michael Mitchell, entered the BMW CCA Foundation in a total of five categories in Division I. The results of Michael's efforts were spectacular. The Foundation was awarded three first-place awards and one second place.

Michael entered books in Collateral Materials, Newsletters and Magazines, Books and Exhibit Catalogs, Educational Programs, and Events and Public Promotions. The Foundation received first-place NAAMYs for Collateral Materials (*for museum brochures*), Newsletters and Magazines (*for the Campaign Checkpoint*), Books and Exhibit Catalogs (*for the program for the Classics at the Biltmore*), and a second-place NAAMY for Events and Public Promotions (*for the modern and vintage race car charity rides at Oktoberfest*).

Michael has been responsible for organizing and maintaining the displays of the more interesting items from the Foundation's collection. For each of the past five years, he has attended the NAAM annual conference, which supports, educates and encourages member museums and associated organizations to operate according to professional standards of the museum industry. This year the event was held in Bar Harbor, Maine, and Michael was accompanied by chief docent Ian Branston, and Bruce Hazard, the immediate past president of the BMW Car Club of America and the BMW CCA Foundation Trustee who oversees the archives, library and museum mission.



Ian, Michael and Bruce



With this official recognition from a respected association in the field of automotive museums, the BMW CCA Foundation has shown that it is growing and maturing in the right direction. Congratulations to Michael Mitchell and the Foundation's leadership, sponsors, donors, ambassadors, volunteers and staff.

– Scott Blazey

SAVE THE DATE

Sunday, August 21st
7pm - ????

Celebrating 100 Years of BMW: A BMW CCA Foundation Charity Event

Lighthouse Cottages, Pacific Groves, CA

Come and join Club members from around the world as we celebrate the 100th Anniversary of BMW and support the BMW CCA Foundation's life-saving teen safe driving program, Street Survival, and the Library, Archives and Museum.

Heavy hors d'oeuvres, indulgent desserts and more by the fire pits... with an open bar! Live and silent auction!

Featuring celebrity speakers Bill Auberlen, Tom Milner and Boris Said

A perfect chance to relax after a hectic weekend at Legends, the Monterey Historics and Pebble Beach.

Watch your email and the Foundation Facebook page for more information.

2016
BMW CCA
CHAPTER
CHALLENGE
To support the BMW CCA Foundation

THE CHALLENGE:

The chapter(s) whose members purchase the most bricks will win the **Chapter Challenge!** The chapters with the highest participation will be awarded lasting recognition at the BMW CCA Foundation.

Rise to the Challenge!

Check your Chapter's ranking at:

www.bmwccafoundation.org/support-the-foundation/buy-a-brick/bmw-cca-chapter-challenge-2016/

or on Facebook at:

www.facebook.com/events/112118599189487/

BMW CCA Foundation Open House and The Vintage set records!

The BMW CCA Foundation held the largest and most successful Open House event in its 14-year history on Friday, May 20th. The event was run in conjunction with The Vintage, an event that began 13 years ago as Vintage at the Vineyard, and has been held at various venues over the years, but this year moved to Hot Springs, NC. Participants in The Vintage were invited to register for the Open House at the Foundation location in Greer, SC, with an estimate of 100-120 participants. However, as The Vintage registrations grew, so did interest in the Open House, and attendance had to be capped at 200 people.

Attendees began arriving early in the morning and were assisted by the many volunteers on hand. After parking, it was off to registration to check in and receive their wristband, name tag and lunch ticket.

Inside the Foundation headquarters, they were greeted by Foundation staff and Trustees and began their tour. Michael Mitchell, Curator of the Museum, welcomed them and gave them an overview of what was on display in the lobby, as well as some of the history of the Foundation. The lobby includes many of the acquisitions from PTG (Performance Technologies Group), from the days when Tom Milner's organization ran the racing efforts for BMW in the U.S., including everything from race trophies to pieces of race cars. Also on display were models of all the BMW Art Cars (save for the Olafur Eliasson car, for which no model was created), with photos of each of the artists and an additional example of their art. Many other car models were displayed, mostly from Michael's personal collection.

The tour continued into the museum area, where attendees were met by Foundation Trustee Scott Hughes, who presented a BMW F1 engine from their Williams F1 days, and an extremely lightweight F1 wheel and tire combination. There was also a beautiful E30 M3, with 19,000 original miles, and a Z3 cutaway demonstrating various safety features.

After showing other unique displays, Scott handed off to Foundation Trustee Mike Ura, who began with a very special 2002 race car that was nicely displayed on a platform of bricks, which made a nice segue into the Foundation's Buy a Brick, Build a Foundation fundraising program (<http://www.bmwccafoundation.org/support-the-foundation/buy-a-brick/>). Guests could make their brick purchases at the end of the tour, allowing for both a contribution to the Foundation, and also insuring their place in BMW CCA history when "their" custom brick is placed on permanent display.

Mike continued by showing a reproduction of the Ray Korman E30 M3 Firehawk Series car, the "way cool" 2002 trailer in Inka Orange, and his personal 2002tii Lux, on loan to the Museum (the only one in the U.S.!), and some very unique original accessories for the car, including an original first aid kit, a highway repair kit and most unique, an inflatable, replacement temporary windshield! Can you imagine?

Of course, just like any museum, the final step was a visit to the gift shop, where business was brisk, all to benefit the Foundation.

As part of the festivities, there was a catered lunch under a huge tent, with plenty of car viewing in the parking areas. Every attendee seemed to genuinely enjoy the day. One particularly young guest summed up the Open House by saying, "I got to see RACE CARS!" And finally, those wishing could participate in a rally-type tour back to the Asheville, NC area for The Vintage the next day.

The Vintage was also extremely successful. They sold out and had to cut off registrations at 500 cars. They had never had more than 329 previously! Add in the non-vintage-driving guests and the Foundation booth was very busy.

We would like to thank all who participated for their attendance at the two events and especially wish to acknowledge the BMW CCA Foundation Ambassadors and other volunteers without whom this outstanding success would not have been possible.

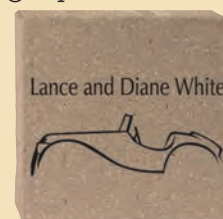
If you were unable to attend this year, put it on your wish list for 2017! Or, if you can't wait that long, public guided tours of the Foundation are given on the second Wednesday of each month from 10:30am to 2:30pm, or at other times via appointment. It's always best to call ahead, however, (864-329-1919). — Bob Morin





Strengthen the Foundation, one brick at a time.

Memorialize your donation by ordering a personalized brick for display at the BMW CCA Foundation.



To order, or to learn more, go to:

www.fundraisingbrick.com/bmwccafoundation.org

or ask for an order form via mail or email.

Follow Us!

Make a donation, meet our generous donors, get the latest updates, see your Chapter's support, and more online at www.bmwccafoundation.org



Do you shop Amazon.com?

Amazon donates 0.5% of your purchase price to BMW CCA Foundation when you select the Foundation as your charity! Bookmark the link <http://smile.amazon.com/ch/03-0437428> and support us every time you shop.





BMW CCA Foundation
190 Manatee Court
Greer, SC 29651

PRSTD STD
U.S. POSTAGE
PAID
PORTLAND, OR
PERMIT NO. 2037

EVENTS

UPCOMING

June 18	Tire Rack Street Survival, <i>Revere High School, Richfield, OH</i>
June 18	TRSS, <i>Tire Rack, South Bend, IN</i>
June 25	TRSS, <i>New Hampshire Motor Speedway, Loudon, NH</i>
June 26	TRSS, <i>Campgaw Ski Area, Mahwah, NJ</i>
July 14-17	Pittsburgh Vintage Grand Prix, <i>Schenley Park, Pittsburgh, PA</i>
July 16	TRSS, <i>Tire Rack, South Bend, IN</i>
July 30	TRSS, <i>Erie Community College - North, Williamsville, NY</i>
August 6	TRSS, <i>Dakota Co. Technical College, Rosemount, MN</i>
August 6	TRSS, <i>Montgomery Co. Community College, Blue Bell, PA</i>
August 13	TRSS, <i>Family Arena, St. Charles, MO</i>
August 14	TRSS, <i>North Charleston Coliseum, North Charleston, SC</i>
August 19	Legends of the Autobahn, <i>Nicklaus Club Monterey, Monterey, CA</i>
August 19-21	Festorics Turn Five Corral and Hospitality Area at the Rolex Monterey Motorsports Reunion, <i>Monterey, CA</i>
August 20	TRSS, <i>Warminster Community Park, Warminster, PA</i>
August 23-28	47th Annual BMW CCA Oktoberfest, <i>Monterey, CA</i> <i>Celebrating 100 Years of BMW History</i>
September 10	TRSS, <i>New Hampshire Motor Speedway, Loudon, NH</i>
September 11	TRSS, <i>Lone Star Park, Grand Prairie, TX</i>



We've reached 29% of our goal.
Get involved and connect with us now:

864-329-1919

www.bmwccafoundation.org

www.streetsurvival.org

