

BMW Car Club of America Foundation

✓ CAMPAIGN • CHECKPOINT

The Ultimate Driving Community... Building the Foundation



BMW Car Club of America
FOUNDATION

Dedicated to the Promotion of Safety
and the Preservation of History

Issue Four



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✓. FOUNDATION LEADERSHIP

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James Eubanks	Marietta, GA
Kelsy Hill	New York, NY
Karen O'Brien	Dallas, TX
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Additional Campaign Volunteers

Matt Service	Hartford, CT
Richard Wortmann	Kennett Square, PA



LETTER FROM THE CHAIR

Mike Ura, Campaign Chair

This month's cover photo got me thinking about the dilemma in deciding whether to preserve or restore your BMW. Now, I will preface this article with full disclosure that I am a preservation guy. That's one of the reasons I became a Trustee for the Foundation. Our goal is to be the caretaker of the wealth of information about our BMWs so that we can maintain and drive them well into the future.

Like many of you, I've seen my fair share of rust bucket 2002s and E9s. You can spend thousands (OK, maybe 10s of thousands) of dollars to bring one of these back to new. But, unless there is a real emotional tie to the car, it makes little sense. Likewise, I have seen pictures of BMWs that look absolutely hopeless that have been turned into beautiful butterflies. One of them just took 3rd place at the Pebble Beach Concours – a 1958 503 Cabriolet lovingly owned by Karra Canum and perfectly restored by the Werk Shop. In this case, the whole is well worth more than the sum of the parts. Plus you get bragging rights too!

Like I said, I am a preservation nut. To me, a well preserved BMW is something that shows the true commitment and passion of the owner. Now, 2002s and E9s rust, and need paint, and fixing those things are required to keep the car from falling apart or from further deterioration. From a preservation perspective, that's OK in my book. Not every car can live its life in California to maintain it's as new condition.

So let's fast forward a bit to a more modern classic BMW – the E30. Whether it's a 318i or a M3, these are perfect cars for preservation and enjoyment by the enthusiast. Parts are available, sometimes with a bit of searching. Owners can still perform much of the maintenance, especially with the large support network out there. And, the level of rust-proofing on these cars far exceeds earlier BMWs. It's the perfect weekend car or maybe a first car for the new driver in your family – once they go

through Street Survival, of course!

One of the goals of the Foundation is to make our Library, Archive and Preservation/Conservation knowledge available to the BMW community. The number of artifacts continues to grow at a rapid rate. So if you are looking for information to help with your preservation or restoration, let us know! If you would like to delve deeply into the art of preservation and conservation, I highly recommend Dr. Fredrick Simeone's book, *The Stewardship of Historically Important Automobiles*.

Mike

PS – I'd like to thank James Eubanks, our Checkpoint Editor, for his leadership in getting the newsletter off the ground. James and the rest of the team have produced 4 great issues for 2014 and have established a process to make sure we churn out Checkpoint every quarter. James, many thanks for your efforts and congratulations on being elected President of the Rotary Club of Marietta!





FOUNDATION OPEN HOUSE

The BMW CCA Foundation held an open house on October 17, 2014, during the EURO Auto Festival in Greer, SC. Visitors were able to see the library, archives, and museum pieces. The store had brisk sales all day, and all who attended left with a deeper understanding and appreciation for the mission and work of the BMW CCA Foundation.





CAMPAIGN DONORS TO DATE

BMW CCA AND FOUNDATION BOARDS

Paul Dunlevy	Leo Newland
John Eveland	Nick Owen
Louis Goldsman	Bruce Smith
Bruce Hazard	John Sullivan
Scott Hughes	Mike Ura
Steve Johnson	Lance White
Michael Lingenfelter	

GOLD - \$10,000 OR MORE

Anonymous
Anonymous

SILVER - \$5,000 TO \$9,999

Martin Foundation
Michael Mitchell, Sandlapper
Frank Patek, Sandlapper
Lonny and LouAnn Shirk, Nittany Bimmers
Erik and Molly Wensberg, White Mountain

BRONZE - \$1,000 TO \$4,999

Anonymous
Kashif Abdul-Rahman, Hoosier, In Honor of Lara Rahman
Barbara Adams and Larry Schettel, Windy City
Ian and Lindsey Branston, Sandlapper
Maurice and Sandra Cozzo, White Mountain
Lindsey Draime, Michiana
Robert and Peggy Fisher, Puget Sound
David Gannon, Great Plains
Brian Larson, Lone Star
George Lear, Sandlapper
Robert Mitchell, Choo-Choo Bimmers
Bob and Sheila Morin, Connecticut Valley
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Thomas Myers
Chris Rich, Boston
Terence Simcoe, New Mexico
Gregory Uhler, San Diego
Louise Watts, Buckeye, In Honor of John Watts
David and Lora Yando, Old Hickory
Wendie Martin, Oregon

To view the full list of donors, please visit us at
www.bmwccafoundation.org

BMW CCA CHAPTERS BY REGION

North Atlantic Region **Total \$49,723**

Boston Chapter \$10,000
New Jersey Chapter \$3,100
New York Chapter \$2,500
Delaware Valley Chapter \$5,100
Connecticut Valley Chapter \$15,000
Genesee Valley Chapter \$5,588
Allegheny Chapter \$1,000
Patroon Chapter* \$2,585
Nittany Bimmers Chapter \$2,000
White Mountain Chapter \$1,000
Pine Tree Chapter \$500
Pocono Mountain Chapter \$600
Green Mountain Chapter \$250
Mountain State Chapter \$500

North Central Region **Total \$17,189**

Buckeye Chapter \$10,000
Badger Bimmers Chapter * \$500
Hoosier Chapter \$1,125
Iowa Chapter \$479
Bluegrass Bimmers Chapter \$3,085
Old Hickory Chapter \$2,000

Pacific Region **Total \$11,774**

LA Chapter \$1,774
Puget Sound Region Chapter \$1,000
San Diego Chapter \$1,500
Oregon Chapter \$1,200
Sacramento Valley Chapter \$1,000
Central California Chapter \$500
Inland Empire Chapter \$500
Hawaii Chapter \$1,500
Sierra Chapter \$800
DorkFest \$1,000
Roadrunner Chapter \$1,000

South Atlantic Region **Total \$44,944**

National Capital Chapter \$6,000
Tarheel Chapter \$5,000
Peachtree Chapter \$2,000
Everglades Chapter * \$6,000
Sandlapper Chapter \$14,104
Blue Ridge Chapter * \$340
Tidewater Chapter \$500
Heart of Dixie Chapter \$3,000
Sunshine Bimmers Chapter \$1,000
Smoky Mountain Chapter \$5,000
Gulf Coast Chapter \$1,000
Choo-Choo Bimmers Chapter \$500
Puerto Rico Chapter \$500

South Central Region **Total \$10,345**

Rocky Mountain Chapter \$3,000
Houston Chapter \$3,000
Kansas City BMW Club \$3,600
Flat Out Classic 2 Regional Event \$245
Great Plains Chapter \$500

BMW CCA Matching Grant **Total \$11,152**

* for Street Survival

✓. CIRCLE OF EXCELLENCE

The BMW Car Club of America (CCA) Foundation Board of Trustees are proud to announce the creation of the Tire Rack Street Survival® Circle of Excellence Volunteer Recognition Program. Made possible by a gift from an anonymous donor to the BMW CCA Foundation Capital Campaign, this unique program will recognize a group of outstanding Street Survival volunteers for their efforts to help promote teen driving safety. The first awards will be presented in January of 2015.

"Without our volunteers, the Street Survival program would not have gotten off the ground," says Leo Newland, president of the BMW CCA Foundation. "And without the leadership and tireless hard work from these dedicated and talented individuals, we would not have trained over 10,000 students and held 700 schools in the past 12 years. We think it is high time we thank this group of select volunteers in a bigger way."

The award categories will include individuals, chapters and regions from all stakeholders within the BMW CCA, BMW Clubs of Canada, Sports Car Club of America, Porsche Club of America, Audi Club North America and Corvette Club of America. A dedicated Circle of Excellence selection committee will be established after the initial year which will include past recipients that will select future award winners.

The Circle of Excellence will have five levels of awards as follows:

Level I – "A Day-of School Thank You" - Working with Michelin, a key corporate sponsor of Street Survival, all volunteers will be given a small branded Street Survival gift for volunteering their time that day.

Level II – "End of Year Recognition" - Throughout the year, names will be collected from the in-car coaches and volunteers and will be included in drawings for tire certificates, radar detectors, gift certificates for tools, car care products and more.

Level III - "Chapter Volunteers & Instructors of the Year" – Volunteers going above and beyond the call to make Street Survival the best program possible will be nominated by their chapter members and selected via an independent nomination process. This will be done at the conclusion of the calendar year and will include from five to 20 people annually.

Level IV - "Chapter/Region School Host of the Year" - The chapter/region school will be selected by the BMW CCA Foundation with input from all stakeholders.

Level V - "Hero of the Year" – One individual Street Survival school organizer/volunteer will be recognized per year. This category will be selected by the BMW CCA Foundation with input from all stakeholders.

Volunteers recognized in Levels III – V will be publicly acknowledged on a Circle of Excellence plaque at the BMW CCA Foundation office and on key stakeholder websites and publications. They will also receive a unique Street Survival Circle of Excellence embroidered team jacket signifying their prolonged dedication and efforts to ensure teen driving safety remains strong in each and every community.

The top level "Hero of the Year" award will receive a special "Garage Makeover" prize valued at up to \$3,500 from a top custom garage equipment supplier.



A blue BMW 4 Series Coupe is shown from a front-three-quarter view, driving on a road. The car is sleek and modern, with its headlights on. The background is a blurred road and sky, suggesting motion.

Greer, South Carolina 29651-6701

Shop the BMW CCA Foundation Store this Holiday Season.



The Library, Archives, and Museum Program (LAM) has created a repository for BMW-related historical documents, literature, and paraphernalia, providing the public with access to rare and interesting BMW artifacts while ensuring their continued existence. This archive is housed in Greer, South Carolina next door to the BMW Performance Center and across from BMW Manufacturing.



In October 2013, we moved to a 15,000 square-foot office/warehouse building. Since the LAM was formed, our collection has grown rapidly. It is fast becoming the largest such collection of BMW-related items in North America. Some of our larger donations have come from Bob Murphy, a founding trustee of the Foundation and the personal collection of Leif Anderberg. We also received a valuable historical collection from the estate of Michel Potheau, a founding father of the BMW CCA. We also acquired massive collections from Tom Milner, owner of PTG (Prototype Technology Group), and Richard Conway, a long time collector of vintage BMW race cars and memorabilia.

Donations have also come from BMW of North America, BMW Performance Center, various BMW and MINI dealers, repair and restoration shops, BMW tuners and race teams, and hundreds of BMW enthusiasts.

A Foundation goal is to digitize and display archival material on our website for public view and educational research. BMW of North America and BMW Classic acknowledge the value of this effort. They continue to look for ways to assist and collaborate with us in this cause before important technical and sporting records – some dating back to the very start of BMW's activities in this country – are lost forever. Please visit www.bmwccafoundation.org to see our collection online.



Introducing the Limited Edition BMW i8 Ornament for 2014!



The all-new Ornament all 2002 fans must have. Display it all year long.

- Posters/Prints
- Clothing
- Brochures
- Books
- Model Cars
- Magazines
- Autographed Items

Over 2,000 items in our store!



We need your donations!

www.bmwccafoundationstore.com



**BMW Car Club of America
FOUNDATION**
Dedicated to the Promotion of Safety
and the Preservation of History

BMW Car Club of America Foundation
190 Manatee Court • Greer, SC 29651
864.329.1919

✓. WHY I GAVE

Jeff Caplan, Founder, Odometer Gears

The date was April 8th, 1999, and a little girl named Caroline was born, the first of three children for us. I remember the first time she fell asleep in my arms while we laid in the hammock in the backyard under the old elm tree that provided us with the perfect amount of shade. Her skin was so soft and her eyes glowed with innocence. What did the world have in store for our little Caroline? As new parents we would make good and bad decisions, but hoped for a majority of good ones. While I skipped work that morning to hold our sweet smelling infant, I thought about all that I could control and not control in her future.

In the garage, was an old E12, a 1980 528i. It was my newest hobby while I waited the nine long months for Caroline's arrival. Before Caroline, I would stay up late in the evenings tinkering with something on the car so it would be safer. Every now and again, it would actually be roadworthy enough to bring out and enjoy a driving school at a local track. I loved the idea of driving a car that was built to make left and right turns, unlike the Mustang I owned in high school. Attending driving schools provided a great adrenaline rush not only for the body but also for the mind. For the day, I was a professional race car driver and I couldn't get arrested for what I was doing, learning that I was the limiting factor and not the car.

As a parent, you want to protect your child from all

the world's evil and danger. Other drivers are on cell phones, fiddling with the radio or just not paying attention. Maybe they're just awful drivers. Either way, you can't control what's outside your control. An

instructor from Atlanta once started a HSPS class by saying, "If I can teach you all to be better drivers, then I am that much safer myself on the way home today."

Last week, Caroline could apply for her learner's permit in Virginia. I fought against her from owning a car at 16. That was the nightly discussion I had with my wife who is tired of running her and our two younger sons in different directions around town every day. That is when I stumbled across "The Deal." A 1998 318Ti automatic. I asked, is it slow? The owner said, "oh it's slow and safe."

So if you ask me why I donated to the Foundation? It's easy. I can make the Carolines of the world a little safer.



✓. WHY I SERVED

James Eubanks, Outgoing Editor

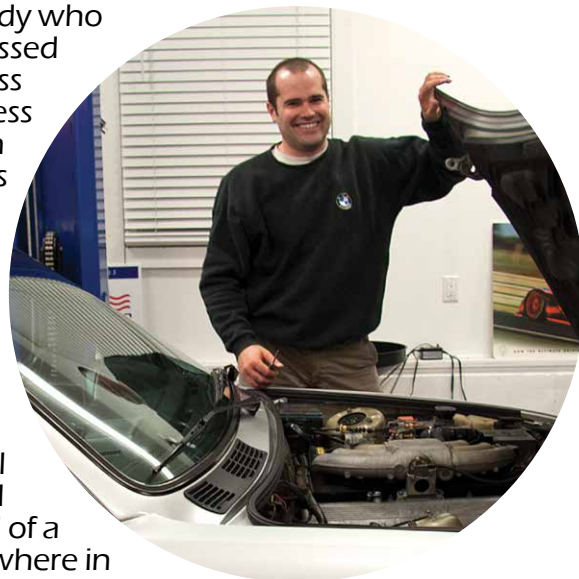
I have been a member of the BMW CCA for over half my life now, and throughout this time I have enjoyed every opportunity to share my love of cars with fellow members. Back during my college days, I hit Oktoberfest '97, '98, and '99 and had an amazing time. The CCA is a great group of people.

When the call for help at the BMW CCA Foundation went out, I thought it might be a fun way to get more involved and lend a hand. My understanding of the Foundation was very limited. I knew there was a great online store where I back-filled my Roundel collection to 1969, but that was the extent of my knowledge. I had read about the Rolls Royce Foundation (sister to the Rolls Royce Owners Club) and the preservation work they do; this must be similar, I thought. The BMW CCA Foundation's listed priorities – Street Survival, Library and Archive, and Preservation – sounded nice, warm, and fuzzy. Maybe this was a place for BMW enthusiasts who wanted a tax-free donation to play with cars!

However, as the Campaign Publicity Committee got rolling and my role editing this newsletter came about, I saw a whole new aspect to the mission of the Foundation. Street Survival, something I would have said was the token service part of Foundation, is actually an amazing institution of education and service. The number of students served all over this country is staggering, and the hands-on, real life skills taught are invaluable.

According to the Center for Disease Control, the leading cause (35%) of death among teenagers in the United States is the automobile accident. This statistic is tragic and yet not very surprising

for anybody who has witnessed the reckless and careless driving on our streets today. I shudder to think that one day my young children (ages 3, 5, and 8) will be behind the wheel of a car somewhere in the concrete jungle of Atlanta.



I encourage you to look at the good work the Foundation is doing. Street Survival is an amazing opportunity to help our loved ones and community be safer. And, yes, the Library and Archives and Preservation work is an opportunity for car enthusiasts and shade tree mechanics to learn and research as our modern day cars slowly become less modern.

This is my last issue of the Campaign Checkpoint. I am President Elect of the Rotary Club of Marietta, and my long-ago commitment there is impairing my ability to drive this newsletter for now. The Foundation is a great organization; I strongly encourage you to join us on the drive. I'll be back in the summer of 2016 and look forward to some amazing progress!

2014 Street Survival School Statistics:



	Q1	Q2	Q3	YTD
Schools Held	6	34	34	74
Schools Sold Out	6	12	16	34
Students Trained	186	871	897	1,954

For a complete listing of schools in your area, please visit <http://streetsurvival.org/school-schedule-registration/>



DONATE NOW

DONOR INFORMATION

Names: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone (day): _____ Phone (evening): _____ Mobile: _____

Email: _____

This is my/our:

☐ Personal ☐ Company ☐ Foundation ☐ Gift

CREDIT CARD INFORMATION

American Express / Discover / MasterCard / Visa

Card No.: _____

Exp. Date: _____ Security Code: _____

Signature _____

GIFTS & COMMITMENTS

I (we) agree to contribute the total sum of \$ _____

Our contribution is for:

- ☐ The Full Benefit of the Campaign
- ☐ Street Survival
- ☐ Library/Archive/Museum

I (we) agree to pay our contribution:

- ☐ All at once
- ☐ Partial payment enclosed, please remind me for the remainder of my gift on ____/____/____

My gift will be paid over a period of:

- ☐ 1 year ☐ 2 years ☐ 3 years ☐ Monthly bank draft

Please remind me of my commitment:

- ☐ Monthly ☐ Quarterly ☐ July 1 ☐ Dec. 1

PLANNED GIFTS

- ☐ The BMW CCA Foundation is in my/our estate plan

Please send me information on:

- ☐ Bequest through a will ☐ Life Insurance
- ☐ Charitable Gift Annuity ☐ Charitable Remainder Trust
- ☐ Retirement Assets (IRA, 401K)
- ☐ Other: _____

GIFTS OF SECURITIES

The campaign encourages gifts of securities. For information about stock transfers please contact:

Louis Goldsman, Treasurer
 foundation@goldsman.com
 Or 805-499-3849

BMW CAR CLUB OF AMERICA FOUNDATION and STREET SURVIVAL TEEN DRIVER EDUCATION

a 501(c)(3) charitable organization

190 Manatee Court, Greer, S.C. 29651



You can also donate by phone at 864-329-1919 or online.

✓. DID YOU KNOW?

Did You Know? In 2013, Street Survival held 101 schools across the country to help young drivers become better drivers. When you buy into the M235i raffle, you not only might win an amazing car but also support the Foundation and Street Survival, too.

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Did You Know? BMW was formed in 1916, the blue and white roundel was created in 1917, and the famous kidney grills first appeared in 1933.

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Did You Know? The i3 and i8 are not BMW's first foray into electric vehicles; BMW made electric 1602s for the 1972 Summer Olympics in Munich.



We've reached 17% of our goal.
Get involved and connect with us now:

864-329-1919

www.bmwccafoundation.org

www.streetsurvival.org



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Greer, SC 29651