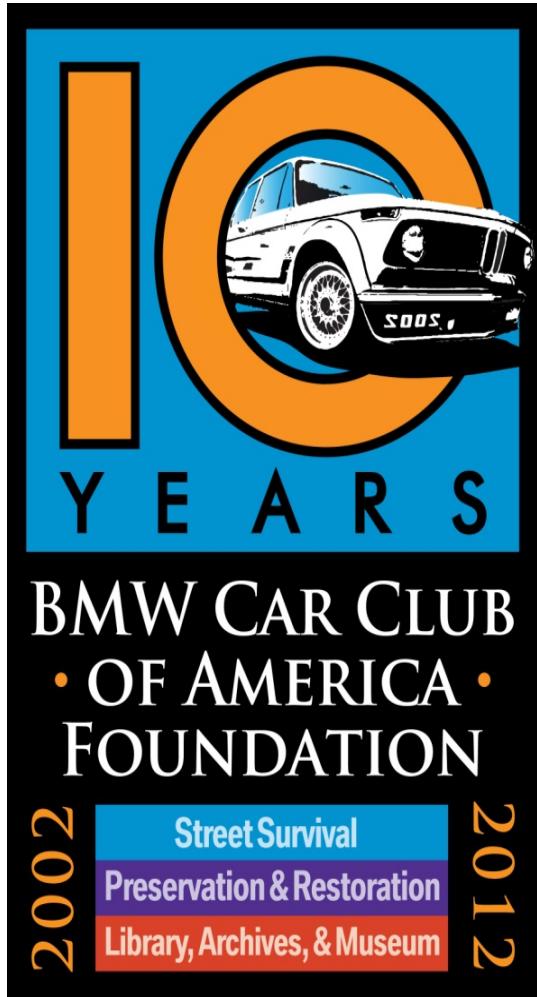




Dedicated to the Promotion of Safety
and the Preservation of History

BMW CCA FOUNDATION EXECUTIVE SUMMARY & ACTIVITIES REPORT 2012



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FROM: BMW Car Club of America Foundation Trustees,

Leo Newland, President

RE: 2012 Annual Summary Report

Date: May 1, 2013

INTRODUCTION

The BMW CCA Foundation and Street Survival: Ten Years Young!

The 2011 ‘character building’ year taught us several valuable lessons catalyzing the Foundation to implement some changes in our operational plans for 2012, and those changes paid off in many significant ways for the Tire Rack Street Survival program. The changes were not accomplished without hard work and dedication on behalf of the entire TRSS team.

Highlights of our accomplishments include:

- TRSS completed its 500th school in 2012 - touching the lives of nearly 10,000 teens in the past decade.
- TRSS accomplished real and dramatic growth with 93 schools in 2012, with three significant partner organizations contributing; the BMW CCA, the PCA, and The SCCA. Very importantly, we now have established a foundation to strengthen significantly the current relationships, as well as increase the number of TRSS partnerships in the future.
- The BMW CCA Foundation and Street Survival is 10 years old, and the Tire Rack has been the title sponsor for 8 of those 10 years! The now national success of our Tire Rack Street Survival teen driving safety program could not have been accomplished without the unprecedented support of the Tire Rack and all our other supportive sponsors.
- With sponsorship support from the Tire Rack, Michelin and a number of other companies, we successfully completed the first ever national Street Survival Summit revitalizing current relationships as well as initiating new TRSS school partners.
- We commissioned the Westfall Group, Atlanta, to help us broaden our financial profile and to develop fund raising strategies to further strengthen the Tire Rack Street Survival Program.
- We are now poised to launch a Foundation Capital Campaign that will enable us to acquire a permanent base of operations in the South Carolina area for the Foundation and possibly the BMW Car Club of America. A common facility for the Foundation and the BMW CCA would create a synergy and working relationship that benefits both organizations. The proposed location between BMW Manufacturing and the BMW Performance Center would undoubtedly bring many visitors to the area highlighting the Foundation and the Tire Rack Street Survival program.

The Foundation is truly proud of the accomplishments in 2012, especially those related to the Tire Rack Street Survival Program. Our national recognition continues to grow, highlighted by a recent article about teen driving in ***USA Today!*** TRSS was the only driving program mentioned in the article. The entire TRSS team has been very busy, and it is these proactive activities that will pay dividends in the coming months and years.

Tire Rack Street Survival

OVERVIEW:

Indeed, 2012 will go down as a year of redemption in a sense, as the TR-SS program strongly returned to the growth curve to which we have become accustomed in previous years, and sharply halted the worrying dip in school activity experienced in 2011.

The Highs Points of the Year Include:

Although there were many, a few high points of note for the 2012 season include:

- The first National TR-SS Summit.
- The announcement of the \$25K sponsorship agreement with Enterprise Holdings.
- Our 500th school.
- Foundation's presentation at the BMW CCA Chapter Congress.
- TR SS begins partnering with the Porsche Club.

This alliance lead directly to;

- Hitting 97.9% of our school count target goal for the year.
- The Returning Hero schools for the United States Marine Corp.
- TR-SS's involvement with the German Car Club Executive Director Summit.
- Presenting at the "Life Savers" Conference in Orlando, FL.
- Our first school in Canada.
- A metro Chicago school after an absence of some 10 years.
- The return of TR-SS to San Francisco.
- BMW NA continuing its long term, steadfast support of the program.
- Michelin expands TR-SS exposure with a number of significant initiatives.

Statistically, the year contains some very positive TR-SS details including the following:

- Total number of schools: 93 (+16 from last year)
- Total BMW CCA/CCC schools: 53 (+7 from last year)
- Total SCCA schools: 37 (+10 from last year)
- Total PCA: 2 (+1 from last year)
- Number of different cities served: 64 (+6 from last year)
- Number of top 25 Media Markets: 18 (-1 from last year)
- Total numbers of students: 1,953 (+198 from last year)
- Average per school: 21.0 (-1.8% from last year)
- BMW CCA schools average: 24.3
- SCCA schools average: 16.35

2012 BMW CCA School Performance Summary;

- Total BMW CCA Schools: % of all schools: 53.5 (57.5%)
- Total New BMW CCA Schools: 4 (+1)
- Total Sold Out BMW CCA Schools / % of all BMW CCA schools 17 (32%)
- Total Sold Out BMW CCA Schools / % of all schools: 17 (18%)
- Total BMW CCA Schools in Top 25 markets: 16
- Host Chapters out of total BMW CCA Chapters: (36/67) (53.7%)
- Canceled Schools: 4 (+1 from last year's 3)
- Activity Summary: 36 Chapters in 40 Locations:

Total Students 1,288 averaging 24.3 students per school (Up +87 from 2011 .5%)

2012 SCCA School Performance Summary;

- Total SCCA Schools / % of all schools: 37 (39%)
- Total New SCCA Schools: 4
- Total Sold Out SCCA Schools / % SCCA schools: 5(13.5%)
- Total Sold Out SCCA Schools / % of all schools: 5 (5.3%)
- Total Schools in Top 25 Markets: 3
- Host regions out of total Regions: (23/100) (23%)
- Canceled Schools: 6 (+3 from 3 in 2011)
- Activity Summary: 23 Regions in 26 Locations

Total Students - 605, 16.35 students per school, (UP +111 from 2011, +20%)

2012 PCA School Performance Summary:

- Total PCA Schools / % of all schools: 2 (2.1%)
- Total New PCA Schools: 1
- Total Schools in Top 25 Markets: 2
- Host regions out of total Regions: (2/100) (2%)
- Canceled Schools: 0
- Activity Summary: 2 Regions in 2 Locations

Total Students - 39, averaging 19.5 students per school

To expand on our successes:

After many years of discussion, and almost 4 months of planning, the first national TR-SS Summit was held with great success. Over 100 people attended the one day event at the end of the SCCA National Convention in Las Vegas. As a direct result of this day long series of meetings, seminars and best practices discussions the SCCA brought more regions to the table to conduct schools, the Porsche and Audi clubs both opened discussions in earnest to begin hosting schools.



Raleigh Boreen, of the SCCA is one of the MC's at the 2012 TR SS Summit

During the first weekend in October, TR-SS held a total of four schools on Saturday and an additional two on Sunday.

One of those Saturday schools was our 500th school, a significant milestone in the chronicling our first decade.

- After a few years absence, there was a national gathering of the all BMW Club chapter officers in 2012. We presented the Foundation mission and our TR-SS program to all chapter officers in attendance, and our message was well received by the few that were not already familiar. The response to this meeting led directly to several new schools in new chapters, as well as our program expansion across the Canadian provinces that will grow again this year.
- The President of the Porsche Club of America attended the National TR-SS Summit and shortly thereafter announced that after many years of conversation about, and pleading and cajoling on the part of the various Regions, the national PCA club would support the program for TR-SS first time.
- TR-SS attended the annual Porsche Parade in Salt Lake where we presented the program to the 11 Zone Directors and setting up a booth to talk to the members in attendance. We are also now planning on attending the 2013 Parade (Travis City, MI June 23-29) and possibly hosting a series of BMW O'Fest style Car Control Clinics to bring attention to our presence during the event.
- TR-SS accepted an invitation to present at the Zone One PCA Presidents meeting in Albany, NY. A total of twenty-five (25) Regions' (Chapter) Presidents attended the one day conference. We were given 30 minutes to present the program and then attend all social functions to meet and mingle.
- An article on the TR-SS program in *Panorama*, the National PCA Club magazine -another important first for our cause.
- While we fell two schools short of our internal goal for 2012 of 95; we did improve our school count by (+16) schools over our 2011 count, breaking new ground at 93 schools.
- Our first exploratory commercial schools were a resounding success, coming in under budget, and over our modest profit projections. But most importantly, they were very well received by the USMC brass. And despite the current budget issues in Washington, conversations regarding additional Marine Corps schools continue.
- We jumped at the opportunity to be in front of the Executive Directors of the Audi, Porsche, and Mercedes Benz Clubs in June of 2012. An invitation from BMW CCA Executive Director, Frank Patek was extended to us to present to the ED's of all of these clubs at one sitting, and it was too good to pass up. The PCA had come on board at this point, but the Audi Club still needed some convincing. The M/B Club is a long-time supporter but cannot host a school in the traditional sense because of their lack of an instructor base.
- On an invitation from the AAA Foundation, we were able to present the program on a national industry stage. Paired almost directly alongside a Ford Motor corporate program, TR-SS shined thru as the more authoritative teaching and skills enhancement curriculum for teens. Billy Crank of Michelin was there and spoke publicly in our favor, making many significant introductions with industry/government leaders on our behalf.
- As a direct result of TR-SS's participation in the BMW CCA Chapter Congress we were able to hold three schools north of the border in Canada. 2 in Toronto and 1 in Ottawa. More are projected in 2013
- The school in metro-Chicago was long-awaited, and while it was a SCCA Regional program, it still is a foot in the door in this very important market. We will return to this top ten media market with the possibility of two schools in the coming year.
- After an almost two year absence, we held a school in San Francisco. The traditional venue (Candlestick Park) has changed management and is looking favorably on our program, reducing the price for rental of pavement. Historically, a very significant barrier.
- We enjoyed being involved with Michelin at their annual golf tourney netting a very significant donation. They had two sold out schools at LPG last year. Michelin also featured their involvement with TR-SS at their annual International Road Safety Meeting in France.

There are challenges that remain:

- The National Summit led to conversations with a well known industry expert
- On-Line training. The delay in launching the on line training has been frustrating. We have hit numerous stumbling blocks and problems along the way but the goal line is now within sight. We are now on track to launch a unified on-line coaching initiative in Q1 of this year.
- Michelin Facilities/Employees – We had another TR-SS school attempted at the Dothan, AL plant that was supposed to show the most promise, but again failed to secure enough students to host the school. This aspect of their participation may have now drawn to a close.
- School Cancelations. We had 10 schools cancel this year, up from just 6 last yearWe are once again studying the problem closely. (on both sides of the aisle.)

BMW CCA FOUNDATION ARCHIVE & HISTORIC RESOURCE MATERIALS

Over the past couple of years, we have been cataloging our growing collection in Past Perfect, a museum database. We have now been able to upload the first several thousand pieces on to our Foundation webpage making it available for the public to view for the first time.

The public will now be able to view the kinds of items we are collecting without having to visit the Foundation office. Not only does the database show at least one picture of the items, but it also contains detailed descriptions of the item and its contents. Thus far, we have loaded approximately 3,200 items currently in the database.

Now that this database is live, we work to spread the word to the public about how to access and view this material. We plan on publicizing this fact in *Roundel* Magazine and possibly other BMW publications, post this to Facebook and other social media, send out an email to our various lists, and of course post this on our website. If the public is interested in researching a specific BMW model from whatever era, we can provide copies of individual pages from the document or (if available), even sell them a duplicate item through our on-line store.



Suit worn by Jacques Laffite in the 1996 24 Hours of Le Mans while driving McLaren F1 GTR

For 2013, we are looking forward to increasing the inventory in our database. We could easily end up with 25,000 to 30,000 items in our Archival database before long. Our goal for 2013 is to enter another 5,000 or more additional items. In any event, this will be a consistent priority for our office since we are constantly receiving more material donations and or purchasing additional collections of significance. And as fast as we can process the items into the Archive, it will also become easier and faster for us to determine if we have duplicates we can sell in order to raise funds for further expansion and growth.

To that end, the Foundation had another strong year of donated items from numerous BMW CCA members, BMW NA, the BMW Performance Center, and individual BMW dealerships across the country. We are indeed fortunate enough to receive such wonderful treasures from all these people and organizations and our collection is gathering steam.

For its part, BMW NA purged much of their older Archives and has sent them to our Foundation. Our partnership with BMW is wonderful and on-going and we are quite happy to sort through their materials.

Of particular importance, we had the opportunity to purchase a number of wonderful collections in 2012. Here we profile just a few...

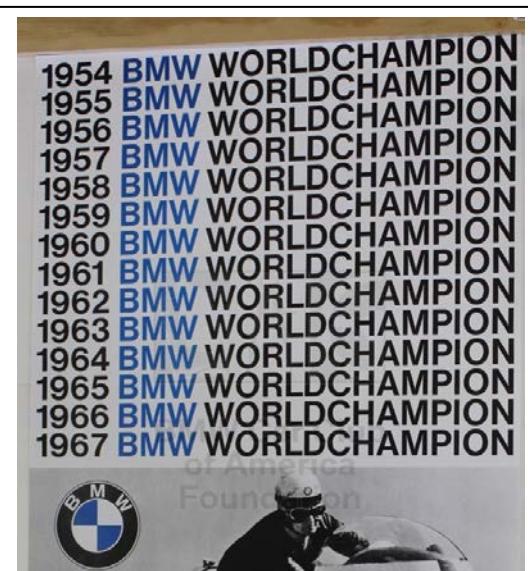
- First, we received a historical bumper to the First Union E36 M3 GT3 that won both the 24 Hours of Daytona and the 12 Hours of Sebring. Along with this bumper, we also received many team related uniforms and clothing as well as many PTG racing posters.
- Second, the Foundation then became aware of a very rare opportunity to buy-the entire collection of artifacts and team memorabilia from Tom Milner, the owner of the legendary Team PTG that raced BMWs for 12 years in the 90s and early 2000s. We received dozens of racing trophies, racing history of the various cars owned by the team, numerous framed artwork, posters, and race photos as well as other interesting items in the collection. It is a priceless collection with many irreplaceable items.
- We have also built a relationship with the current BMW Rahal Letterman, Lanigan Team. While visiting Columbus, OH this year, we came away with a van load of “used” race parts from the current BMW E92 M3 GT race cars. Some of these parts will be auctioned off to raise funds for the Foundation. Many will remain in the permanent collection.
- Finally, we scored another very significant historical collection from noted BMW Motorsport historian and collector, Richard Conway. Richard was an avid BMW Motorsport collector for more than 30 years. With his love for the older BMW racing CSLs and M1s, he was able to put together an immense collection of books, posters, literature, and so much more on these important race cars. This is a collection that was almost lost to a warehouse fire in the early 2000s that is now safely ensconced in the hands of the Foundation collection-and we are honored to have it.

Opportunities to get collections from PTG, Richard Conway, even BMW NA are rare opportunities for any organization to acquire. The Foundation is fortunate enough to increasingly be considered as *the appropriate party* to safeguard these treasures-while keeping them available to the enthusiast community in a safe and secure environment. These acquisitions will also become important pillars in our growing Foundation collection in the years to come.

To that end, for the first time, we attended the National Association of Automobile Museums (NAAM conference). This is an organization designed just for the automobile museums and their needs. The NAAM conference is an opportunity for the automobile museums to get together to learn about how to run a museum and store, maintain the collection, and so much more that is different from other types of museums. Although our Foundation is very small compared to most of these museums, it was a great opportunity for us to attend and to make industry and trade connections. As our Foundation plans to grow significantly over our next decade, we are planning to attend the NAAM conference again in 2013.

Online Store & Retail Memorabilia Sales:

Our online store sales ramped up significantly in 2012. We have been able to add hundreds of duplicate items to beef up the inventory. Between the sales in our store as well as at enthusiast events, we went from 2011 sales of \$26,472 to nearly doubling our revenue at \$41,138 in 2012. This is a significant increase in sales activity for our little organization and goes directly to our bottom line. (see typical poster for sale on left.)



Part of the success came from some of the enthusiast merchandise we created throughout the year. We added the 11th print to our racecar series—the E46 M3 GTR. Since this series started in 2006, we have sold some 714 prints out of 1,100 produced. Over the lifetime of the print project to date, we sold nearly \$50,000 in prints at a profit of some \$16,000. Our remaining stock of 385 prints (roughly 35% of the original order) is estimated to be worth approximately \$35,000.

Another big hit for us was the creation of the S14 E30 M3 Engine T-shirt. Our first batch of 150 sold out almost immediately. We then reordered another 150 of this same T-shirt (which most have now been sold). We also added to the sales by creating a poster with this S14 image in various colors.

At the events we attended, we increased our presence by taking more merchandise with us as we travel. Due to this increase in our presence, sales have doubled and even tripled compared to previous outings. Not only are the sales good for us, but this means more people are learning about the Foundation and all of its programs.

For the first time in the Foundation history, we held a Black Friday Weekend sale. This was a tremendous hit for the Foundation. We offered 30 percent off every item throughout the store. After the weekend, we had 54 packages to process—which took two people two full days to get out in the mail. Although this may not seem like a lot, it certainly is for our little organization. I don't believe we have had even one entire month in years' past where we had to process 54 store packages!

Restoration & Preservation: Enthusiast Events:

Of course, celebrating our 10th Anniversary in 2012 was a major theme. We had a wonderful celebration at the annual BMW CCA Oktoberfest event in Columbus, OH. We created some specific 10th Anniversary merchandise to celebrate our birthday as an organization. At Oktoberfest, the guests were treated to some beautifully decorated cakes with our anniversary logo during the Casino Night event—and a good deal of money was raised for the Foundation as well!

- We had several events this year where we had the opportunity to have numerous current and former BMW drivers autograph items from our Archives as well as merchandise we can sell to raise money for the Foundation. We have now built quite a collection of autographed posters, model cars, books, prints, and many more items including broken parts from real race cars.

- We were able to get together with the drivers at the Daytona Rolex 24 Hours race, the Sebring 12 Hours race, Petit LeMans race, as well as at the BMW CCA Oktoberfest event. We have been working for years to build our collection through the connections we make with these drivers.

- After a year's hiatus, we returned to The Vintage in Winston-Salem, NC. This event over the Memorial Day weekend is a large gathering of vintage BMWs – originally it was The Vintage at the Vineyards. This was the kickoff event for the Foundation in 2012. Approximately 300 cars were on display with about 1000 people in attendance. We plan to be back again in 2013.

- For the first time, the Foundation attended Bimmerfest East in Aberdeen, MD. This is another gathering of BMWs – a one day event. This year, they had almost 4,000 cars and numerous people attending the event. This is primarily a tuner car crowd. It was very successful for us in the sales and exposure and a big hit with younger BMW owners and enthusiast of all stripes.

- The 43rd annual BMW CCA Oktoberfest was in Columbus, OH. We used this CCA event as our primary celebration for our 10th Anniversary. We were present with our traditional vendor booth. This is the one event where we can have silent auctions. The members really enjoy this and look forward to it each year. Once again, BMW brought a truckload of vintage Motorsport race cars as well as some new BMW M5 and M6 to give charity rides around the Mid-Ohio track. We had three days with beautiful weather for the rides during the lunch hour. Unfortunately, this is such a popular event; we had more people wanting to participate than we have seats available in the cars. For the people that did experience the rides, they will not soon forget it!

- For the second time, we attended the ZFest event in Greenville, SC. This event is a gathering of the various BMW Z cars. It is usually a small group of about 80-100 cars. However, since it is local for us, it is something we should be part of.

- Every year, United BMW in Suwanee, GA has an open house. The BMW ALMS team parks a transporter out front with a few race cars. The drivers from the team visit for the evening – allowing the fans an opportunity to meet these drivers. United BMW has been generous enough to raise money each year for the Street Survival program and the Foundation. This appears to be a popular evening event before the Petit LeMans race of that weekend.

BMW CCA FOUNDATION

Fundraising & Grant Writing:

2012 continued our positive expansion of the BMW CCA Foundation's Development activities, welcoming Enterprise Rent-A-Car onboard as the national meal sponsor of Tire Rack Street Survival, and seeing our 2012 spring raffle event provide over \$120,000 in revenue.

As one of the most difficult global economic environments appears to continue unabated, we were once again able to deliver strong operating performance that puts us in the top tier in the world of teen driver safety in this country. In addition, considerable work was done to seek a wider base of donors to help support our programs-both in the near and long term future.

Specifically in 2012 the BMW CCA Foundation's fundraising efforts accomplished:

- \$200,000 in income from two separate raffle type sponsorship drives.
- The retention of the Westfall Group, an Atlanta, GA based fundraising collective that offers exceptional strategies for major gift success – helped us to begin the process of developing and launching a long term capital campaign.
- State Farm mid-Atlantic Region returned for a third year of funding by doubling 2012's contribution.
- We also received backing from the New England Chapter of Speedways Children's Charities; a division of Speedway Motorsports Inc- for the first time-in the form of a \$1,500 grant-with the promise of more to come. In addition, we have been promised an entry to their other 10 operative divisions across the country in an effort to spawn similar relationships with this pro-active group nationwide.
- In addition to support from Michelin's Community Relations Division, Michelin Marketing extended its contract as the official pavement sponsor of Street Survival.
- As a direct result of the development outreach at the Street Survival summit, several BMW club chapters and several SCCA regions are now soliciting local sponsorships with increasing success—the Peachtree and Connecticut Valley chapters of the BMSW club; the Milwaukee, Blackhawk and Quad Cities regions of the SCCA all report increasing funding from local sponsors.
- 2012 saw a number of additional corporate sponsor prospects appear. These include Brembo Brakes, DS Waters, Nationwide Insurance, and Liberty Mutual Insurance—all have opened dialogues with us with a view towards supporting Street Survival in 2013.

In addition, BMW of North America and Michelin both continue to work with us in development of a corporate Street Survival model. The first 'Returning Heroes' school held at Quantico allowed us to rework the Street Survival model with a more corporate structure which proved that a corporate model can work, and work well.

For the year ahead, we have a plan in place to continue aggressive fundraising at both national and regional levels. We are developing relationships with corporate partners targeting specific categories, predominantly the insurance, mobile, and fuel sectors.

We are also working with Westfall Group to develop and implement a clear, long-term plan for the CCA Foundation, including an endowment and a capital campaigns.

We are expanding our use of social media with over 700 subscribers to the Foundation's Facebook page, 800 on Tire Rack Street Survival's Facebook page, and over 1,300 on Street Survival's Cause page.

We have fortified our TR-SS home based administrative, fulfillment and support ranks in an effort to not only increase communication, as well as provide tangible support of all participating organizations as we strive to refine and expand our support of this program.

Importantly, we are also in the process of refining our long range planning assumptions to consider the question of a more permanent home for the foundation-and possibly even a shared domain with the BMWCCA-for mutual benefit and public interest.

Financial Summary: 2012 by the Numbers:

From a financial perspective, 2012 was what could be described as a hectic year. With Louis Goldsman joining us as Treasurer, we embarked upon a major overhaul and upgrading of our financial systems. This significant effort recognizes that success in the performance of our core external objectives will only be achieved with proper management support and control capabilities. We are close to completion of the implementation of our new accounting system.

We have also upgraded our financial support staff. We have retained EAB Accounting Services, LLC through its President, Lindsey Jefferson, CPA. Lindsey functions as our part-time Director of Financial Services. EAB Accounting also provides us with a part-time financial support staff. Lindsey previously worked for the large regional CPA firm that audited the BMW Car Club of America. She is familiar with the relationship of the car club to the Foundation. Just as importantly, she is familiar with the car club chapters' performance of Street Survival schools.

These investments in our financial capabilities relate directly to our retention of the Westfall Group as we endeavor to move to a broader base of financial support for our charitable purposes. This is a long-term effort and we are pleased to note that notwithstanding a significant upfront investment in this effort, we financially performed 2012 on essentially a breakeven basis.

We are pleased to report that we also saw improvements in our efforts to expand the financial base of the Tire Rack Street Survival program. We were happy to note that, when considering the Tire Rack support for the Tire Rack Street Survival Summit, Tire Rack increased its financial sponsorship by almost 11 percent.

We are also pleased to note that notwithstanding this increase, obtaining additional sponsors for the Tire Rack Street Survival program resulted in Tire Rack's proportion of the program's sponsorship funding dropping from over 57 percent to 51 percent! In addition, Street Survival registration revenues increased by approximately +18 percent over 2011.

During the year, we fully implemented the Michelin Tire pavement and the Enterprise Car Rental meal reimbursement programs for Street Survival schools.

The View Ahead:

As a group, we see our next ten years to be exciting as well as challenging on many fronts. Retaining professional long term fundraising guidance in the Westfall Group signals a new seriousness of purpose within the Board toward meeting our growth challenges with enthusiasm as well as confidence. A primary point here is broadening our base of support, with less reliance on sweepstakes and raffle type events that have become perhaps overly commonplace in the last few years.

We will also aggressively attempt to further develop relationships with corporate partners for specific and relevant categories such as the insurance, mobile, and energy sectors as the national reputation and prominence of TR-SS steadily increases, a fact that we are very proud of as an organization, and one that reflects equally well on our sponsors, our partner clubs, and more importantly our volunteer instructors within the communities in which they live and work.

In Addition:

- We plan on working closely with the SCCA regarding their new pre-emptive viral communications effort prior to our schools in each market. This promising concept has tested well in early trials, and is a key tool in looking to increase student school counts for both the SCCA and BMW CCA programs.
- Develop a clear, long-term Capital Campaign vision and strategy for the CCA Foundation, in collaboration with the Westfall Group.
- Focus on developing the core TRSS instructor base with an expanded and enhanced volunteer incentive campaign in 2013.

- Launch our on-line software program for enhancing TR-SS coaching skills and related mandatory standards.
- Continue harmonizing cost and growth pressures to maintain a sustainable financial model for long-term sustainability at a run rate of 100+ schools annually.
- Estimated Foundation operation budget expected to exceed \$750K with increased number of schools, etc.
- We will also continue to fortify our TRSS administrative and supervisory ranks in an effort to increased communication as well as tangible support of all participating organizations and groups, as well as those we are courting-both in our offices-as well as travelling event staff.
- We now have significant expectations that the continued conversations with the PCA and the expanded SCCA foundation, will lead to a productive collaboration and expanded school counts in the year ahead.
- Be more pro-active to chapter needs and planning concerns, especially as it relates to TRSS schools.
- Refine our long range planning assumptions to consider the question of a more permanent home for the Foundation and possible a shared domain with the BMW CCA for mutual benefit.

Conclusions:

We are delighted to have not just survived, but thrived during our first ten years as an organization. There is little question there were many doubting voices when we embarked on this journey in 2003. Throughout that time, the Tire Rack and the extended Veldman family has been an incredibly valuable, loyal and steady presence encouraging us on.

As we consider the growth challenges that lie ahead, we remain ever grateful for our longstanding sponsor support and confidence in our cause. In fact, a key consideration is that our Trustees remain steadfastly focused on continuing to grow our programs, but in a *useful* and *sustainable* fashion for the long haul.

Beyond the pure financial challenges, we recognize fully that there is also a compelling need to strengthen and better support our volunteer instructor pool; this is especially true as we eclipse a run rate of 100 or more TR-SS events annually. The strengthening partnership with the SCCA and the emerging SCCA Foundation, in addition to continuing outreach efforts towards the Porsche and Corvette clubs is seen as pivotal in that regard. They will all be key to sustaining the desired national growth rate of TR-SS schools we aspire to in the years ahead.

To that end, we remain committed to streamlining the process for Chapters holding our events by arming them with an ever-expanding array of effective and *easy to use* tools to help them to be successful.

With your ongoing support, guidance, and encouragement, we are more convinced than ever of our ability to meet rise to the occasion, and meet these challenges in stride.

APPENDIX:

The BMW CCA Foundation's Officers and Trustees are a diverse group of dedicated individuals from across the United States. All have deeply planted roots in automotive circles and the BMW Car Club of America.

Seven volunteer Trustees govern the BMW CCA Foundation. Additionally, five staff members, a strategic consultant Erik Wensberg, and BMW CCA Executive Director Frank Patek attend most all of Trustee's meetings to provide insight into Foundation issues.

The Trustees meet quarterly and conduct conference calls on an as needed basis.

Welcome Aboard!

TR-SS chief Instructor: Tim Beechuk joined the team in late 2012 and has become a true road warrior, travelling to various schools around the U.S. when the National Program Manager, Bill Wade has a scheduling conflict.

Tim retired from Proctor & Gamble in 2010, and has been very involved in BMW CCA activities, including being the on-site liaison for the club's Oktoberfest conducted in Cleveland in 2012.

A longtime driving instructor for the BMW CCA Buckeye chapter, Tim was a natural to come on board to help grow Tire Rack Street Survival as we move forward.



Madelin Miller joined the Foundation staff in July of 2012 and has taken over responsibility for TR-SS at the Foundation offices, as well as much of the online store tasks, while helping the Curator, Michael Mitchell with the categorizing and entering of archival materials to the ever-expanding database.

Madelin has a strong background in IT, and has saved the Foundations hours of time, money and frustration with her ability to troubleshoot and repair electrical gremlins that arise in the computers and network from time-to-time.