

## The BMW Banner

May - June Newsletter Issue #3

2013

### Greetings!



Welcome to the BMW Car Club of America First Coast Chapter newsletter. We are your BMW connection for information and news for the North Florida region.

We are fast approaching the half way point in the year. Our events have been as exciting as our members and our membership continues to grow. Just wait to see what we have

in store for you during the second half. As the board said from the beginning, "this is Your chapter, Your events and Your ideas". Please feel free to contact any of the board members directly. We would love to hear from you!

David Levin  
President  
BMW CCA First Coast Chapter

*"Life may begin at 30, but it doesn't get real interesting until about 150"*



### First Coast Calendar

**Here are the next events coming up.  
Click on each event to get more information.**



**June 11th - General Meeting - 7:00pm**



**June 29th - Jacksonville Sharks Game  
Game against the Orlando Predators  
We are inviting the Sunshine Bimmers to  
join us at the game.**

[From our BMWCCA Friends Around Florida:](#)



**BMWCCA Everglades Chapter  
Annual Sunnin' and Funnin' Chapter Picnic  
Saturday, June 22, 2013 ~~~~~ 10am till 4pm.  
Okeehelie Park ~~~~ The Tuskegee Pavilion  
7715 Forest Hill Blvd. West Palm Beach**

**PLEASE RSVP By MONDAY JUNE 17...  
with your name, CCA member number, # guests.**

**EMAIL: [rsvp4evergladesbmwcca@gmail.com](mailto:rsvp4evergladesbmwcca@gmail.com) OR Call 561.225.1010**

### Ride to the Ranch



Last year, the First Coast Chapter had this crazy idea to run down to Al Mackay's ranch for the day, have a little car show, some awesome food, and great conversation with friends.

After our South Eastern Regional meeting for the BMWCCA, we decided to up the ante. We can confidently say that this event included every chapter in Florida, something never done before. Over 70 people attended the event, including members coming up from the South Florida area and the West Coast of Florida. As the pictures show, we had fantastic weather for the event. The event included a car show and a 45 minute drive lead by Al around the area.



As the pictures show, everyone had a great time and we had plenty to eat. A very special thanks to the Mackay Family for their hospitality, and making some super tasting food. And for those of you who are wondering what we are going to do next year, you'll just have to show up and see what we are planning....

### May 2013 Poker Run to Corky Bells

Our Poker Run down to Corky Bells was strategically placed on Sunday May 19th right in between scattered rain showers and generally poor weather. It was a beautiful day for a fantastic run down to the restaurant with First Coast Chapter members. Howard Smithson doubled as the lead of the Poker Run and winner with the best hand at the end of the run. Thanks to everyone who attended the event.



**Quick Links**  
[First Coast Calendar](#)  
[Ride to the Ranch](#)  
[Poker Run](#)  
[BMW's NAC](#)  
[Steffes on Track](#)  
[BMW CCA Mission Statement](#)  
[Video's](#)  
[Next Issue Information](#)

**Join Our Mailing List**

### First Coast Chapter Officers

**David Levin - President**  
904-881-8877

**Al MacKay - Vice President**

**Matt Steffes - Treasurer**

**TBD - Communications**

**Linda Wilson - Secretary**

(click on name to reach by email)



### Mission:

The mission of the BMW Car Club of America is to enhance the BMW experience for our members by providing services, support, information and activities that promote camaraderie and encourage social awareness and responsibility.



[Visit Our Sponsor](#)



**Safety School Video**



**X6 Rollover Test - BMW**

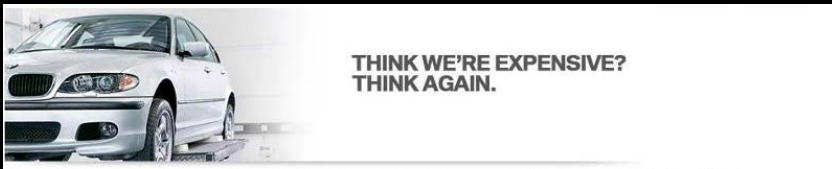




### 13 BMW Electric Vehicle



Scott Pruett Hot Lap in M5



When your BMW vehicle is no longer qualified for the BMW Maintenance Program, here is a great new way to help you keep it an Ultimate Driving Machine®. Introducing BMW Value Service: the professional and affordable way to maximize peak performance.

The cost is comparable to local service centers – but with BMW Value Service, you will know the cost of the included services up front. Best of all, when you bring your BMW to our center, you can rest assured knowing that your vehicle is in the hands of BMW trained technicians. Using only Original BMW Parts and BMW approved equipment, they are able to provide exactly what your vehicle needs. Every part is designed to fit your BMW to perfection. And each part comes with a two-year warranty for greater peace of mind.

3 Series			
Oil Change From <b>\$79.95*</b>	Upgrade Package From <b>\$49.95*</b>	Replace Brake Pads Front From <b>\$202.95*</b>	Replace Brake Pads Rear From <b>\$182.95*</b>
5 Series			
Oil Change From <b>\$79.95*</b>	Upgrade Package From <b>\$99.95*</b>	Replace Brake Pads Front From <b>\$215.95*</b>	Replace Brake Pads Rear From <b>\$182.95*</b>
X5			
Oil Change From <b>\$79.95*</b>	Upgrade Package From <b>\$74.95*</b>	Replace Brake Pads Front From <b>\$215.95*</b>	Replace Brake Pads Rear From <b>\$182.95*</b>

#### 2 Locations to serve you:

**Tom Bush BMW**  
9850 Atlantic Blvd.  
Jacksonville, FL 32225

**Tom Bush BMW Orange Park**  
6914 Blanding Blvd.  
Jacksonville, FL 32244

[CLICK TO SCHEDULE SERVICE JACKSONVILLE](#)

[CLICK TO SCHEDULE SERVICE ORANGE PARK](#)

### AFFILIATES

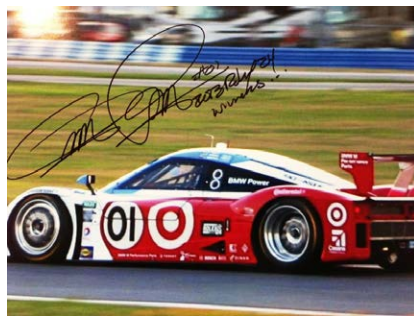


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### 2013 BMW National Aftersales Conference



One of the big events for BMW held each year is not a race, not a golf tournament, or a Concours D'Elegance. It is the National Aftersales Conference or NAC. This year's conference was held in Las Vegas, Nevada at the beautiful Wynn Las Vegas Hotel.



Every Service and Parts Manager from around the country is invited to the conference and many of BMW's management team are in attendance. Information on how BMW is doing (quite well I will add) and the direction and focus are covered in several days of meetings. Many contacts and friendships are established and help to smooth out our everyday business.

There were a couple of events and displays that really caught my attention at this year's NAC. In attendance was legendary racer Scott Pruett, this years winner of the Rolex 24hrs of Daytona as well as a the winner at Road Atlanta. On my 2nd visit to the Performance Course showing latest performance upgrades and accessories for the 3 and 5 series BMW's, I was able to ask Scott if he would be kind enough to autograph some photos of his vehicle at Daytona. Since the photos are going to be auctioned off at the end of the year to raise money for the Ronald McDonald House in Jacksonville, he was happy to do that for me. He had not finished signing several photos and asked me if I was aware that he and his wife write children's books. In addition to the autographed photos, he generously offered to send a box of books to the event to donate to RMH. "THAT", my friends, made my day. The other top event for me at the NAC was the actual BMW i's. I've always been a fan of the all electric vehicles and now, I was standing 3 feet from them. These vehicles are amazing. From the carbon fiber body to the low center of gravity, I couldn't get enough. I've included a few of the pictures here but they don't do the actual vehicle justice. If you are interested in more information, you can click the link under "You Tube Video's". At this point, all I know is I want one!



GNOME 01

### Matt's on Track



#### Budgets, Fiberglass and Track Days, Oh my!

by Matt Steffes

It was a little over a year ago when I sold my E39 M5 and ventured into uncharted territory. It was impractical and obnoxious, but an absolute riot to drive. And the only commonality with the S62 engine was the alarming rate at which it tried to pull the two opposing horizons together. Add a dash of BMW Safety School, and it was happily ever after. Or so I thought. A few months later, with the unsolicited "support" of family and colleagues, I began the decent into the fiscal black hole know as track days. Notice the omission. That's because if they were true friends, they would take you aside and quietly tell you to sell everything you had to buy a full blown race car with a tow vehicle to boot... You're going to anyway. So why tell you all this? Misery loves company, I assume. Truth is I've had some incredible experiences since entering the hobby. I've met some wonderful people and learned more in a 25 minute run than a lifetime of Driver's Ed. And although I joke above, I highly recommend looking into Performance Driving. It truly is an amazing hobby. This leads me to budgets. Many expressed interest in the club participating in more track events. And believe me, you have an advocate. We all want (and plan) to move in that direction. In the meantime though, we are researching the cost and resources necessary to run a club sponsored track day. Fortunately, there are some great clubs who host a wide variety of local and regional events. Keep an eye out on our website calendar for upcoming activities. I encourage you to reach out to me with questions, concerns or suggestions at [treasurer@firstcoastbmw.org](mailto:treasurer@firstcoastbmw.org).

### Do you want to advertise in The Banner?



Email Matt Steffes

Email Matt for the latest rates to place your advertisement in The Banner.

### Next Issue



### July-August:

BMW CCA First Coast Chapter's News Letter:

- News from BMW
- The 2nd Annual First Coast Chapter Bowling Event
- What's in store for the next 6 months
- More from Matt's on Track



Our monthly meetings are on the 2nd Tuesday of each month. Hope to see you there!!

Sincerely,

David Levin  
President - First Coast Chapter BMW CCA

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### [Classifieds:](#)

Any member in good standing who would like to post a classified advertisement for a vehicle, parts or an open position of employment can submit the information to [bmwgnome@icloud.com](mailto:bmwgnome@icloud.com) with the subject line "Classifieds". Currently, this service will be at no charge. Ads will be posted at the discretion of the board.

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### [For Sale:](#)

Any member wishing to post vehicles or available parts for sale with contact information can do so by sending the information to [bmwgnome@icloud.com](mailto:bmwgnome@icloud.com). The next deadline is July 21, 2013 for the next newsletter. If information is received prior to the next announcement, the information will be posted in the announcement. There is currently no cost to posting the information but is limited in size.

### [Open Position - BMWCCA FCC Board](#)

The First Coast Chapter Board is looking to fill the position of Communications. Some knowledge of Excel helpful to execute the duties of the position. If you are interested in the position, please email your information to: [bmwgnome@icloud.com](mailto:bmwgnome@icloud.com)

[Forward this email](#)



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