



First Coast Chapter

BMW Car Club of America

THE BMW BANNER

November-December 2013

Greetings!

As we approach the end of the year (yeah, I said that), I started to look at each of the events we planned and attended. The First Coast Chapter has had it's ups and down over the years. This year was an exciting, up year and it's far from over.

The November and December events are shaping up to complete our year. Please make sure to look over all of the information in the newsletter. We are headed toward Board Elections, Detail Day, Safety School, Ronald McDonald House Car Show and our Holiday Party in January.

See you at the next event!!

David Levin
President
BMW CCA First Coast Chapter

"You can tell that you're in trouble when you feel the air on the back of your neck instead of in your face." - Buddy Baker

Next Event - BMW CCA First Coast - Detail Day



November 9th - 9:00am - 12:00pm
Cost - \$10.00

We are having our next event at Tom Bush BMW Orange Park. Get ready to hear about all the chemicals they use to get the vehicles super clean and shine like brand new. Make sure to bring your elbow grease and \$10.00 and you can have it for 3 hours. Tom Bush Orange Park Detail Department will provide information and advise on what products will work best for you. In addition, the owner of Top Coat, Scott Smith, will be available to answer questions about his line up of products and demonstrate how they work.

BMW Brand Protection



It was our pleasure to welcome two special guests from BMW at our October General Meeting. Our speakers were from Brand Identity and Brand Protection.

Between our discussions on counterfeiting, the Brand Protection Team, viewing videos and seeing actual fake parts, Melissa Costa, BMW Brand Protection Manager North America, gave us some real insight into what goes on when some sellers offer inferior parts. Even when the packaging and printing are almost the same as Original BMW Parts, it does make it difficult to tell the difference. Deborah Hountondji, Brand

Protection Manager from BMW AG, also confirmed the issue is world wide. The video showed a scary reality when BMW goes the distance testing fakes. After watching the brake rotor shatter after 52 high speed stops makes you wonder if the savings is worth taking your chance on safety.

Melissa also offered a comical view on the Brand Protection Team through a video entitled "The Imposters". Catching the people behind the all the fake parts out there can be tough but you can rest assured that Melissa, Deborah and their teams are looking out for you!



David

Safety School

Safety School sign up - OPEN

November 17th, 8:00am - 4:00pm



Click MotorsportReg.com link to be taken to the registrations page.



Ronald McDonald House - Car Show



BMW CCA First Coast Chapter and Ronald McDonald House of Jacksonville

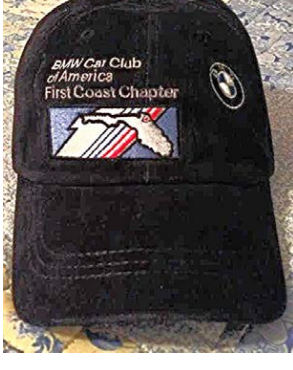
2013 Car Show for the Kids
December 7th 10am-12pm

The BMW CCA First Coast Chapter is looking for all types of vehicles for our 1st Annual Car Show for the Kids. Many times, it is hard for families to get out to events while receiving treatments from the local hospitals. That is why we are bringing the car show to Ronald McDonald House in downtown Jacksonville. Please send an email with a picture of your vehicle with information about the vehicle and I will forward important information to you from RMH. We will have room for 50 vehicles. Thanks in advance for making this a great day for the kids!!

[Click Here to Enter Via Email](#)

Ronald McDonald House
824 Childrens Way
Jacksonville, Florida 32207
(904) 807-4663

BMW CCA First Coast Chapter Swag



BMW CCA First Coast Chapter Baseball Caps

\$18.00

[Order Here](#)

Wounded Warrior - Track Program

Quick Links

- Detail Day
- Brand Protection
- Safety School Registration
- RMH Car Show
- WWP-Track
- 3 Series/4 Series
- 2014 Elections
- 2014 Rolex Ticket Information
- BMW CCA Mission Statement
- Advertise with First Coast
- Upcoming Events Calendar
- Disclaimer



Safety School is OPEN for Registrations

Click Pic to go to Registration Page

Sunday November 17th

November General Meeting



On Southside Blvd.

November 12 @ 7:00pm



First Coast Chapter Officers

David Levin - President
904-881-8877

Al MacKay - Vice President

Matt Steffes - Treasurer

Todd Perkins - 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.



Inside The Cockpit with DysonBMW Design - It Starts with a Sketch



BMW Heritage - Welt





Our September General Meeting was attended by some special guests who help to keep our country safe. Three members of the Wounded Warrior Program and their Track Program Coordinator spoke about their experiences and what the program did for them.

Ty Dixon spoke of her experiences in the Army and how it has helped her to be a better coordinator and mentor. Ty also is instrumental in the Warriors to Work Program. Warriors who enter the program are chosen from the applicants. The program, started in 2008 in Jacksonville and now also in San Antonio, guides the men through their first year of college life and facilitates the transition from combat soldier to student. For many combat veterans, the experience of going from a war zone to a college classroom can seem daunting to say the least.

Chris Rick, the manager of TRACK who was not in attendance, said "We want to smooth the transition". "We want to provide them with the skills to be able to sit next to an 18-year-old that has no life experience and is whining about this, that and the other thing." About 15 veterans are accepted for TRACK each semester and 92 have graduated so far. Their move to Jacksonville, and home after graduation if they choose, is paid for by U-Haul. But up to 80 percent of graduates do stay in Jacksonville, Rick has said.

Toward the end of the course, the men work a paid internship at a Jacksonville business related to their chosen field of study. Their physical demands are met by a personal trainer who works to rebuild their bodies. A mind trainer of sorts also is on staff. Lisa Grossman, an employee of APEX Performance, trains them to focus their minds for peak performance during what could be stressful situations like crowds and college exams.

All of the coordinators of the program work very hard to make the Wounded Warrior Program and the Track program successful. Thanks to everyone who is involved.



Tom Bush BMW Orange Park - Open House



4 Series / 3 Series GT

Tom Bush BMW Orange Park had an Open House with the BMW CCA First Coast Chapter in October. The Open House coincides with the release of BMW's 4 Series and 3 Series GT. Tom Bush had vehicles to test drive and inspect during the event as well as refreshments. A special thanks to Tom Bush BMW Orange Park for a fantastic event.

December Elections - Candidates



Now that we are in the month of November, we will be announcing the current candidates who will be running for the positions of President, Vice-President, Treasurer, Communications and Secretary.

If you are interested in running for one of the offices listed, please indicate your intentions by sending an email to bmwgnome@icloud.com. Make sure to include a current picture plus a short paragraph of your intentions. Please include a way to contact you.

All of the information of the candidates will be sent in a separate communication to the chapter. Please have your information sent to me by November 15th. Thanks

2014 Rolex at Daytona

Provide your yourself a lasting memory to the **ROLEX 24 AT DAYTONA**

BMW Car Club Special:
2-Day infield/Grandstand & Garage Pass: \$50
Regular Price: \$75

To purchase or learn more information
Patrick O'Malley 386-681-5023
and mention "BMW" industry price
(This is our BMWCCA Contact for Rolex Tickets)

Keep your BMW Original



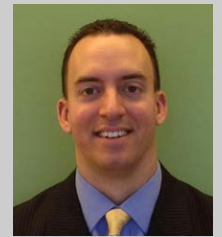
BMW Motorsports Parts



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AFFILIATES



Our Up Coming Events



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THINK WE'RE EXPENSIVE? THINK AGAIN.

When your BMW vehicle no longer qualifies 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 maintain peak performance.

The cost is comparable to local service stations - 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 \$79.95*	Upgrade Package From \$49.95*	Replace Brake Pads Front From \$202.95*	Replace Brake Pads Rear From \$182.95*
5 Series			
Oil Change From \$79.95*	Upgrade Package From \$99.95*	Replace Brake Pads Front From \$215.95*	Replace Brake Pads Rear From \$182.95*
X5			
Oil Change From \$79.95*	Upgrade Package From \$74.95*	Replace Brake Pads Front From \$215.95*	Replace Brake Pads Rear From \$182.95*

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](#)

Sincerely,



President - First Coast Chapter BMW CCA

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 with the subject line "Classifieds". Currently, this service will be at no charge. Ads will be posted at the discretion of the board.

For Sale:

Any member of the First Coast Chapter in good standing may request to post an item for sale. Currently there is no charge for posting the information. Please make sure to email your information and item to bmwgnome@icloud.com

Thanks

Employment Opportunities:

Any member who would like to post an available position or if you are looking for employment, can post the information by sending it to bmwgnome@icloud.com

[Forward this email](#)



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